

Responsible Tourism, Responsible Tourists: What Makes a Responsible Tourist in New Zealand?

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Abstract:

The impacts of tourism, both good and bad, are many and diverse. Responsible tourism has been suggested as one way of maximising the positive and minimising the negative impacts of tourism.

The tourist's contribution to responsible tourism is somewhat overlooked in the literature and they are often seen as part of the problem rather than as part of the solution. They are also frequently accused of taking a break from responsibility while on holiday. This thesis concentrates on the actions of the tourist, seeking to understand what influences or constrains responsible behaviour while on holiday; to compare some responsible behaviours on holiday with similar behaviours at home. It also explores effective communication to encourage responsible tourist behaviour.

The influences and constraints are multiple and complex and a fluid methodology was required, to be sufficiently structured to allow for comparability, while flexible enough to allow for the unexpected. A multi-phase, multi-method iterative research design was used, based on comparable case studies of two locations within New Zealand, Kaikoura and Rotorua. Kaikoura is a fairly recent, developing destination, Rotorua is a mature, established destination. The first phase of research employed in-depth interviews with industry representatives and with tourists and document analysis. The initial stage of the method allowed five actions of responsible behaviour to be identified. These represented responsible behaviours in a range of situations: environmental, cultural, social and economic. These behaviours were then applied in a visitor survey, based on a social psychological framework using Ajzen's Theory of Planned Behaviour. The survey identified instances of responsible behaviour and the influences and constraints on this behaviour. The survey also explored effective means of communication to encourage responsible behaviour, using Kohlberg's Stages of Moral Development.

Generic definitions of responsible tourism and responsible tourists were developed and five actions representing responsible behaviour were identified which operationalised the definitions from the specific context. Influences and constraints on these responsible behaviours were also identified. These were internal, emanating from the tourist and included culture; values and attitudes; ethics and motivations; and mindfulness and mindlessness, and external, emanating from the destination, which included marketing; visitor management; and information and communication. Awareness was considered an important aspect of responsible tourist behaviour yet few tourists were aware of context specific details. Information, therefore, is considered important in achieving responsible tourist behaviour. Information may be most effective if it appeals to good citizenship and provides a reasoned and positive argument. A three step model was developed to foster responsible tourist behaviour. The first and crucial step is for the destination to set its objectives, then, to market to the most appropriate tourists. The third step is to optimise the responsible behaviour of these tourists once they have arrived, through visitor management which encourages and facilitates responsible behaviour. The New Zealand context provides a good example of this approach.

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What is Responsible Tourism? Respecting the environment, but also supporting local communities and making better places for people to live in. Responsible ecotourism makes clear the social responsibility of the tourist. It doesn't mean raising awareness only of nature and visited places, but also being respectful of local communities that live there. The new frontier of ecotourism is sustainable tourism or responsible tourism: An environmentally friendly tourism, that must also be respectful of local communities who have to be economically supported through tourism. How? You should buy in local markets, prefer hotels and restaurants run by local people, choose local tour guides. Our guide to responsible tourism in New Zealand is a thoroughly worthwhile read, with sections on understanding Maori culture, dolphin watching and Easter bunny hunts all adding to responsible tourism tips and what you can do to travel right. Home\Australia\Oceania\New Zealand. New Zealand Overview. As appealing as they may be, you can find mountains, dolphins and bungee jumps in many countries - no, what makes New Zealand truly unique is its Maori culture. Accessible tours in New Zealand. You may not be planning on doing any bungee jumping, but that aside, New Zealand is a very accessible country for travellers with special requirements. The way tourists present themselves to locals should also be minded. There are certain places in this world where it is best if you dressed a little more conservatively. If you visit the Middle East or Asia where Islam is practiced, tourists should respect the guidelines set out to them by the religious practices. Nabawi Mosque, Medina, Saudi Arabia. For example, if tourists visit an Islamic mosque then they should be prepared to cover their arms and legs. The same goes for women – your conduct with local men will leave a lasting impression of female tourists in the future. Woman in Muslim Street in Xian China. Tourists are essential in certain countries which depend on them for jobs and the country's economy. However, tourists should respect the places they visit. Departure City Fares. The Responsible Tourist and Traveler. flights. vacations. Everyone has a role to play in creating responsible travel and tourism. Governments, business and communities must do all they can, but as a guest you can support this in many ways to make a difference: 1. Open your mind to other cultures and traditions — it will transform your experience, you will earn respect and be more readily welcomed by local people. Be tolerant and respect diversity — observe social and cultural traditions and practices. 2. Respect human rights. Exploitation in any form conflicts with the fundamental aims of tourism. The sexual exploitation of children is a crime punish