

TYPES OF THREATS POSED BY THE DEVELOPMENT OF TOURISM IN THE 21ST CENTURY

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- economic factors,
- social factors,
- factors of natural environment.

Abstract:

It can be observed that due to the widespread development of civilization and the economic development, our places of residence, the surrounding environment and social relationships between family and friends are threatened by the negative influence of contemporary tourism development in the 21st century.

The purpose of the dissertation is to gather the respondents' opinions on the subject of threats appearing in the ever-growing tourism industry. In search for the answers to the research questions a diagnostic survey was used. The survey was employed to gather opinions of the residents of the Podkarpackie Province, the Lubelskie Province and the Małopolskie Province.

The participants of the survey were university students of various subjects, college students and the students of Technical College of Tourism in the Sanok District (100 people: 55 women and 45 men)

INTRODUCTION

Tourism is commonly understood as journeys and trips organized in free time for relaxation, as a form of entertainment, to improve one's health, gain new experiences, and learn about a new environment of the place visited. It is also understood as a temporary and voluntary change of the environment of the permanent place of residence, without finding gainful employment. During such travels or hikes, man witnesses many socio-economic and cultural phenomena and processes. It causes the term of tourism to be modified and its scope to be broadened [4].

There are many definitions of tourism: according to New Common Encyclopedia, according to Przeclawski, according to Rogalewski, according to Turos, according to the World Trade Organization, and according to Hunzikier [4]. It can be concluded that tourism is a very complex phenomenon and exists on many levels: the social level, as man participates in it, the cultural level, as it is a manifestation of culture, and the economic level, as there is a capital flow [3].

The purpose of tourism is to fulfill the existential needs of tourists, who travel to specific places for a period of time, so-called "destination" (from the English phrase "tourist destination"). These places need to be adequately adapted and prepared to serve these purposes. It leads to creating a certain area, space that is ready to receive guests – the area of tourist reception. The term may also refer to a tourist resort or its fragment, tourist region or the entire country. The components of the area of tourist reception are as follows: nature, society, culture and local economy. Every development of infrastructure for tourist needs, as well as the appearance of tourist movement generate changes in that system. It can be,

therefore, concluded that tourism has impact on every component of that system to a different extent and with different outcome [3].

Contemporary tourism is a global phenomenon. It is considered to be one of the significant factors of changes happening in the places where it appears and develops. The changes that it provokes concern reception areas and the transit areas. We must bear in mind, however, that these changes are not prompted solely by tourism. Most social, cultural and economic changes are connected with the transformations of processes of civilization. Then tourism constitutes a factor of additional changes and a catalyst of earlier processes [3].

The largest number of the participants of tourist movement represent the city dwellers of highly developed countries. They create a so-called tourist urbanization phenomenon, that is “the whole of social, economic, spatial, and cultural changes, which are spurred by the development of tourism in non-urban areas of tourist reception” [3]. These changes have both positive and negative effects.

NEGATIVE ECONOMIC FACTORS IN TOURISM

The aspects of economic tourism are connected with tourists, who come to a given place and spend money in exchange for catering for the following needs: accommodation, boarding, entertainment, transport, and buying souvenirs. Contemporary tourism is, therefore, considered to be one of the vital elements of international economic relations [3]. Apart from positive effects, there are also negative effects in the economic sector such as:

- foreign currency outflow connected with a substantial loss of financial assets coming from tourism and not contributing to local economy. It can be accompanied by: the import of construction materials and equipment for tourist facilities, the import of consumer goods (especially food), cost connected with promotion on the international tourist market, repaying debts by tourist investors. This phenomenon is often present in the countries and the regions with poor economic development;

- a rise in prices, which is often a reason for social conflicts. The reason for the rise in prices is the appearance of tourists, which in turn causes the retail prices of food, fuel, and real estate to rise. The land prices increase due to tourist investment and building second houses or rest and recreation estates. Moreover, selling holiday estates is a quick and easy way for villagers to make profit;

- the rapid development of tourism based solely on foreign investment makes the local economy dependent on outside capital and the overall economic situation on the international tourist market;

- inflation;

- seasonal character and unemployment, as some resorts can be visited only in summer or winter, which generates the off season, when people do not have employment and do not profit from their investments,

- strange property, as some tourist areas in the countryside are bought by city dwellers or foreigners and transformed so they no longer resemble the previous tradition [3],

- unstable currency situation, as the number of tourists who visit countries with weak currency decrease

- economic crisis [1].

NEGATIVE SOCIAL FACTORS IN TOURISM

In the social context, tourism concerns various types of human behaviour consisting of, e.g.: learning, choosing, acting and cooperating. A tourist comes into direct contact with the natural environment, people and their actions. This contact generates a situation where, owing to social environment, tourism performs many significant functions, e.g. educational,

economic, raising, health, the protection of nature, ethnic, political, city shaping [3] and recreational, that is referring to regeneration of man's physical and psychological health [3].

According to Gaworecki, it is a common belief that today's social order was one of the important factors of the development of contemporary tourism [1].

In the social context, tourism is the tourist's meeting with a given society of the country or resort visited, its customs, rituals and tradition. This meeting can highlight the contrast between the two worlds, represented by the tourists and the hosts of a given place. It refers mainly to the juxtaposition of lifestyles and norms of behaviour of the locals and the tourists. This phenomenon allows the local people to hand down to the tourists specific signs and values, clothing fashion, manner of speech and content of the message, the way of addressing someone and attitude to other people [3].

Despite all the positive aspects, we should not forget about the negative characteristics, such as:

- demonstration effect, that is wealth status, behaviour and attitude of the tourists that are a contrast to the values held by local people. The greater the differences between the cultures and standards of living of the tourists and the locals, the stronger the effect.

- the lower status and frustration of the local people, caused by the awareness that it would be impossible for the hosts to achieve a status and standards of living similar to those of the tourists

- tourists have also negative influence on children and young people, who are fascinated by the tourists' values, copy their norms and strive to become affluent quickly and lead a consumerist life,

- the appearance of competition between the dwellers (families) of a given village or resort to win guests,

- the weakening of the family and neighbourly bonds,

- social stratification,

- conflicts in the local community caused by unequal rise in profits coming from tourism,

- social discrimination concerning biased treatment of other dwellers who wish to gain profit from tourism, e.g. denying neighbours or friends a provision of services or access to services, and providing services only to tourists as they are prepared to pay a higher price,

- the development of tourism is accompanied by social pathologies, e.g. prostitution, crime, illegal trade, gambling, alcoholism, drug addiction, sexual promiscuity among the tourists and local people, and human trafficking concerning women,

- the appearance of sex tourism, that is prostitution and sexual abuse of minors,

- the spreading of many venereal and contagious diseases – AIDS [3],

- commercialization of culture, the development of so-called tourist art and tourist craft,

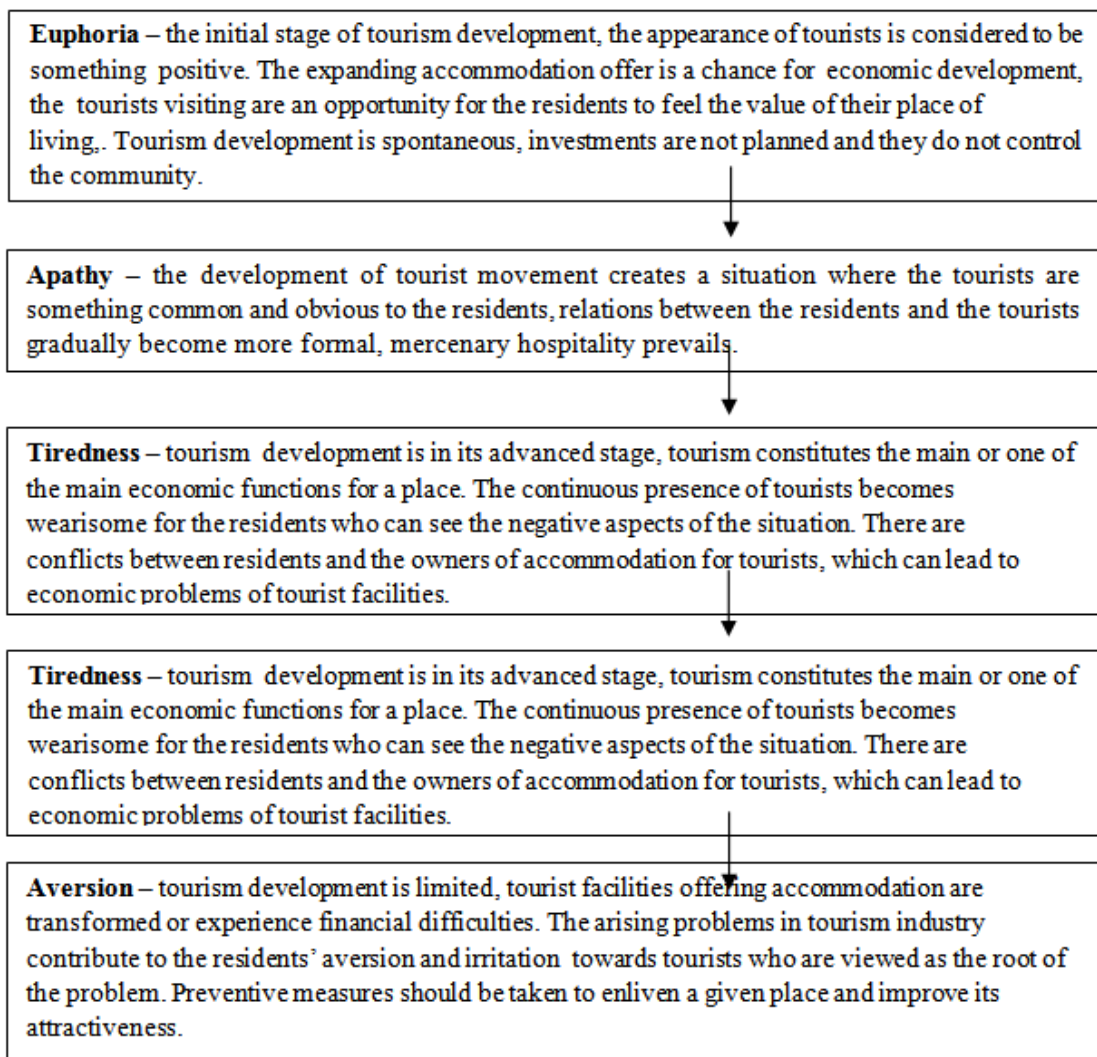
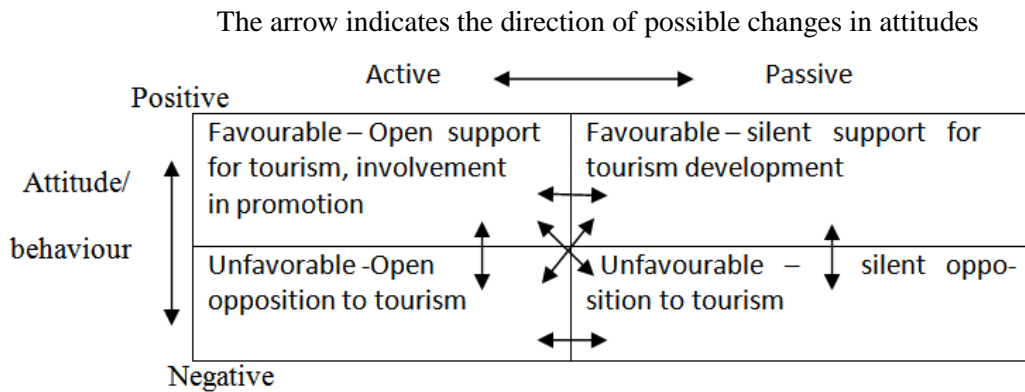
- culture re-enactment, that is organizing performances and presentations for tourists, e.g. folk performances, crafts workshop, religious rituals accompanied by the selling of demonstrated products

- the simulation of artificially created tourist attractions,

- The process of acculturation that refers to cultural transformations made through the exchange of cultural content between tourists and local people in direct contact, which causes cultural diffusion, the elimination of tradition, increased similarities and decreased differences between the hosts and the travelers [3].

Local people's attitude to a tourist, who is connected with the development of the tourist movement, is also an important social aspect. This phenomenon can be presented by means of the model:

Table 1. The Attitudes of representatives of the local community to tourism [3]



Picture 2. The model of changes in the residents’ attitudes to tourist movement according to Doxey [3]

Picture 1 represents R.W. Butler’s idea from the theory of relations between social groups, referring to relations between tourists and hosts when one person or the entire social group is taken into consideration. In accordance with this model local people can have positive/negative and active/passive attitude to tourists. The diagram shows the attitudes of

reception areas that can change about various types of attitudes. To summarize the picture above, the majority of residents are distinctive due to two types of negative attitudes, people who are interested in tourism or make profit because of tourism are the ones who actively support it, while local people have a definitely negative attitude to tourism [3].

Another example of residents' attitude to tourists is so-called Doxey's Index, which was created on the basis of the research conducted by the author in Barbados, Niagara-on-the-Lake and Lake Ontario. The index shows change in the local people's attitude to tourists. Increased tourist movement causes euphoria, which turns into apathy, which turns into irritation and finally into aversion. It is represented by picture 2.

The negative effects of residents' attitudes to tourists include:

- the excessive density of people in places used both by tourists and hosts
- the overloading of a place, where the number of tourists is greater than the number of residents
 - the seasonal character of some tourist destinations, which generates overcrowding in tourist facilities, restaurants and recreational facilities
 - the disturbing of social balance by tourists, which generates fear, discontent, aversion to travelers,
 - dependence of tourist destinations on foreign companies and institutions [3].

NEGATIVE EFFECTS OF TOURISM ON NATURAL ENVIRONMENT

The forming of tourism is connected with the attractiveness of a place considering the natural values and other values not connected with the natural world. Tourism depends largely on the conditions of the natural environment and any kind of damage of the landscape contributes to the collapse of the development of tourism industry. Since tourism is a mass phenomenon it is said that it has significant impact on fauna and flora [1].

The impact of tourism on the natural environment can be divided into: physical (mechanical) influence, that is movement of the people with mechanical devices on a surface, chemical influence, that is giving off various chemical substances to the environment, biological influence, that is introducing to or eliminating from the environment living organisms, and technical influence, that is building development, technical infrastructure, companies providing service, etc. [2].

Taking into account the degree of complexity of the natural environment, the impact of tourism can be analyzed on two levels: the first – elementary, that is the influence of behaviour on the elements of nature (ground, soil, flora, fauna) and the second – overall, that is geological ecosystem and landscape [2].

Negative effects of tourism on the natural environment:

- changes in infiltration properties of soil,
 - the shifting of moving material (e.g. slopes), which creates troughs, furrows, embankments by the paths, terraces, basins due to trampling, niches and cones due to landslide,
 - reducing the amount of green surface due to building development,
 - trampling down the plants, picking and destroying plants,
 - impoverished native flora,
 - disturbing the homeostasis of ecosystem,
 - the diminished resilience of trees and their withering,
 - trampling down and destroying litter, destroying or damaging the layer of moss, green plants and shrubs [2],
 - noise, pollution, illegal landfills, trash and waste,
 - the urbanization of environment due to the development of tourist infrastructure and related infrastructure,

- air pollution caused by tourist facilities, related facilities and means of transport, burning wood to heat houses, lighting
- groundwater levels becoming lower, water resources becoming scarcer, changes in water circulation,
- sewage and water transport polluting water, the improper recycling of waste, which causes water contamination and the spreading of diseases and bacteria,
- tourist facilities and equipment destroying landscape,
- the synanthropisation of the plants, that is moving the seeds by the tourists (on their shoes and garments) to areas where given plants do not grow naturally and thus changing the species of plants in a given area,
- scaring the birds, the starving of the birds, birds retreating into the depths of the forest, limiting the variety of bird species, which migrate to distant regions and leave their nests,
- leaving waste by the tourist trails, which is eaten by animals,
- fixing nets by bathing beaches or fences by skiing routes prevents animals from moving freely,
- destroying some geological forms, e.g. the development of mountain climbing, damaging forms of dripstone, creating artificial inlets and burrows in caves,
- avalanches, the threats of fire, acquiring natural resources that serve as building materials,
- excessive exploitation of biological resources; overfishing,
- acquiring resources to produce energy required by tourism,
- changes in the usage of the land – reduced amount of farmed land,
- the destruction of landscape due to the development of the following elements: houses, ski lifts, car parks, concrete quays, makeshift and impermanent nature of seasonal tourist facilities, building ski stations by the upper border of forests, destroying city panoramas, damaged and unused tourist facilities,
- „souvenir industry” that is collecting protected plants, shells, killing sea animal [3].

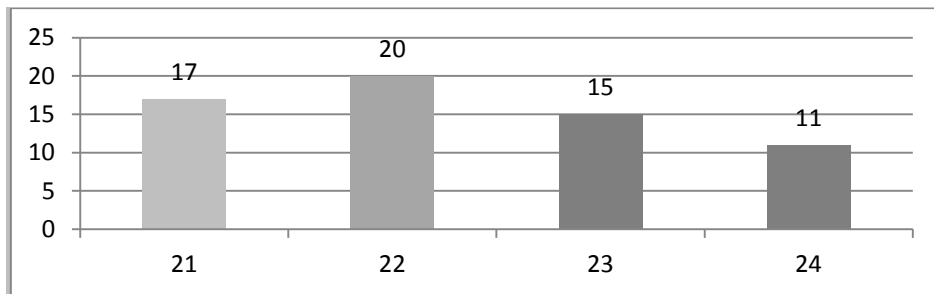
RESEARCH METHOD

In the search for the answers to the question in the title a diagnostic survey was used, and the technique used was a questionnaire. The research was conducted by means of the web portal www.interankiety.pl in May 2014. The first four questions regard personal information about the respondent. The questionnaire contains 38 questions (open and closed). Other questions concerned, for example, tourist attractiveness of a given place, the phenomenon of tourist overcrowding, running one's own tourist business, the seasonal nature of tourism, frequency, destination and the type of travel, one's opinion of the tourist infrastructure of the visited places, opinions on reducing the amount of green area because of tourism, opinions on technological development of tourist destinations and its influence on the natural environment, opinions on the residents' attitudes to tourists, crime, social pathologies, falsifying traditions, changes in the natural landscape, and the present situation in Ukraine. The questionnaire is anonymous. The purpose of the questions was to check the types of threats that appear as a result of the development of contemporary tourism. The gathered answers given by the respondents allow one to draw conclusions concerning the threats resulting from tourism development and problems that it generates.

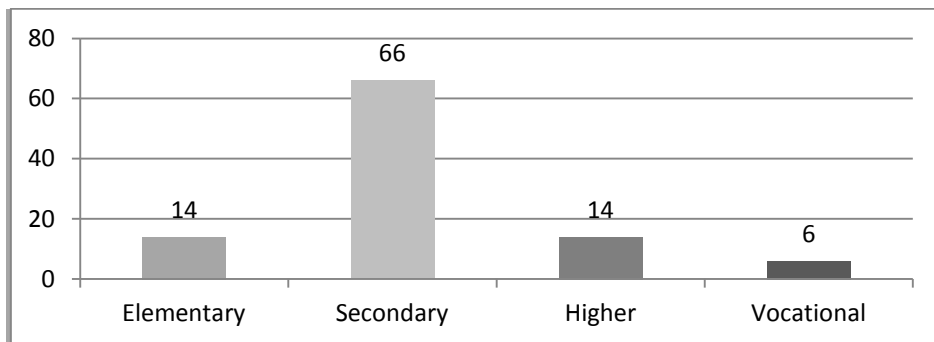
CHARACTERIZATION OF THE RESEARCH GROUP

The respondents were students of various subjects, coming from various cities, as well as the students of Technical College of Tourism from the Sanok District. The research encompassed 100 people, and in this group 55 (55 %) were women and 45 – men (45 %). The group included respondents aged 17 to 30, where the majority were 22-year-olds (20 of them),

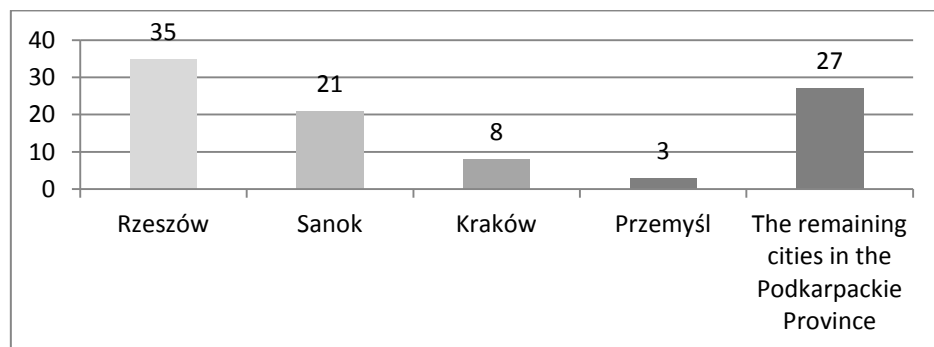
21-year-olds (17 of them), 23-year-olds (15 of them), then 24-year-olds (11 of them), 18-year-olds (9 of them) and 19-year-olds (9 of them), and the least numerous age group were 17-year-olds and respondents aged 26 to 30. Two of the respondents did not state their age. Taking into consideration respondents' education, the majority of them had secondary education (66 %), and the minority of them (6 %) had vocational education or higher. The remaining respondents are people with elementary and higher education (28 %). Most of the people questioned come from Rzeszów (35 %), Sanok (21 %), and other cities in the Podkarpackie Province (27 %). Respondents from Kraków (8 %), Jasło (3 %), Przemyśl (3 %) and Zamość (3 %) also participated in the research.



Graph 1. The most numerous age groups. Source: on the basis of their own



Graph 2. Respondents' education. Source: on the basis of their own



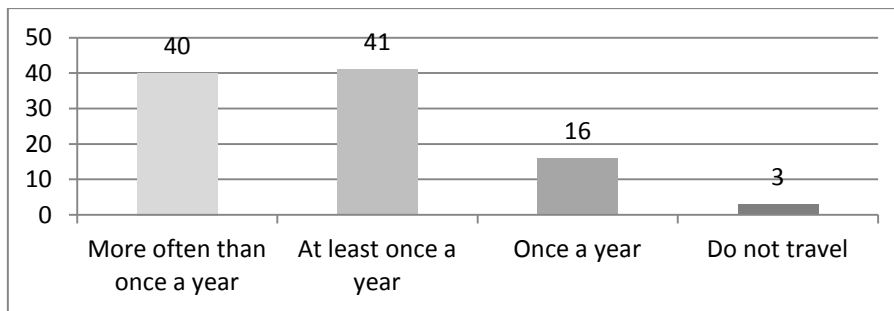
Graph 3. Respondents' places of residence. Source: on the basis of their own

ANALYSIS AND INTERPRETATION OF THE RESULTS OF MY OWN RESEARCH

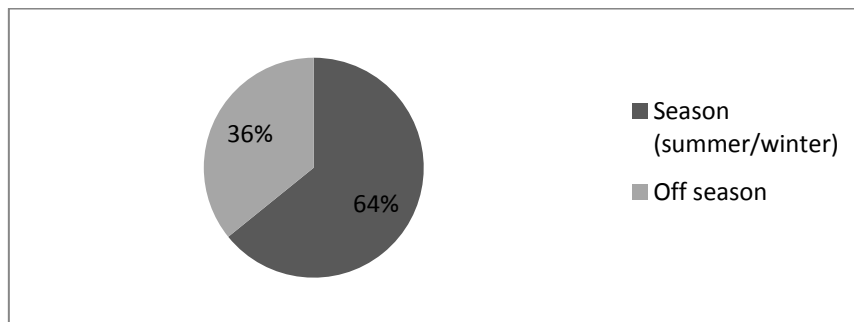
Seventy-nine percent of people questioned stated that they live in a place attractive in tourist terms, while 21 % of them stated that they do not. Over 64.1 % of the respondents believe that their city is visited by a large number of tourists and 73.3 % of them think that there is not a phenomenon of tourist overcrowding in summer or winter season. Only 3 % of people questioned run their own tourist business, and 2 % of this group consider autumn and winter to be the off season.

1. Travelling

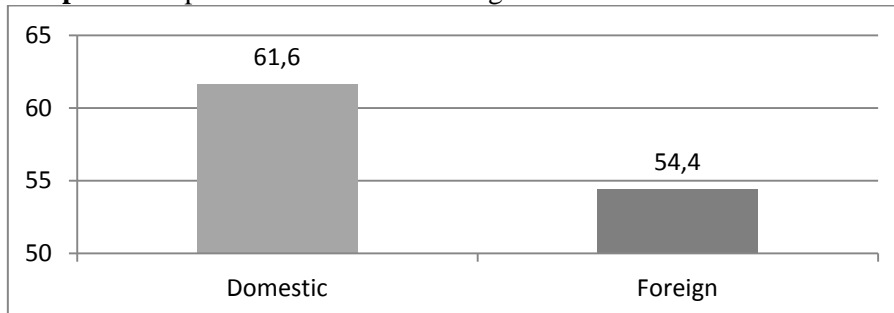
Forty-one percent of the respondents travel at least once a year, 40 % of them more often than once a year, and only 3 % of them do not travel at all. The remaining 16 % travel once a year. Most of them travel in summer or winter (66.3 %), only 33.7 % of the people questioned travel outside the season. The respondents prefer individual tourism (82 %), and only 19.2 % of them stated that they use mass tourism. Sixty-one point six percent of the people questioned prefer travelling in their own country and 54.5 % of them do not travel abroad due to climate differences. The respondents like to travel to other cities or villages (37.6 %), to the seaside (32 %) and the mountains (30.4 %).



Graph 4. Frequency of the respondents' travels. Source: on the basis of their own



Graph 5. The preferred time of travelling. Source: on the basis of their own

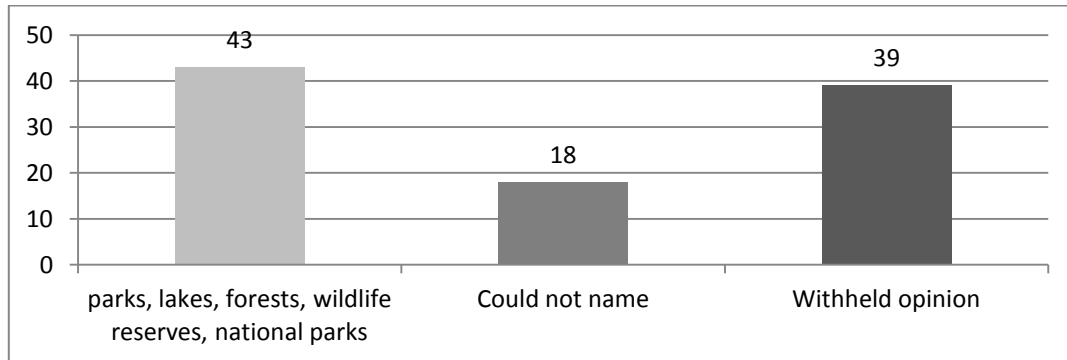


Graph 6. Travels preferred by the respondents.
Source: on the basis of their own.

2. Tourist infrastructure and technological development

When asked about the adequate adaptation of tourist destinations to tourists' needs considering tourist infrastructure (additional time of public transport fares, parking lots for tourists with vehicles, petrol stations, tourist information centres), 75 % of the respondents believe that their city is adequately equipped, and 27.6 % of them state that it is not. When asked the following question: „Realizing new projects for tourist purposes is often connected with considerable reduction of the amount of green areas. Do you think that in some cases building such facilities was necessary?“, 46 % of the people questioned answered „Yes“, 38.1

% of them – „No”, and 15.5 % did not have an opinion on the matter. The next question concerned a place, where, according to the respondents, tourist projects limiting green areas should not be created. The majority (43 %) named areas near parks, lakes, forests, wildlife reserves, national parks, 18 people (18 %) could not name such places, and 39 people (39 %) withheld their judgment. When asked about technological development of tourist destinations and how it affects natural environment, 50 % of the respondents believe it is negative, 27.6 % of them state it is positive, and 22.5 % did not have an opinion on the matter.



Graph 7. Places, where, according to the respondents, tourist facilities should not be created. Source: on the basis of their own.

3. Souvenirs

Over half of those questioned (64.6 %) collect souvenirs from the places that they visit. Sixty-three percent of them buy souvenirs and 37 % of them collect objects found or collected during their travels (e.g. shells, herbs, rare butterflies, stones, etc.). When asked about the prices of the souvenirs in the places that they visit, as many as 71.9 % of the people questioned think that the prices are too high, and only 28.1 % of them consider the prices to be reasonable.

4. Residents' attitude to a tourist

When asked whether local people organized various presentations to show their tradition, customs, local products, 61.1 % of those questioned stated that they did not encounter this phenomenon, while 39 % of them confirmed that it took place. Fifty-four point two percent of the respondents claimed that local people did not use the local dialect to communicate with them, while 45.8 % of them stated that they did. Only 30 % of the respondents encountered negative attitude to them (e.g. renting out rooms to tourists unwillingly, discrimination against tourists) and 80 % of them admit they did not experience any negativity.

5. Crime, social pathology, terrorism

When asked if they encountered crime (theft, devastation, assault) or terrorism in the places that they visited, 53.6 % answered “No”, while 46,4 % of them – “Yes”, 73.7 % of the latter were witnesses to these instances of crime, and 26.3 % were the victims of crime. Despite these experiences, 66.1 % of those questioned state that they intend to travel again to a given destination. Fifty-five point two percent of the respondents notice signs of social pathology.



Graph 8. The respondents' answers to the question „Did you encounter crime (theft, devastation, assault) or terrorism in the places that you visited?

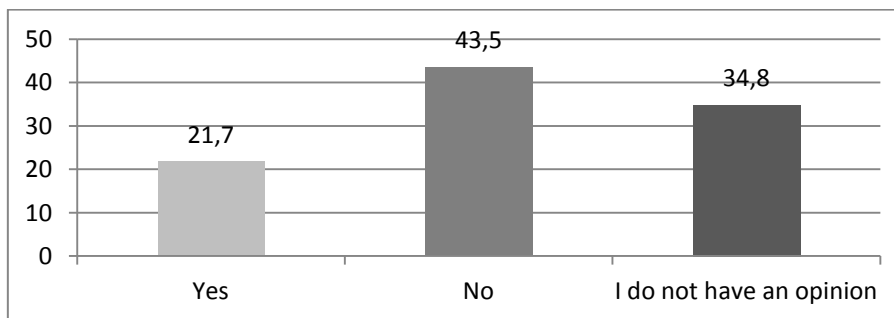
Source: on the basis of their own.

6. Competition between local residents and competition between tourist destinations

Sixty-nine point eight percent of the respondents did not notice any change in the tradition of a given region (so-called falsifying tradition - creating new customs and rituals that should attract tourists), while 30.2 % of them believe that they did. When asked about competition between tourist destinations, 62.9 % of those questioned stated that it is common, 16.5 % believed it is not, and 20.6 % of them did not have an opinion on the matter.

7. Changes in the natural environment

When asked about changes in the landscape of the natural environment, 57.3 % of those questioned stated that these changes are considerably visible, and 42.7 % claimed that they are not. According to the respondents, the aforementioned changes disturbed the natural environment (21.7 %), 43.5 % of them believe these changes are not considerable, while 34.8 % of them did not have an opinion on the matter. Seventy point four percent of the respondents notice the emergence of illegal landfills, and 25.8 % of them witnessed a situation where tourists scared wild animals as a hobby.



Graph 9. Changes in the natural environment noticed by the respondents.

Source: on the basis of their own.

8. The present situation in Ukraine

When asked whether they would visit Ukraine, despite the present situation in this country, 58.8 % of the respondents stated that they would not because:

- twenty-eight percent of them say „No” because it is dangerous over there,
- fifteen percent of them state they would not travel there because it is a boring country,
- twelve percent of them would gladly visit Ukraine as they would like to see this country,

- eight percent of them believe certain places in Ukraine are not dangerous and thus they would gladly visit this country,

- one percent of them would go there to help the people (as a volunteer).

The remaining 41.2 % of those questioned stated they would visit the country.

CONCLUSIONS

To summarize the above deliberations, we would like to state that despite the rapid development of tourism and all phenomena connected with it, the problem of threats is very topical and complex, as demonstrated by examples quoted in this article, as well as by the research we conducted.

It can be concluded from the research that people often travel and seek the contact with nature. What is also optimistic is the fact that most people prefer individual organized travelling within their country to mass travelling abroad. We can conclude, then, that the society is becoming more educated and interested in learning about the country of one's origin, its culture, natural beauty, and perhaps, it is beginning to understand that one should start with visiting the place that one comes from.

Referring to the research, it can also be concluded that most of the tourists are happy to visit other destinations, which suggests that they are better promoted. The infrastructure is also improving, which allows them to accommodate more visitors and tourist overcrowding in the majority of cities in the Podkarpackie Province is lower and decreasing.

The research also showed that the seasonal character of a place is not prevalent anymore. Tourists prefer places away from noise, and they, therefore, choose destinations and time that will really allow them to rest.

Despite the optimistic results of the research, we should notice that there are real threats to the natural environment. We do appreciate the contact with nature but we still cannot find a way to coexist with it. The evidence of this fact is, e.g. the presence of illegal landfills or disturbing animals as a form of entertainment.

The gradual disappearance of the cultural heritage is also a worrying phenomenon. It manifests itself in the growing number of people coming from other countries, which leads to blending and, at the same time, to the unification of culture. Diversity is disappearing, as whatever is fashionable is becoming more important. Respect for these cultures is vanishing, and without it, dialoguing and the exchange of views or opinions are impossible. That is why we should strive to preserve these values, cherish them and hand them down to younger generations. Our culture will only be complete if we take care of the present and respect the past.

Although all measures are taken to preserve the balance, there is always a possibility of damage at some point. The extent of it depends on people – both tourists and the representatives of the tourist industry. They are the ones who decide about their actions, and therefore, they are responsible for shaping the space and phenomena around them.

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