

Encouraging smarter tourist behaviour

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The problem - “bad” behaviours

Acts and actions with negative consequences for individuals , communities and the planet

Tourists do things that are:

Destructive

Unsafe

Intrusive

Unsustainable



HOW can researchers provide assistance to commercial and public organisations to limit these bad behaviours and encourage alternatives?

There is nothing so practical as a good theory; so **searching for an inclusive powerful theory** is a “go to” tactic for researchers

How we explain the bad behaviour theoretically leads directly to how we treat and manage tourists

We have in effect tried several theoretical models, sometimes without knowing fully what we have borrowed

Theories of bad behaviour

- **Genetic theories** - some people are inherently bad
- **Identity theories** - it is part of individual assertiveness
- **Social normative theories** - a response to the culture and peers
- **Balance theory and Cognitive Dissonance** - ideally minds and behaviours/relationships are in balance...but often not



And corrective/control actions are aligned with the theories

- **Genetic theories** – people are inherently bad - fine, punish, restrict, control, fence off, redirect, supervise:

Outcomes: Fines and deterrents work if there is a massive investment in police and security personnel, active fast courts, and much monitoring of behaviour

- **Identity Theories** - it is part of individual assertiveness - tolerate, offer non intrusive, sustainable, less damaging and less dangerous activities and pathways

Outcomes: Tolerance works when the tourist numbers are small – when they grow, community backlash occurs

And corrective/control actions are aligned with the theories

- **Social normative theories** - a response to the culture and peers –build societal values, character strengths, promote and nudge behaviour through education, social marketing

Outcomes: slow impact, but a desirable approach, needs to be supplemented by other approaches

- **Balance theory and Cognitive Dissonance** - ideally minds and behaviours/relationships are in balance - build personal knowledge, offer information and interpretation, suggest consequences, promote alignment of values and attitudes and behaviour.

Outcomes: Evidence is that about 15% of the markets are influenced in a positive way by information based messages = ‘preaching to the converted.’ People effectively maintain and justify contradictions, so attack the justifications.

Have to stop and reconsider

The views so far reflect an orientation that people are pre-wired to be bad, they are selfish and self-obsessed, conformist and not well educated, and (at best) try, but often fail, to balance their good attitudes with good behaviours

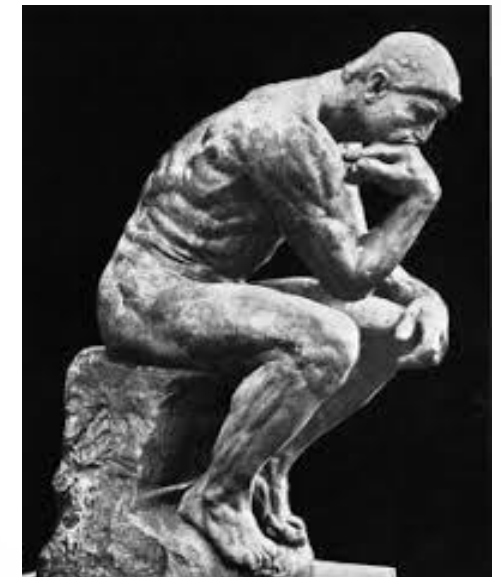
The tactics are *not* working very well

Miller et al. (2013)

Hall (2013)

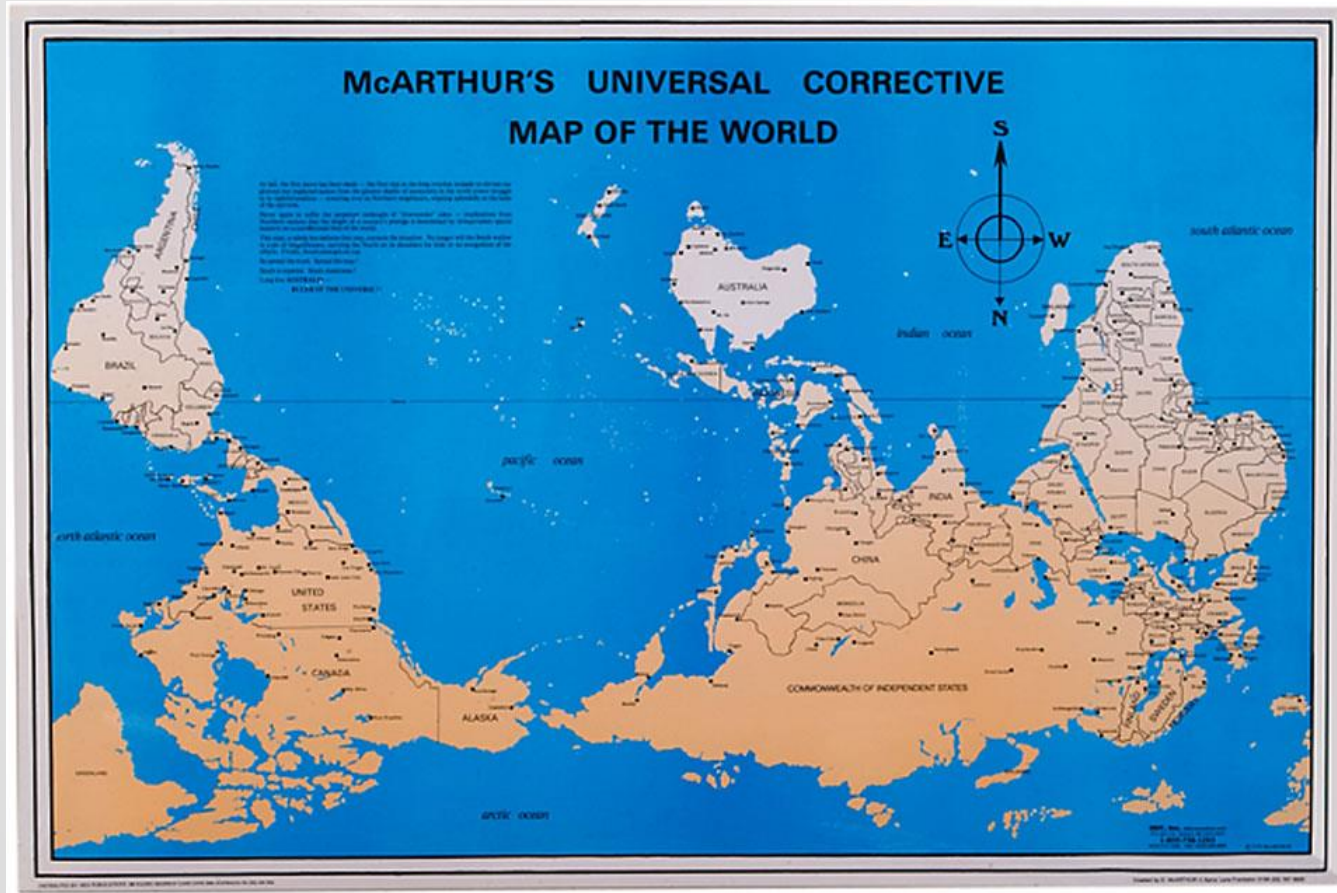
Ballantyne et al. (2018)

Gossling (2018) and many other reviews



Taking a different direction

Positionality and geography can inspire a different view



Tourism and Positive Psychology

TOURISM and POSITIVE PSYCHOLOGY

Positive psychology stresses **human flourishing** rather than recovery from deficits
Positive psychologists look to structure situations and provided information for individuals to maximise their experiences

Pearce, P. L. (2009). The relationship between positive psychology and tourist behavior studies. *Tourism Analysis*, 14, 37-48.

Pearce, P. L. (2011). *Tourist behaviour and the Contemporary World*. Bristol: Channel View.

Filep, S. & Pearce, P. L. (Eds.) (2014). *Tourist Experience and Fulfilment: Insights from Positive Psychology*. New York: Taylor & Francis.

Pearce, P. L., & Pabel, A. (2015). *Tourism and Humour*. Bristol: Channel View.

Towards a more fulfilling approach

- Build on and add to existing attempts to control bad behaviour with a strategy of **positive** 10 Rs
- You may be familiar with three **REDUCE , RE-USE, RECYCLE**
- The approach expands on these terms
- Preliminary thought: The 10 Rs amount to *promoting smart tourist behaviour*
- Few people want to be thought of as “dumb” so the promise of the 10 Rs is to build a **smarter and better behaved** tourism presence

Towards better tourist behaviours

- **Recognise:** need to recognise and identify that their behaviour creates a problem, e.g., nesting bird species such as albatross, if frightened from nesting sites may not reproduce again for 2-3 years – a small action with substantial consequences but without recognising its impact the motivation to alter activities is low
- **Refuse:** Faced with purchasing products from endangered animals or being offered illegal products, simple refusal is a sustainability enhancing action by reducing demand, e.g., blanket refusal to all vendors selling drugs
- **Reduce:** Lowering consumption of local resources by reducing needless use of lights, power, water, e.g., turning off room air-conditioners, if possible, when exiting a hotel for the day

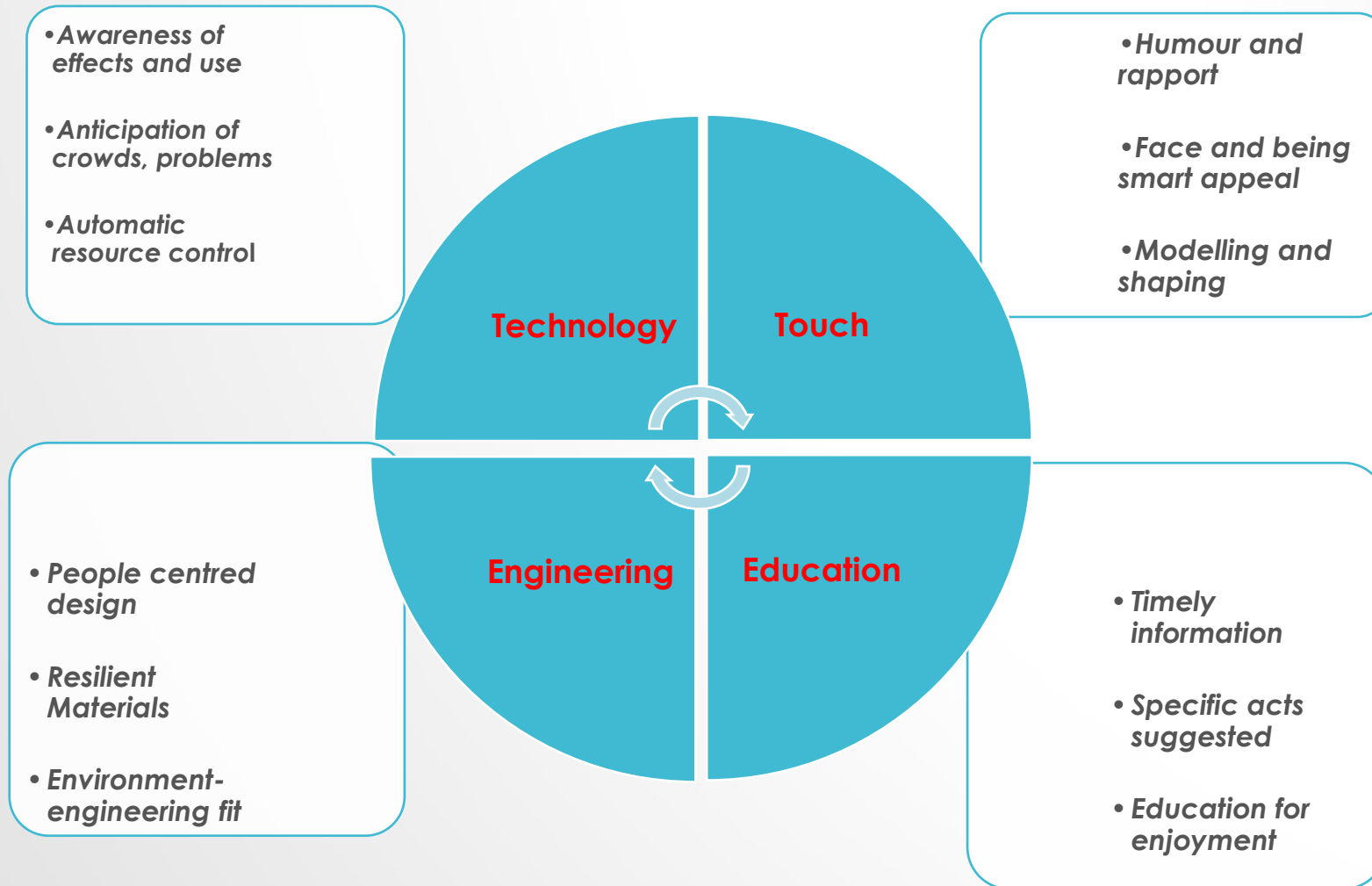
Towards better tourist behaviours

- **Recycle:** Either re-use for the same purpose or different purposes a line of products, e.g., recycle paper, cans, bottles and clothing
- **Replace:** Finding substitute experiences with fewer or no impacts on environments and settings, e.g., using imaginative photography rather than extractive souveniring to record one's experience
- **Re-use:** One-time use of products can be costly and environmentally unfriendly, e.g., re-using conference badges, towels, soap, bed linen, china cups rather than disposing of and requiring a new round of products
- **Re-engineer:** The redesign or restructuring of behaviour through active physical or personal intervention, e.g., specifying to guides that as a tourist you do not want to disturb wildlife but are happy to view from a distance

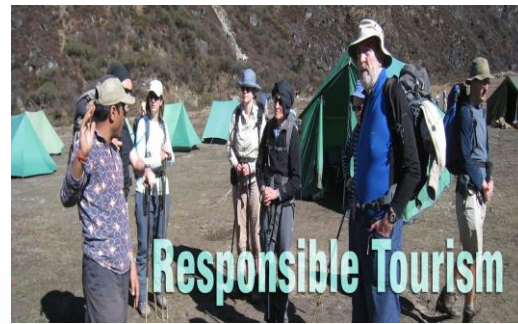
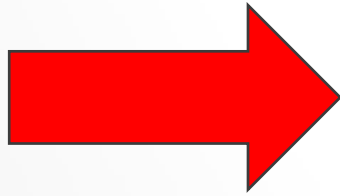
Towards better tourist behaviours

- **Retrain:** Develop physical and personal skills to cope better in new situations, e.g., learning a few words of language to overcome basic difficulties, learning how to thank and appreciate the lives of those who are different.
- **Reward:** Taking advantage of incentives or use one's personal resources as an enticement to promote sustainable activities, e.g., becoming a donor or sponsor of organizations to support communities or the environment, tipping sustainable host behaviours, commenting favourably on effective management practices.
- **Re-educate:** Long term changes to personal behaviour resulting from tourist experiences may help the overall sustainability effort, e.g., on returning home visitors may stop their long term use of plastic previously experienced as a hazard to marine tourism

The tools we have to implement the 10Rs



The trajectory we want...from foolishness to flourishing



Conclusion

- Endless information campaigns are not enough
- The models of behaviour we are using are only partially useful
- We can reconceptualise the desired behaviour as the need to understand the drivers in positive psychology for fulfilment and flourishing
- There is a role for researchers and ITSA based collaboration to study and build examples of good practice in

Smart technology and good design

Smart touch and smart education

For references, joint work and graduate study
options in the future contact

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