

Understanding Tourism: Its Significance and its Bright vs. Dark Side Comprendre le tourisme: sa signification et sa vision contre le côté obscur

SADEKI Sohir *

Assistant-Master A in Oran University 2, Algeria, sadeki.s@yahoo.com

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Abstract: Is truly tourism well-understood nowadays? Though the concept of tourism is conventionally understood and associated with the notion of travelling for leisure that generates “pleasure” for tourists, “money” for its business dealers, and “local development” for citizens in rural and urban areas, it has, on the other hand, viewed as “a pure danger” to nature especially to agricultural environments, “an evil hand” for money launderers, an instigator that increases cultural clashes and racism. In addition to this bright vs. dark sides of tourism, there are other complexities in understanding this concept along with its significance or definition. These complexities lie in its uncommonness, disagreements between researchers that leave tourism a misunderstood concept rather than an understood one. This article highlights more or less these complexities, so in a way or another, it may probably help in understanding tourism well.

Keywords: tourism; WTO/UNWOTO; tourism impacts; hospitality; business tourism; bright tourism; the multiplier effect; dark tourism.

Jel Classification Codes: Z30, Z32

Résumé : Le tourisme est-il vraiment bien compris de nos jours? Bien que le concept de tourisme soit conventionnellement compris et associé à la notion de voyage pour les loisirs qui génère du «plaisir» pour les touristes, de «l'argent» pour ses commerçants et du «développement local» pour les citoyens des zones rurales et urbaines, il a, sur d'autre part, considéré comme «un pur danger» pour la nature, en particulier pour les environnements agricoles, «une main mauvaise» pour les blanchisseurs d'argent, un instigateur qui augmente les conflits culturels et le racisme. En plus de ces côtés vifs et sombres du tourisme, il y a d'autres complexités dans la compréhension de ce concept ainsi que sa signification ou sa définition. Ces complexités résident dans son iniquité, ses désaccords entre chercheurs qui laissent le tourisme un concept mal compris plutôt que compris. Cet article met plus ou moins en évidence ces complexités, donc d'une manière ou d'une autre, il peut probablement aider à bien comprendre le tourisme

Mots-clés : tourisme; WTO / UNWOTO; impacts du tourisme; hospitalité; tourisme d'affaires; tourisme lumineux; l'effet multiplicateur; tourisme sombre

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* Corresponding author: SADEKI Sohir, e-mail: sadeki.s@yahoo.com.

I. Towards defining the term tourism:

Although, tourism: /'tʊərɪz(ə)m/, is conventionally associated with the notion of travelling for leisure, it has given different definitions. It could not have one-agreed or a universal definition because leisure, in itself, holds a lot aspects. Starting by one of the most basic sources of definition (dictionaries), tourism is defined in Random House Dictionary (2018) as: “1. the activity or practice of touring, especially for pleasure. 2. the business or industry of providing information, accommodations, transportation, and other services to tourists. 3. the promotion of tourist travel, especially for commercial purposes.”¹

In general, most of the dictionaries define tourism from one perspective and which is business. For example, the online Cambridge dictionary defined the entry word tourism as: “the business of providing services such as transport, places to stay, or entertainment for people who are on holiday.”² As to Collins dictionary, tourism is “the business of providing services for people on holiday, for example hotels, restaurants, and trips.”³ In addition to this definition, some defined tourism from both British and American languages as in the following:

- 1) tourism in British /'tʊərɪzəm / tourist travel and the services connected with it, esp when regarded as an industry.⁴
- 2) tourism in American /'tʊr,ɪzəm; tuor'ɪz,əm/ tourist travel, esp. when regarded as a source of income for a country, business, etc.⁵

In the same perspective, i.e. the business point of view, the Dictionary of Leisure, Travel and Tourism (2003: 317-318) and which is a whole dictionary designed only for tourism, defined this concept upon three ways of which two are purely in relation to business as the followings show:

1. tourist /'tʊərɪst/ noun a person who goes on holiday to visit places away from their home. Examples: The tourists were talking German. / There were parties of tourists visiting all the churches. / Trafalgar Square is always full of tourists.
2. tourism /'tʊərɪz(ə)m/ noun BUSINESS the business of providing travel, accommodation, food, entertainment, etc., for tourists - Tourism is the country's main source of income.
3. tourism industry / 'tʊərɪz(ə)m ɪndəstri/ (noun) all the various businesses that provide services for tourists, considered together.

Whether the concept of tourism implies pleasure or business, it implies that it is not made of one thing but a whole collection of things. This probably explains why academic authors and researches when tackling tourism as a research theme, they do not stick on one aspect only. Among these, some has come up with these following views. For instance, on Merriam-Webster, tourism is “many activities”; i.e. many things at once, namely: the practice of traveling for recreation, the guidance or management of tourists, the promotion or encouragement of touring and the accommodation of tourists.⁶ In the same context of tourism as being a collection, Macintosh and Goeldner (in Tugberk Ugurlu, 2010)⁷ stated that it varies source by source, person by person, but they defined tourism as:

“a collection of activities, services and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and other hospitality services provided for individuals or groups traveling away from home.”

Also, Macintosh and Goeldner even summed up tourism significance as follows:

“The sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors.”

Due to its immense importance, tourism has not been only given a place in academic researches, or some whole dictionaries, but it has also been given a whole international organization; called the World Tourism Organization (UNWTO) and the World Travel and Tourism Council (WTTC) (in S. Medlik ⁸, 2003). Beside its creation, the UNWTO publishes regularly its reports, articles or magazines both in printed and online formats, among which the following definition of tourism is selected and which is given in 2011 by Taleb Rifai (the ex-Secretary General of the UNWTO) ⁹

“Tourism is one of the world’s largest and fastest growing economic sectors, emerging over the past fifty years as a key instrument for global growth, development and job creation.”

So, it appears, each time we advance in defining tourism, new significances are put up, sometimes they are similar and in many they are distinctive, but always tourism, as a concept, seems to be defined in relation to its purpose or objective. In order to prevent this kind of disaccords, Macintosh and Goeldner (in Tugberk Ugurlu, 2010) selected the following UNWTO definition as a good significance to the term tourism; as indicated below:

"Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."

With the same methodology i.e. using the UNWTO as reference in defining tourism, Morgan Westcott (2012) ¹⁰ denoted that there are a number of ways tourism can be defined, and for this reason, the United Nations World Tourism Organization (UNWTO) embarked on a project from 2005 to 2007 to create a common glossary of terms for tourism. It defined tourism as follows:

“Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure.” (UNWTO, 2008).

Using this definition, Morgan Westcott defined later tourism as “the movement of people for a number of purposes (whether business or pleasure)” ¹¹. Therefore, and in her view, a commonly accepted description of a tourist is: “someone who travels at least 80 km from his or her home for at least 24 hours, for business or leisure or other reasons.”

Our last source in defining tourism is Wikipedia. In fact, this online data provider is very useful in academic contexts not only in providing information but updating them too. As to tourism, it is in Wikipedia ¹² as:

“...travel for pleasure or business; also, the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours... Tourism means people traveling for fun. It includes such activities as sightseeing and camping. People who travel for fun are called "tourists". Places where many tourists stay are called "resorts". Places that people go to for tourism are called tourist destinations.”

II. “Tourism” vs. “Travel”: Criteria of distinction:

Travel” has been in most of tourism definitions, presented above, a redundant word used in association with the concept of tourism. This has led both the terms “tourism” and “travel” to be

sometimes used interchangeably and where “travel” has a similar significance to tourism, but implies a more purposeful journey. However, this has generated some critics and debates on “tourism” vs. “travel”, as to wonder for example, if every traveler is a tourist and vice versa. Macintosh and Goeldner (in Tugberk Ugurlu, 2010) stated that tourism is different from travel and that in order for tourism to happen, there must be three criteria: a displacement, the type of purpose and the duration. Differently said, an individual has to travel outside the usual environment, using any type of means of transportation (cars, trains, planes or even on foot like the case for poorer societies, pilgrims, hikers etc.) and this displacement can be for any tourism purpose (entertainment, discovering own or new history and cultures, religious, etc.) and that happen for only a maximal duration, not a minimal. Yet, all travel is not tourism which implies the answer to the raised question above that is to say not every traveler is a tourist, but a tourist is a traveler.

III. “Bright” tourism vs. “dark” tourism notions:

Though the data, presented above on defining the term “tourism”, denote that tourism has not a universal definition, they help us in a way to understand or know what tourism is about or why it is done, as to say, to please ourselves (as tourists) and to make more money (as businessmen in tourism) which consequently led us to understand tourism as a good thing to do or have. However, the question behind this “understanding” is not meant to know only what it is and why doing it? Tourism is truly emerging as a “bright” activity to do; a good therapy to us as individuals and a good source to support a country income (psychologically and economically speaking) but is it always so?

Differently said, is our understanding to the significance of tourism only resumed as being itself “positive”; therefore, it must be always promoted and sustained? What is logically understood is that when something is good, it has to be reserved and well-taken care and when it is; on the contrary, something wrong, then it has to be removed, fought, changed, stopped or whatever a proper reaction may be -therefore, what about tourism? What if tourism is the wrong thing to do? The point after this “understanding philosophy” is: if it happens that tourism is negative and its “dark sides” are recognized, is this understanding nowadays resulting in a proper reaction that prevent dark tourism from generating more negativity to both individuals and communities? To answer this questions, it is necessary to expose both tourism sides, bright and dark ones, positive and negative ones.

Yet, it is worth mentioning that our usage of the notion “dark tourism” does not signify one of tourism types or categories. As we know already, there are plenty of tourism types, among which one category is called “dark tourism” and which refers or involves visiting "dark" sites or places related most to dramatic or terrible historical events like battlegrounds, scenes of horrific crimes, acts of genocide and empty war camps (example are the Catacombs of Paris in France, Chernobyl's in Ukraine and Brno Ossuary in the Czech Republic). Therefore, this absolutely implies that the significance of “Bright Tourism” vs. “Dark Tourism”, in this article, is mainly linked to positiveness vs. negativenss of tourism’s sides or impacts.

VI. Bright tourism:

Understanding how tourism can be bright is understanding its positive impacts on people in terms of individuals and nations. As previously mentioned, understanding tourism brightness is a kind of answering how tourism can be good to us and to our governments. Of course, this will imply the idea of tourism purpose as to ask: why we do tourism and why our government need it. Thus, any tourism objective will, slightly or broadly, become both the reason and the result, the cause and the effect. As a result, the methodology in exposing bright tourism in this article is by exploring the good things tourism brings or has been bringing to us? In fact, tourism, from a brightness

perspective, has generated a lot of impacts but the most ones are these: psychological, cultural, environmental and economic. These impacts are analyzed using data gathered by businesses, governments, and industry organizations, and more they are reported regularly on statistics scheme.

V. The impacts of bright tourism on psychology

Psychologically speaking, there are two main psychological factors that a good tourism can provide: entertainment and hospitality. The former stands as a result i.e. “entertainment” or “fun”, or “joy” are the same reason why tourists are doing a touristic activity and the latter stands as the strategy upon which the tourism managers or business dealers are using to attract more tourists in order to have a successful business.

IV. Bright tourism and entertainment:

Individuals need changes to escape the routine of their lives. As it is already known, staying in one place for a long time and doing daily the same activities turn individuals bored and may result in deception and despair that probably will affect the individuals' behaviours with each other as well as will affect their performances at work. Therefore, “changing the routine” is a psychological need and touring or making a change with a touristic activity is regarded as one of the best therapies to do so. That change will be the principal reason of why people travel for entertainment or fun even if they (tourists) may state a lot of reasons for their tourism travels like these:

- Some people travel to learn about the history or culture of a city or country, or learn about the people who live there, or their ancestors.
- People from cold places sometimes like to relax in the sun. Many people from the north of Europe or North America travel to warmer places and visit beaches.
- Some people travel to do an activity which they cannot do at home. There are lots of ski resorts in the mountains of Switzerland and Austria, and seaside resorts in Greece and other warm countries.
- People sometimes visit friends and family in another city or country.
- Finally, some people enjoy a change in scenery. City people go to forests or deserts, and vice versa.

IIIV. Bright tourism and hospitality :

Hospitality, generally is defines as: “about people welcoming other people into their homes or other places where they work or spend their time” (Wikipedia). Hosts are the people who welcome visitors (tourists) and these visitors are called guests. The outcome of what is between hosts and guests is a pure social relationship that may psychologically bring happiness, joy and pleasure to individuals because this relationship (hospitality) has to be “the friendly reception and treatment” of guests or has to be the quality or disposition of receiving and treating guests in a warm, friendly, and generous way. And economically speaking, this relationship will sustain tourism and insure more money income to the country since it has to be the business of helping people to feel welcomed and relaxed and to enjoy themselves. Because once people are pleased and well-received (well-treated) there is a great chance of their coming back for future visits or at least inform other tourists to try touring the place they have been visiting (i.e. the advertising effect).

Moreover, the industry of tourism or its business cannot go on successfully without a good hospitality. Inside the business of tourism, hospitality is contextualized in the following basic touristic assets: the reception, accommodation, food or catering and beverage services. Hospitality has a great value in the management of business because its reality exceeds the price of touristic service a tourist would pay for; an economic fact much related to what is called by “the multiplier

effect” (Figures 1 & 2). Besides, it has a further psychological dimension since both the tourism-service taker and the tourism-service giver are humans at the first place; therefore, the manners and the relationship between the both matters a lot or counts much greatly. That is why when dealing with tourism, it is so important to give much consideration to hospitality because it will soon or later be “a criterion of evaluation” or “a solid judgment”. About this particular point, V.L. Smith (2011:367) ¹³ stated:

“Hospitality, or caring for guests with kindness and solicitude, is a relationship usually won through trust and friendship, but one that can be quickly shattered by mistrust or overt antisocial acts. Hostilities directed toward tourists take many forms, from rudeness and verbal abuse to violence that threaten their possessions, even their person.”

IIIV. Bright tourism and socio-cultural impacts

Bright tourism can be also “bright” to any society. Indeed, its positive social impacts include an increase in amenities (e.g., parks, recreation facilities like transport stations and new developed roads, fitness or sport areas, etc.) and this is in terms of environmental or infrastructural perspectives. And from a cultural one, bright tourism may be a better mean of investment in arts and culture where not only the culture(s) of any society might be only gaining money but also be known and shared peacefully with other different cultures that exist in our world like the case of celebrating some national cultures that denote the people’ or community(ies)’ pride. It is, indeed, and from this cultural perspective that tourism has been viewed to be itself “a culture” or “a mix of cultures” exposed and exchanged by both “the takers” of tourism activity and “its givers”. Lury (in Gavin and Phipps, 2005:23) denoted that:

“Tourism has (...) been considered in terms of people travelling to places, or perhaps more specifically people travelling to places as cultures in mapped space. There is in this approach a presumption of not only a unity of place and culture, but also of an immobility of both in relation to a fixed, cartographically coordinated space, with the tourist as one of the wandering figures whose travels, paradoxically, fix places and cultures in this ordered space.”

Within this cultural perspective too, tourism promotes ‘intercultural communication’ that “usually encompasses the notion of interaction between members of different cultures, understood loosely as different national groupings” (in Gavin and Phipps, 2005: 6). They used the term in this sense because they understood intercultural communication to “be a participatory set of actions in the world that takes form in dialogical and material exchanges between members of cultural groupings”. They viewed cultural membership as marked variously by race, ethnicity, nationality, language, class, age and gender. Therefore, rather than these differences in the individuals’ identities create more gaps and negative attitudes towards others, they may create a good awareness and tolerance to accept and welcome other differences of identities when or after visiting and touring each other’s places and discovering each other’s cultures.

XI. Bright tourism and economic impacts:

From a monetary-benefits perspective, Archer, Cooper and Ruhanen (in William F. Theobald, 2005: 82) ¹⁴ denoted:

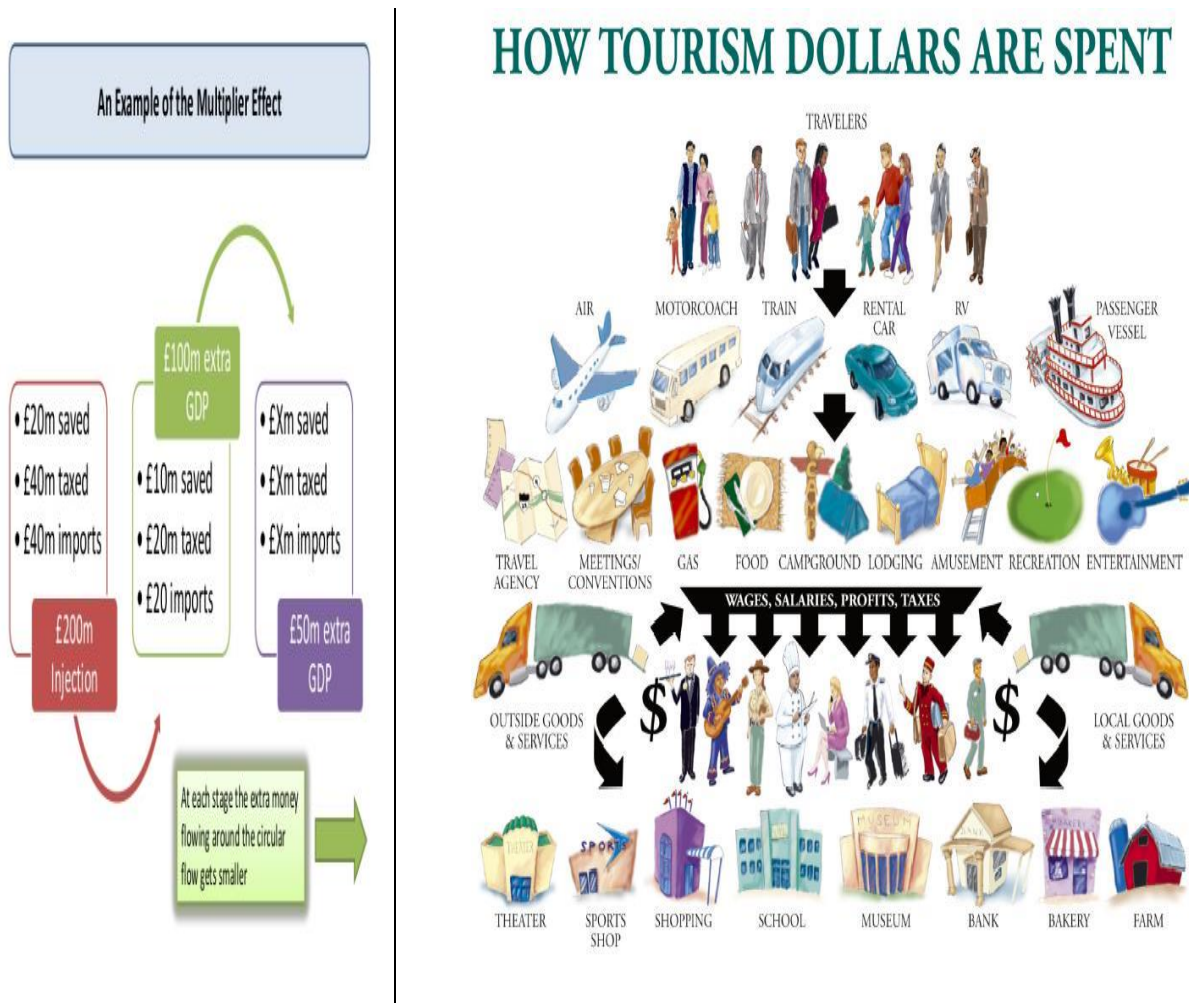
“International tourism is an invisible export in that it creates a flow of foreign currency into the economy of a destination country, thereby contributing directly to the current account of the balance of payments. Like other export industries, this inflow of revenue creates business turnover, household income, employment, and government revenue.”

Yet, to understand better the bright economic effect of tourism on a country is to understand the “multiplier effect” principle. In fact, one of the powerful ways to keep the cycle of a country economy functioning well is keeping tourism and the multiplier effect go side by side and straightway, so how the multiple effect work? In fact, the multiplier effect is a kind of engine that keeps money (local and foreign currencies) in a continuous flow, a cycle or a process that keeps the consumption, the production and taxation all chained on the basis of how long “the demand” and “the supply” will go on.

A simple understanding to this is when someone’s money spending will be someone else’s money income. In relation to business, the two next figures may probably give the general idea on how this process functions, figure 1 is about the principle of multiplier effect and the figure 2 is about the tourism multiplier effect.

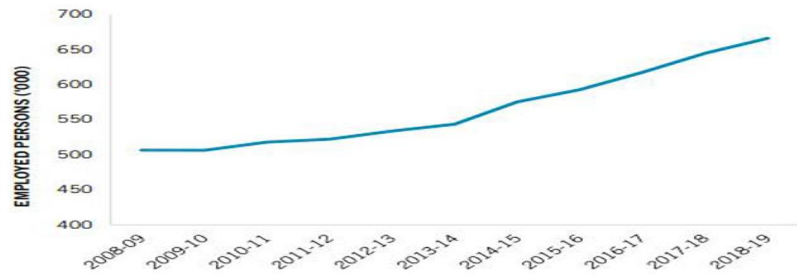
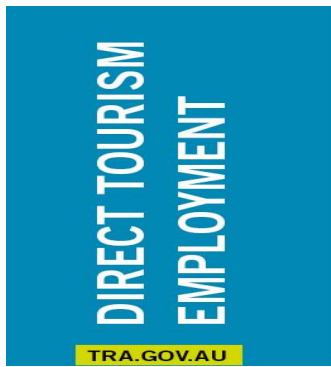
Figure 1. The principle of multiplier effect

Figure 2. Tourism multiplier effect



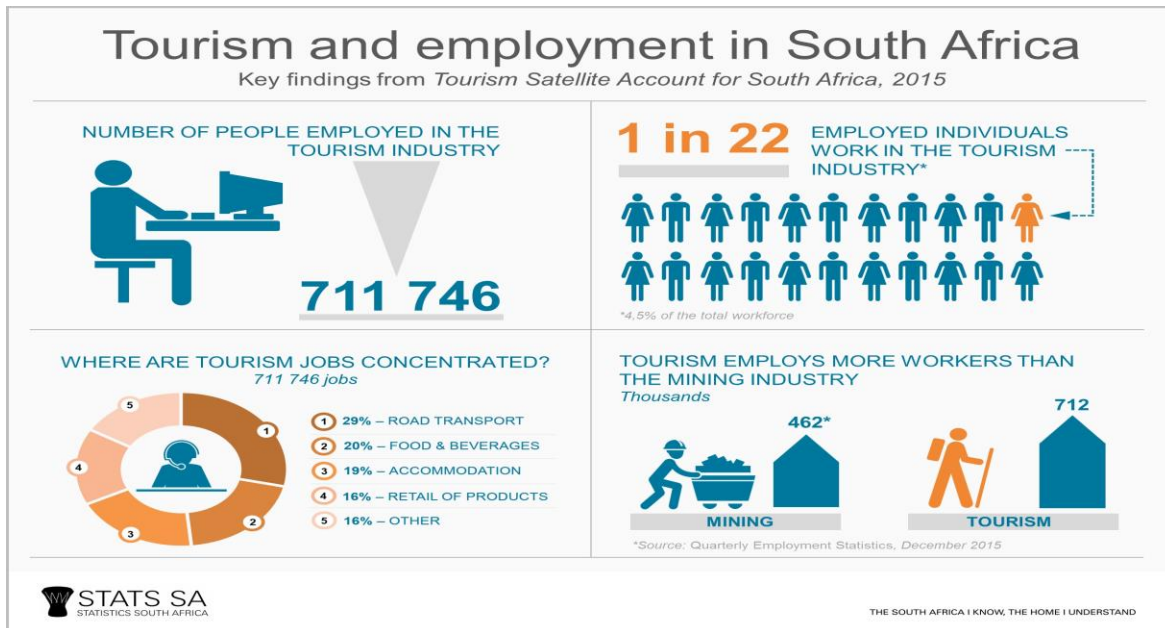
Moreover, and from an employment perspective, bright tourism can help a great deal in fighting the issue of unemployment. Of course, there are a lot of examples of how tourism has been helping in reducing the unemployment's rates in the world and which it is impossible to write about all of them in this article. Hence, a click on google bar about this role and several examples can be reviewed among which two countries; namely: Australia and South Africa, are selected to show how far tourism has been bright to them in relation to unemployment issues. For example, according to the Tourism Research Twitter page, in 2018–19, tourism provided direct jobs for 666,000 workers¹⁵ as the graph in the figure 3 indicates.

Figure 3. The role of bright tourism in reducing unemployment in Australia



As to South Africa, the next figure 4, provided by the Statistics South Africa (STAT SA) of the year 2015, is more illustrative where almost one in twenty persons from the whole population works directly in tourism industry with a creation of 711746 jobs in 2015.

Figure 4. The role of bright tourism in reducing unemployment in South Africa



With these impacts exposed earlier, tourism has both incoming and outgoing implications on a country's balance of payments and their Gross Domestic Product (GDPs). Today, business tourism has become a major source of income for many countries (like: Maldives, Greece, Turkey, Dubai, France, South Korea, Malaysia and Thailand, Morocco, Tunisia, etc.) and it affects the economy of both the source and host countries, in some cases being of a vital importance (Wikipedia, 2018). On Morgan Westcott webpage ¹⁶, and according to a UNWTO report, in 2011, "international tourism receipts exceeded US\$1 trillion for the first time" (Taleb Rifai, UNWTO, 2012). This excess of \$1 trillion was very helpful (a saviour) in the times of the 2008 global economic crisis. This reality also made business tourism a "growing industry" almost everywhere; a policy that many countries now are trying to use to balance their economic cycles especially in times of ongoing recession phases and not only at this stage, but also this reality has amplified the factor of tourism competitiveness between countries.

Statistically speaking, areas with the highest-earned amounts of tourism incomes in the dollar currency are the Americas, Europe, Asia and the Pacific, and Africa (UNWTO 2012's report). Still Europe continues to lead the way with 45% in terms of overall percentage of dollars earned (UNWTO, 2012) as in figure 5 below. More importantly, business tourism has been, since 2012,

continuing its bright side by providing more money income because once understanding how economically tourism can be beneficial, global policies of tourism have been more adopted and well-established by governments, knowing that every penny spent in managing a tourism domain would not probably let their investors down as figure 6 shows.

Figure 5. The bright economic impacts of tourism for some countries (2012)

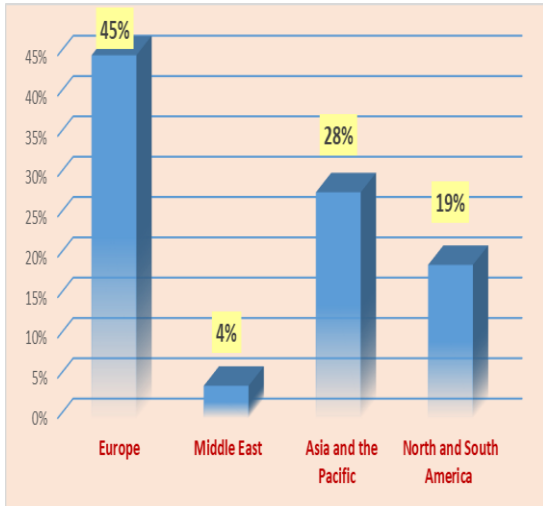
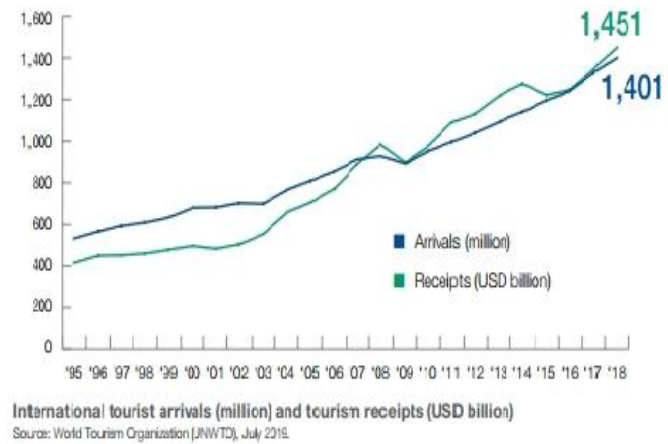


Figure 6. The bright economic impacts of tourism of the world (2019)



In terms of global GDP, the World Travel and Tourism Council's (WTTC) annual research report of the year 2019 indicates that tourism has contributed with \$8.8 trillion to the global economy with the creation of 319 million of jobs¹⁷. In terms of countries' GDPs, the following table represents the top ten beneficiaries from their international tourism receipts:

Table 1: The top ten tourism earners in 2018

Rank	Country/Area	UNWTO Region	International tourism receipts (2018)
1	United States	North America	\$214 billion
2	Spain	Europe	\$74 billion
3	France	Europe	\$67 billion
4	Thailand	Asia	\$63 billion
5	United Kingdom	Europe	\$52 billion
6	Italy	Europe	\$49 billion
7	Australia	Asia-Pacific	\$45 billion
8	Germany	Europe	\$43 billion
9	Japan	Asia	\$41 billion
10	China	Asia	\$40 billion

source: The top ten tourism earners in 2018 (Wikipedia)¹⁸

In general, the reality of bright economic tourism can be noticed in statement of the Secretary General of the UNWTO, Mr. Zurab Pololikashvili, put forward in the UNWTO 2019's annual report and which is:

“... export earnings generated by tourism have grown to USD 1.7 trillion. This makes the sector a true global force for economic growth and development, driving the creation of more and better jobs and serving as catalyst for innovation and entrepreneurship. In short, tourism is helping build better lives for millions of individuals and transforming whole communities.”

After exploring most of the tourism effects from positiveness' perspectives, it comes easier for us to understand tourism since its influence has emerged to be bright to our psychologies and more importantly to tour economies. A fact that may explain why tourism has been encouraged as a good industry and has been rising rapidly since the late of the 20th century till the actual times. The same fact, also, prompts us to react in a supportive way to keep tourism functioning or sustainable or at least make us stand side with those who call for practising it whether they are tourists or tourism businessmen. However, another reality has been noticed in contrast to what is believed. Indeed, since the times of adopting tourism as a good policy, a number of negative impacts have been identified and even more have been named and tarnished to be “dark sides” of tourism due to their gravity or danger. This again would probably doubt our understanding to tourism as to be shifted from being “a bright one” to “a dark one”, so what are these dark sides of tourism?

X. Dark tourism:

It has been previously indicated that apart from implying the concept of “relaxation”, tourism has been questioned academically whether it is “a blessing” or “a blight”, “a grace” or “a curse”. Studies now state that tourism has been both: as it has good impacts, it has on the other side, a dark side full of troubles, problems and hard issues. Generally, these troubles might be resumed into the followings: the increase of threats to nature or the environmental issues, a clear change or loss of indigenous identity and values, the increase of culture clashes, physical causes of social stress (increased demand for resources) and ethical issues (such as an increase in sex tourism or the exploitation of child workers). Nowadays, many YouTube channels or videos manifest and project these negative sides and some TV channel news show from time to time local people or communities revolting against the policy of tourism sustainability or continuity. The following negative aspects of tourism are viewed to be the most dangerous ones among many.

IX. Dark tourism and environmental impacts:

With an enough capital, business tourism operates upon two main facets: the geographical site or location (which is 100% natural) and tourism resorts or buildings like hotels (which are man-made). There is no problem in making more tourism buildings but once their achievers violate certain ecosystem or societal and political laws, this will not keep a host society “balanced” because what will be “a pleasure” for some individuals (tourists) will be “a nightmare” for others (the citizens or the locals of these areas). For instance, some commercial real estates do illegal practices like expulsing or forcing people to leave their properties (houses and lands) or simply tricking them into false transactions of selling their properties so these Mafia real estate set up later a profitable deal with tourism dealers especially in countries like Brazil, Mexico, India and China.

If people' lives, especially the poor ones, are not destroyed via tourism, it is the depletion of natural resources (water, forests, etc.) where many watery or agricultural areas (food sources for humanity) have been demolished for the sake of business tourism. Within the same environmental impact, severe physical damages have been observed with what is called water tourism where while constructing marina tourism activities, a lot of biodiversity aspects have been lost. The environmental impacts of tourism can reach outside local areas and have an effect on the global

ecosystem. One example of pollution is the increased air travel, which is a major contributor to climate change. In addition to air pollution, there is noise, sewage, waste and littering which are more linked to the results of mass tourism.

IIX. Dark tourism and mass tourism impacts:

The so-called mass tourism has been nowadays considered as much as generating a lot of money, it is destroying cities like what is being happening in Venice (Italy), and Barcelona (Spain). For instance, on the 12th of October 2018, TRT World, a YouTube channel, published a video on how mass tourism continues in destroying cities. According to this channel, overcrowding, pollution, tourists' bad behavior and rising prices are four ways to damage a city's life. In general, well-illustrated environmental effects are denoted by Archer, Cooper and Ruhanen (in William F. Theobald, 2005: 92):

“Furthermore, the tourists themselves are often guilty of helping to destroy the surrounding environment—the more attractive a site, then the more popular it becomes and the more likely it is that it will be degraded by heavy visitation. In many areas tourists, sometimes ignorantly, sometimes deliberately, damage crops and farm equipment, frighten farm animals, and bestrew large quantities of garbage over the countryside.”

William F. Theobald (2005: 92) demonstrated, also, a walk from one mountain alone in Great Britain during the summer months, may result almost into a ton of litter a day (mainly discarded lunch wrappings) and approximately 25,000 empty bottles are retrieved each year. In addition to this, a deformity within other areas has occurred after “coral reefs have been despoiled, and alien forms of plant life have been introduced into delicate ecosystems on the shoes and clothing of visitors.” As to the impact of rising prices, many citizens or the locals of the host country or city keep complaining about the increase of prices which are primarily designed in relation to the purchasing power of the coming tourists and not to theirs.

IIIX. Dark tourism and psychological impacts:

These are related to the physical causes of social stress. For example, on Ananda Sanyal webpage¹⁹, before people are able to experience tourism they usually seek for these elements either to provide them or try to avoid their worst sides. These factors can be: a disposable income (i.e. money to spend on non-essentials); time off from work or other responsibilities; leisure time tourism infrastructure (transport and accommodation), legal clearance to travel (official documents of work leave, or Visas) and cultural shocks and clashes (safety measures). Psychologically, tensions of individuals can be bad on their mental and physical health especially if the procedures in obtaining one or most of these elements is/are difficult or take(s) a lot of time than it is expected or in some cases is replied by refusal.

Also, a part from the availability or the absence of legal clearances to travel and money income, other tensions may occur once some tourism infrastructures turn out to be bad or are not what tourists have expected after experiencing them like means of transport or accommodation places. It has been recorded that many tourists end up in fights with those who provide these services, or post online videos and go viral to smear the business image of that service, or engage in anti-tourism campaigns or movements.

VIX. Dark tourism and inter-cultural impacts:

It has been earlier mentioned how tourism can help in lessening the cultural shocks and tensions between people. However, it seems paradoxical to say that it can be also teasing these feelings over and over. In fact, it has been recorded that dark tourism may bring up more increases of cultural

chocs between tourists themselves, with different nationalities and between tourists and the locals of the host areas. About this impact, Gavin and Phipps²⁰ (2005: 86) mention:

“Unfortunately, contact between peoples of different backgrounds is not always beneficial and may in some cases generate additional cultural, social, and moral stresses. Although the mixing of people from different regions of a country can produce a better understanding of each other’s way of life and a better appreciation of problems specific to particular regions, it can at the same time create misunderstandings and even distrust.”

VX. Dark tourism and unethical impacts:

One of the most degraded impacts from tourism is the abuse of tourism for sexual purposes or what is called sex tourism. This unethical reality has been reported and posted on net pages by different global media like The Encyclopedia of World Problems and Human Potential (set up since 1972)²¹. The latter mentioned that tourism for the purpose of casual homosexual or heterosexual is increasing particularly in the third world with the involvement of hundreds of thousands of people and billions of dollars from both developed and non-developed countries. The most dramatic in this impact are children who are often the victims, forced into prostitution to satisfy the demand of pedophilic tourists. On explaining the ill-cultural or unethical situation within a touristic context, Gavin and Phipps say (2005: 88):

“The problem is exacerbated because tourists are, by definition, strangers in the destination. Their dress codes and patterns of behaviour are different to the residents and, often, different from those that the tourist would display at home; inhibitions are shed and the consequent problems of prostitution, drugs, gambling, and sometimes vandalism ensue. As strangers, tourists are also vulnerable and fall victim to robbery and crimes perpetrated by the local community who may see these activities as a way to ‘redress the balance.’”

IVX. Reactions to bright and Dark tourism:

Understanding tourism is not quite that easy. Starting by defining it in one unique or set it in a universal significance may not be possible. Besides, we may not know or understand fully what tourism is in one word but we do more or less understand what it is about and why it exists. Truly, we have reviewed many understanding facts that encourage us to support tourism existence. The psychological impact that bright tourism brings forward is very important because tourists clearly are “pleased” once they are entertained or well-received during a touristic activity. Also, the socio-cultural impact that bright tourism brings forward seems very important since the individuals’ differences that instigate feelings of racism, despair and hatred may disappear and feelings of tolerance, co-existence and peace may rise in a way that keeps harmony in our global world. In addition, the economic impact seems the most primordial one and more promising because tourism industry seems successful since it adds a good monetary value to countries’ GDPs -if not an excellent value. But our understanding to tourism is not quite complete because it is torn by the dark image of its negative effects that threaten most our environments and ethics especially when the policy of tourism is miss-guided and illegally adopted.

The problematic with whether promoting tourism because it is bright or stopping it because it is dark is not exactly solved and even though many areas of the world are conserved in the form of parks and protected areas, by regional, local or international organization like the UNWTO and The International Ecotourism Society (TIES) or even with residents’ complaining and revolting protesting against tourism in an anti-tourism sentiment and mobilization in the last years like the most famous one : "Tourists go home" movement in 2014 in Spain, the dark sides of tourism keep persisting especially in a world where “money” is the currency of power and since tourism provides this currency, then social values are invisible.

Conclusion

Understanding well tourism is not quite that easy. But whether being viewed to be “positive or negative”, “blessing or blight”, “grace or curse”, “angel or evil”, “saviour or trouble”, tourism, as I regarded, is a fancy temptation, a kind of a virtual appeal or an allurement that seduces a person to perhaps gives more than takes. It remains as Westcott (2005) put it forward “a force for change around the world, and the industry is transforming at a staggering rate.”. Furthermore, no matter what, tourism counts greatly as Gavin and Phipps (2005:1) beautifully denote it in these lines:

“Tourism matters. It matters not because of the dystopian voices that call it a blight on the planet, or the desires of the functional servants of capital and/or the state that rush to tourism as economic saviour. Tourism is much more important than this. Tourism matters because it provides both a lens onto and an energy for relationships with everyday life. It invites us to engage in exchanges of life with others, and to remind us thereby of its most precious and vulnerable aspect: the intricate relativities of defining people who are not us. Tourism matters because, in a world of confusing connections and disconnections between human beings, our lives with others matter.”

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