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БЪЛГАРСКА АКАДЕМИЯ НА НАУКИТЕ

В това издание на сп. „Проблеми на географията“ се поместват част от докладите, изнесени на Международната конференция „Алтернативен туризъм – теория и практика“ – 31.10.–1.11.2009 г., Варна, България

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This edition of "Problems of Geography" journal contains some of the papers presented at the International conference "Alternative tourism – Theory and Practice" – 31.10.-1.11.2009, Varna, Bulgaria

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TYOLOGY OF ALTERNATIVE TOURISM WITH PARTICULAR REFERENCE TO THE OHRID

Simona Martinoska, Tatjana Dimoska

INTRODUCTION

Among the most remarkable socioeconomic phenomena after the Second World War is the expansion of the global tourism industry. Today, tourism is one of the world's largest industry. Despite the positive, especially evident are the negative effects on development of mass tourism.

The evolution of tourism theory after Second World War has, according to Jafary, passed through four stages or platforms, namely advocacy, caution, adaptability and knowledge. These platforms provide a useful framework for understanding the emergence and development of sustainable tourism as the best decision in tourism development. Sustainable tourism is the logical outcome of increased knowledge of tourism theory and practice.

The alternative tourism emerged in the early 1980s as a part of the adaptability platform and may therefore be regarded as an early form of engagement with the idea of sustainability in the tourism. Alternative tourism represents an alternative, not a solution, to the alleged problems associated with mass tourism development.

ALTERNATIVE TOURISM

Development theory and tourism have evolved along similar time lines since the Second World War.

The four main development paradigms which have evolved since the Second World War are: modernization (1950s and 1960s), dependency (1960s), economic neo-liberalism (mid 1970s and 1980s) and alternative development (1980s).

Table 1 establishes an initial conceptual framework for examining the interface between tourism and development strategies. In this table, the main influences of the four development paradigms are highlighted as they relate to tourism development. Each paradigm is described in terms of 26 separate components of development derived from tourism and development literature. These 26 components can be classified in two broad categories, which are (A) the scale and control of development, and (B) linkages to the local community and environment.

Table 2 analyses the positives and negatives attributes of tourism development under alternative development paradigm. The development of a new paradigm is in

Table 1

Tourism and development theory: A framework for analysis

Components of development	Modernization	Dependency structuralism	Economic neoliberalism	Alternative development
(A) Scale and Control of Development				
focus	economic	economic	economic	sustainability
scale of development	large	large/small	large	small
rate of development	fast	fast	fast	incremental
economic distribution	trickle down	local owners	SALP	local owners
planning	top down	top down	top down	bottom up
local involvement	limited	high	limited	high
ownership	foreign	local	foreign	local
industry control	external	internal	external	internal
role of government	high-low	high	low	high-low
management origin	foreign	domestic	foreign	domestic
accommodation type	enclave	mix	enclave	mix
spatial distribution	concentrated	varied	concentrated	disbursed
tourist type	mass tourist	mix	mass tourist	special interest
marketing target	package tours	mix	package tours	independent
employment type	formal	in/formal	formal	in/formal
infrastructure levels	high	high/low	high	low
capital inputs	high	high/low	high	low
technology transfer	high	mix	high	mix
(B) Environmental and Community Linkages				
resource use	high	high/low	high	low
environment protection	low	mix	low	high
hinterland integration	low	high	low	high
intersectoral linkage	low	high	low	high
cultural awareness	exploitative	protective	exploitative	protective
institution development	low	high	low	high
local compatibility	low	high	low	high
adaptive capacity	low	low	low	low

Source: Sharpley R. and Telfer D.J.: *Tourism and development – Concepts and issues*, 2004, p. 63.

part a response to the negative attributes of the previous one. Thus, the alternative development paradigm criticises the previous three paradigms for their lack of recognition of environmental and cultural sustainability and the importance of involving local communities in the development process. In this time (in the early 1980s) emerged alternative tourism as an early form of engagement with the idea of sustainability in the tourism.

No universally agreed or widely adopted definition of alternative tourism is to be found, although there is a number of very good attempts and many authors give a list of criteria against which it should be assessed.

Thus, according to Holden, "alternative tourism is a process which promotes a just form of travel between members of different communities. It seeks to achieve mutual understanding, solidarity and equality amongst participations."

Table 2

Analysis of alternative development and tourism development

Components of development	Traits	Positive attributes	Negative attributes
(A) Scale and Control of Development			
focus	sustainability	environment protection	difficult to define
scale of development	small	lower impact	lower profits
rate of development	incremental	community adapts	lower profits
economic distribution	local owners	increase local multiplier	lower profits
planning	bottom up	local involvement	difficult to co-ordinate
local involvement	high	local decision making	tourism inexperience
ownership	local	increased local control	tourism inexperience
industry control	internal	local empowerment	reduced global market
role of government	high-low	sustainable guidelines	over regulation
management origin	domestic	increase local skill	limited experience
accommodation type	mix	local resource usage	loss of profit
spatial distribution	disbursed	less environment stress	diseconomy of scale
tourist type	special interest	environmental concern	lower profits
marketing target	independent	environmental concern	lower profits
employment type	in/formal	increased multiplier	lack of training
infrastructure levels	low	low environment stress	reduced infrastructure
capital inputs	low	low environment stress	smaller investment
technology transfer	mix	increased self reliance	reduced global access
(B) Environmental and Community Linkages			
resource use	low	promotes sustainability	reduced multiplier
environment protection	high	promotes sustainability	reduced profit
hinterland integration	high	use of local resources	unreliability of supply
intersectoral linkage	high	increase local multiplier	unreliability of supply
cultural awareness	protective	cultural integrity	restrictions on tourists
institution development	high	stronger institutions	tourism inexperience
local compatibility	high	resident acceptance	demonstration effect
adaptive capacity	low	self reliance	open to market change

Source: Sharpley R. and Telfer D.J.: Tourism and development – Concepts and issues, 2004, p. 67.

Dernoi define alternative tourism by accommodation type: "In alternative tourism (AT) the client receives accommodation directly in or at the home of the host with, eventually, other services and facilities offered there."

Alternative tourism is used to describe the opposite of mass tourism, characterized by having a minimal impact of the environment (environmentally sustainable), by being small in scale, by being locally based (adapted to the local social and natural resources), ideally stimulating the local economy while preserving cultural identity and targeting environmentally and socially responsible customers.

TYOLOGY OF ALTERNATIVE TOURISM PRODUCTS

Under the alternative tourism concept, we can find a series of classifications and types of tourism. Different authors cite different types of alternative tourism. Some types of alternative tourism are shown in the following table.

The different alternative tourism products are based on the extent to which they are defined by their relative orientation toward attractions, accommodations or motivations. Many alternative tourism products gravitate toward one of the three criteria, while several combine attraction and motivation. In addition, each subtype has internal variations that may fall in different positions within triangle. (fig. 1)

Table 3

Types of alternative tourism models

Type	Brief description
Adventure tourism	Commercial tours that engage in risk-taking nature-based outdoor recreational activities; e.g. kayaking, rafting, sky diving, mountaineering (Buckley, 2007; Bentley&Page, 2001)
Agritourism or Farm tourism	Leisure or educational visitations to working farms or other agricultural business operations, e.g. camping, fishing, hunting, farm stays, produce picking (Lobo, 2008; McGehee, Kim&Jennings, 2007; Comen&Foster, 2006; Weaver&Fennel, 1997; Clarke, 1996)
Cultural tourism	Tourism that engages the visitor to local culture in an "aesthetic, intellectual, emotional or psychological nature" (Reisinger, 1994:24); e.g. visual/performing arts, archeological/heritage cities (Stebbins, 1996)
Dark tourism	Visitations to places where tragic event took place; e.g. graveyards, memorials, catacombs. Also known as "thanatourism", grief tourism, death or black spot tourism. (Yuill, 2003; Ashworth, 2002; Seaton, 1996)
Ecotourism	Activities conducted in the natural environment with the objective to educate the visitor; e.g. rainforest/wildlife excursion (Weaver, 2001)
Ethnic tourism	Activities with emphasis on cultural authenticity of a destination, offering first-hand experience to the visitor; e.g. native minority heritage parks (Li, 2000; Klieger, 1990; Wood, 1984; Greenwood, 1982)
Geotourism	Visitations to destinations based on their geographical character, as well as its social and cultural character; e.g. Yosemite Park, Las vegas, St.Andrews (Buckley, 2003; Stueve et al., 2002)
Green tourism	Tourism centred upon rural landscape with "wildlife" and historical heritage, also referred as "rural tourism" (Highlands and Islands Enterprise, 2008; Torridge District Council, 2008)

Table 3 – continue

Heritage tourism	Leisure and educational visitations to places, from cultural to environmental, that are based upon its past history; e.g. history museums, heritage parks, festivals (Dunlap, Schleicher, Keptner&Denk, 2001)
Life-seeing tourism	Tourism where visitors directly stay at local residences engaging and learning about traditional customs and way-of-life (Sarazin, 2003; White, 1993)
Literature tourism	Visitations to locations that are related to a writer's or artist's life history, as well as the setting for a novel or work; e.g. author's home (Herbert, 2001)
Volunteer tourism	Visitors engage in volunteer work at a destination with the aim to fulfill social and personal needs; e.g. building bridges for villages, teaching English (Bartham, 2006; Singh&Singh, 2004)
Urban tourism	Tourism based within a city or town setting where visitors engage primarily in cultural activities; e.g. seeing exhibitions, visiting city monuments, park and architecture (Law, 1992)

Source: M. Miyake: Tourism and the local business community in small cities and towns: a qualitative study of the Blackstone valley, Rhode Island, Boston University, 2008, p. 21.

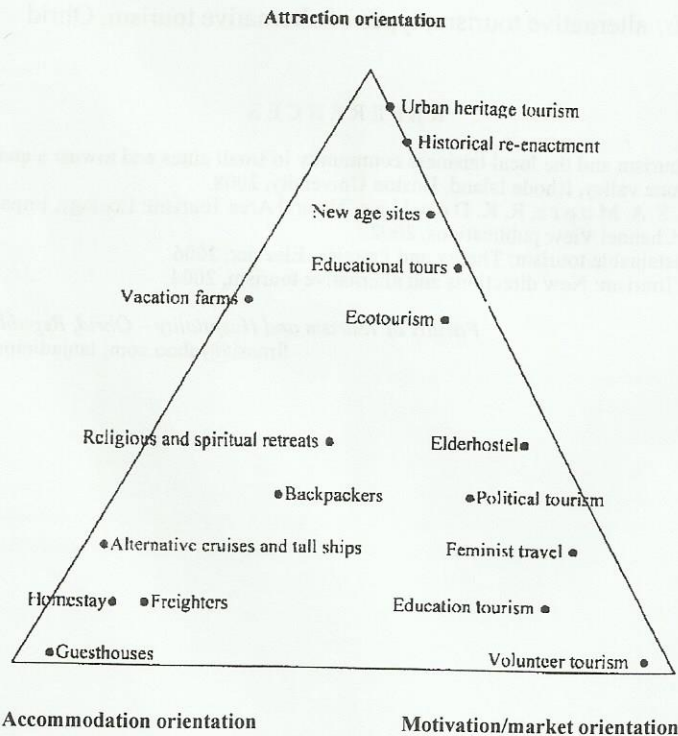


Fig. 1. Types of alternative tourism

Source: Weaver D.: Sustainable tourism: Theory and Practice, Elsevier, 2006, p.40

ALTERNATIVE TOURISM IN OHRID

Ohrid is situated in the southwest of Macedonia on the border with Albania, surrounded with high mountains. Lake Ohrid represents an extraordinary natural beauty. This city with the lake has attracted tourists for a long time ago for various reasons.

This region, the city and the lake, has a plenty of possibilities for different alternative tourism models. The lake is large and deep with clean and quality water and is so convenient for almost all water sports, including risk-taking recreational sports. Mountain Galicica is convenient for paragliding.

Archeological finds indicate that Ohrid is one of the oldest human settlements in all of Europe. Ohrid has plenty of churches and monasteries and they attract tourists who would like to visit and enjoy in cultural heritage.

Villages situated around Ohrid offer rural experience. They welcome visitors and introduce them their life style (village Elshani, for instance).

Ohrid also offer cultural events like Ohrid Summer Festival. This festival has international character with participation of a large number of leading musicians and ensembles from the best known European and world music centers. Also, the near town Struga has a unique poetry festival- Struga poetry evenings. During this festival Struga becomes a gathering place of many foreign and home poets.

This is only brief information about Ohrid opportunities for alternative tourism products. The basic conclusion is that Ohrid and Ohrid Lake offers many attractions for alternative tourism products, but the creation of the same need deeper research and analysis.

Key words: alternative tourism, types of alternative tourism, Ohrid

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ТИПОЛОГИЗАЦИЯ НА АЛТЕРНАТИВНИЯ ТУРИЗЪМ С ОСОБЕН АКЦЕНТ ВЪРХУ ОХРИД

С. Мартиноска, Т. Димоска

(Резюме)

Алтернативният туризъм се появява в началото на 80-те години на ХХ в. като част от една адаптирана програма (периода на туристическо развитие след Втората световна война) и затова може да бъде разглеждан като една по-ранна форма на идеята за устойчивост в туризма. Алтернативният туризъм е само частично решение на проблемите на целия туристически сектор, в който доминират предимно конвенционалните продукти и дейности на масовия туризъм. Няма универсална или широко приета дефиниция на алтернативния туризъм. Терминът се използва като противоположност на масовия туризъм и се характеризира с минимално влияние върху околната среда (устойчивост на околната среда), с реализиране в малки мащаби и на определени места (адаптиран към местни и социални ресурси), напълно стимулиращ местната икономика, изцяло запазващ културната идентичност, природната среда и е със социално отговорни ползватели. Според концепцията за алтернативния туризъм, в зависимост от съответната ориентация към атракции, настаняване или мотивация, могат да се класифицират различни видове туризъм. Охрид като забележителна туристическа дестинация в Република Македония има възможности за развитие на много видове алтернативен туризъм.