

## **Content Analysis of the UK Travel Print Media and Responsible Tourism.**

Catherine Mack, September 2006

### **Abstract**

This paper reports on research into the UK travel print media. The research consisted of a detailed content analysis of articles in the travel supplements of leading UK newspapers' travel supplements. The aim of the research was to gain a clear picture of whether newspapers are aware of and embracing the principles of responsible tourism into their editorials. Using a detailed set of criteria, the researcher analysed the print version of articles to see the extent to which references are made to the economic, environmental, cultural and social impacts, positive and negative, of tourism in destinations. The content analysis is qualitative in that the researcher looked not only at particular words, such as sustainable, responsible etc., but also the meaning or significance of other words and phrases, thus inducing meaning from particular pieces of text. The potentially subjective nature of this approach was backed up by the use of a detailed set of criteria.

The paper discusses the background to the research, the methodology used to carry out the content analysis, and discusses the results, referring to specific writers and their particular understanding of responsible tourism. The researcher puts forward an argument that the travel media should debate the issues arising from the findings of the research at a wider forum, in order to recognise the important role it plays and potential it offers as a major lever of change towards achieving a more responsible form of tourism.

**Keywords:** *Responsible tourism; Content analysis; Travel journalism; Travel writing; Ecotourism; Media; Sustainable tourism;*

### **Introduction**

As the tourism industry starts to show real signs of taking a more responsible approach to tourism, in terms of understanding the economic, environmental, cultural and social impacts of tourism in any destination, it is questionable whether the travel media is prepared to follow suit. Many argue that travel articles are a marketing tool to sell holidays and, consequently, writers and editors hold back on any negative issues relating to tourism. Post Tsunami, however, there was a sudden change in the journalistic style attached to travel features, raising socio-economic and environmental issues related to travel which had been overlooked by the glossy travel journalism available before this tragic event.

Information relating to responsible tourism is widely available among academic sources, and more recently within the tourist industry itself. The travel media has great potential to inform tourists about ways in which travel can have positive impacts on a destination, as well as providing a more satisfying holiday for the consumer. The researcher's main motivation for undertaking this research, therefore, was to explore this potential and discuss the influence of the media on tourism and, consequently, the importance of its

Reference a

Mack C (2006) Content Analysis of the UK Travel Print Media and Responsible Tourism Occasional Paper 4 ICRT, UK [www.icrtourism.org/weblibrary.asp](http://www.icrtourism.org/weblibrary.asp)

educative role in informing readers about changing their consumer patterns when buying a holiday. The media has the power to discuss any issues it chooses, and if the travellers of today and tomorrow are well-informed and educated by the travel press they choose to read, this will make a huge contribution to achieving a more responsible form of tourism throughout the world.

## **The research**

The aim of this research was to conduct exploratory research of the UK travel print media in order to gain a clear picture of whether newspapers are aware of and embracing the principles of responsible tourism into their editorials. Several newspapers have shown signs of discussing some of the “eco” issues of tourism. However, this research analysed whether the newspaper travel supplements are discussing the real issues of the impacts of tourism on the world, and not just, for example, promoting “eco” holidays because they are fashionable.

## **Background**

### ***Sustainable tourism – making all nations accountable***

International recognition of a need for sustainable development was initiated by the World Commission on Environment and Development in the form of the Brundtland Report, 1987. This report laid out the concepts of sustainable development and its ultimate goal was to conserve natural resources for future generations. The report emphasised development which, “*seems to meet the needs and aspirations of the present without compromising the ability to meet those of the future*”. 182 governments signed a declaration at the Rio Conference in 1992 whereby they agreed to a set of guidelines on how to bring sustainability to the foreground of national development issues. This led to the creation of Agenda 21 and LA21 provided frameworks for implementation of these commitments at regional and local level respectively. In 1995 the Lanzarote Charter for Sustainable Tourism aimed to apply Agenda 21 to the tourism industry, closely followed in 1996 by the World Tourism Organization (WTO), the Earth Council and the World Travel and Tourism Council (which launched “Agenda 21 for the Travel and Tourism Industry”. Its aim was to offer a framework for governing departments with responsibility for travel and tourism to help them achieve sustainable development through tourism at local and national levels.

### ***Responsible Tourism – making everyone accountable***

The United Nations finally opened the sustainability debate into a whole new arena in December 2001 when the United Nations World Tourism Organization (UNWTO) published its Global Code of Ethics for Tourism. Francesco Frangialli, Secretary-General of the World Tourism Organisation, said of this document:

*“The Global Code of Ethics for Tourism sets a frame of reference for the responsible and sustainable development of world tourism. It draws inspiration from many similar declarations and industry codes that have come before and it adds new thinking that reflects our changing society at the beginning of the 21st century.”<sup>1</sup>*

This Code of Ethics considers not only the sustainability of tourism and tourism’s role as a mechanism of development, it also addresses the fundamental principles of ethics in tourism, or “*tourism’s contribution to mutual understanding and respect between peoples*

---

<sup>1</sup> Source: [http://www.unwto.org/code\\_ethics/eng/global.htm](http://www.unwto.org/code_ethics/eng/global.htm)

and societies”<sup>2</sup>. The Code represents some of the more esoteric thinkings on travel and tourism, suggesting that tourism should be planned “with a sufficiently open mind...and as a privileged means of individual and collective fulfillment”<sup>3</sup>. The language used in this Code of Ethics is more in line with the philosophies of, for example, eminent writer Krippendorf (1987:p.16) who, despite his many concerns about its impacts on the world, described travel as “the vehicle for man’s restoration – his re-creation”, or De Botton (2002:p.9) who says that the art of travel can “contribute to an understanding of what the Greek philosophers beautifully termed eudaimonia or human flourishing”. The Code steers away from the traditional language of sustainable development and refers to concepts such as value, tastes, expectations and spiritual fulfillment. It also introduces the concept of responsibility, “stating our wish to promote an equitable, responsible and sustainable world tourism order”<sup>4</sup>. This broader concept of responsibility was finally recognised in the form of an international agreement in 2002 at the Capetown Conference on Responsible Tourism in Destinations hosted by the Responsible Tourism Partnership and Western Cape Tourism. It resulted in the Capetown Declaration, signed by 280 delegates from 20 countries and was the first official agreement recognising the notion of responsibility. The main characteristics of responsible tourism, as defined by the Capetown Declaration include a) minimising negative economic, environmental, and social impacts, b) generating greater economic benefits for local people and enhances the well-being of host communities, improves working conditions and access to the industry, c) is culturally sensitive, engenders respect between tourists and hosts, and builds local pride and confidence, d) makes positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world's diversity, and e) provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues<sup>5</sup>.

The work of the international organisations has been and continues to be pioneering in this area. However, up until the Capetown Conference, the decision-making remained very much with government and local government. It was the start of a movement which strives to bring awareness of the impacts of tourism to all stakeholders in the tourist industry, making everyone accountable for the impacts of tourism in the world. Harold Goodwin, Director of the Responsible Tourism Partnership, continues to defend this change in direction from the government and NGO language of sustainability to that of a more human responsibility:

*“Sustainable tourism principles haven’t been applied rapidly enough. I think that responsible tourism should have its roots in individuals. Everybody needs to take responsibility for making their travel more responsible...one of the objectives in using the concept of responsible tourism was to make the point that any kind of tourism could be more sustainable and could certainly be more responsibly engaged in by travellers...the concept that lies behind responsible tourism is that all the stakeholders involved – holiday makers, tour operators, hotels, local*

---

<sup>2</sup> Source: Global Code of Ethics for Tourism, p.3  
[http://www.unwto.org/code\\_ethics/eng/principles.htm](http://www.unwto.org/code_ethics/eng/principles.htm)

<sup>3</sup> ibid.

<sup>4</sup> United Nations World Tourism Organisation (2001) Global Code of Ethics for Tourism. United Nations Publications. P.3

<sup>5</sup> Source: <http://www.icrtourism.org/capetown.html>,

*governments, need to take responsibility for achieving what they can towards economically, environmentally and socially sustainable tourism”<sup>6</sup>*

Responsible tourism is also a movement which responds to market demand. According to Goodwin and Francis (2003), in drawing comparisons with Fair Trade products, consumer trends towards purchasing more ethical products are not simply created by the marketing campaigns. The market is also driven by demand, with an increased consumer demand for products which “make themselves feel good”<sup>7</sup>. Responsible tourism is, therefore, not only about enlarging the circle of responsibility, but it is also incorporating the movement into the commercial sphere. Responsible tourism recognises, therefore, that tourism is an industry. For tourism to be perfectly sustainable, people would need to stop travelling, as the transport used for tourism is predominantly destructive to the environment. Sustainability in travel is, therefore, by definition, an impossible dream. Seeking a more responsible attitude to travel is perhaps less utopian. However, if all stakeholders, and the media is one of the them, embrace the movement, it is wholly achievable.

Krippendorf (1987:p.105) is, however, cynical about other proposed processes of change claiming that what is needed is the “*humanisation of travel*” and states:

*“What we need in the first place are not different ways of travelling but different people. Only a new society and a new everyday situation can produce a new tourist. A sick society can not produce healthy tourists. Everyday life must change if travel is to change”.*

Creating a new society is beyond the remit of most travel writers, and so the researcher takes a more moderate view that if travel writers wait for society to change in order to write about travel in an educational and transformative way, then they miss the opportunity to address this same society about issues in need of urgent attention, and thus to secure change. A positive yet challenging outlook is taken by travel writer and broadcaster Dea Birkett (2002), who says that responsible tourism is an issue for the mass market, rather than simply a niche:

*“It is easy to be prescriptive in a tiny part of the tourism industry. Matching responsible tourism and mass market is the challenge...it is in the area of mass market tourism that the most meaningful, yet simple, measures have been taken to curb the harmful side effects of tourism. Many hotel chains have made efforts to considerably reduce water consumption. While this does have the benefit of allowing a 600-bed concrete structure to brand itself as eco-friendly, it does not demand that tourists change their spots. You are still allowed to be on holiday and have a good time, while showing consideration to the country that is hosting you. All tourism should be responsible towards and respectful of environmental and human resources. Some tourist developments, as well as, inevitably, individual tourists, have not been so and should be challenged. But instead, a divide is being driven between those few privileged, high paying tourists and the masses. They are doing the same thing – they are just being packaged as something different.*

---

<sup>6</sup> Source : <http://www.icrtourism.org> – in interview with Geographical Magazine, June 2005

<sup>7</sup> Datamonitor, 18.10.02, [www.datamonitor.com](http://www.datamonitor.com), as mentioned in Goodwin H. & Francis J. (2003) *Ethical and responsible tourism: Consumer trends in the UK. Journal of Vacation Marketing*, Vol. 9 Number 3

*Our concern...should be not with this small number, but with the majority of travellers”<sup>8</sup>*

### **Ecotourism**

The struggle for international organisations like the United Nations World Tourism Organisation (UN WTO) or commercial organisations like the Association of Independent Tour Operators (AITO) to embrace all of the principles of responsible tourism is, to a degree, being hindered by the travel media’s dependence on and generic usage of the overused prefix ‘eco’. This tendency of many writers towards a token ‘ecowashing’ of the important issues only serves to reinforce the myth that if a tourist buys an ‘eco’ product, he/she must be doing the ‘right thing’. Words which use the prefix ‘eco’ have now been so widely used that there is total confusion over what it actually stands for.

Fennel (2001) carried out a content analysis of 85 different definitions of the word ecotourism around the world. He tells us that the use of the word ecotourism in the industry has evolved in disparate ways, some adhering to the original principles of sustainable tourism and others with dubious links. Fennel (2001:p.404) also tells us that prior to this diaspora, the most traditionally accepted definition of ecotourism is that given by Ceballos-Lascuráin, international architect specialising in ecotourism projects, in 1983:

*“Travelling to relatively undisturbed or uncontaminated natural areas with the specific objective of studying, admiring, and enjoying the scenery and its wild plants and animals, as well as any existing cultural manifestations (both past and present) found in these areas”<sup>9</sup>*

Fennel’s research shows that the concepts of sustainability and responsibility were mentioned in only 24% and 7% of the definitions respectively. Fennel (2001:p.417) concludes, “...we have just not got it right, and should thus continue to develop definitions which are more universally acceptable.”. Mader (2006) adds to this and comments directly on press coverage of ecotourism when he suggests, “In 2002 -- the International Year of Ecotourism -- “ecotourism” was a buzzword, undefined in most newsroom dictionaries. It does not appear that things have improved in 2006.”<sup>10</sup> Although this research does not aim to dwell on the dilemma of definition, this is clearly an ongoing debate when looking at responsible tourism and the media. New Consumer Magazine, for example, a UK magazine which promotes fair trade and ethical living, uses the following description in an article about places to stay in the UK, where the juxtaposition of ‘eco-friendly’ and ‘eco-warrior’ in the same paragraph sends out a confusing and rather outdated message to the consumer:

*“Here are 10 of the best eco-friendly places to stay in the UK. The properties all have their own ethical twist, and offer fantastic locations for an essential break.... Sailors, walkers and eco-warriors will love it here”<sup>11</sup>*

### **Marketing and sustainability**

Much of the information to date focuses on how responsible tourism can be achieved in destinations. However, in order to analyse the contribution made by travel supplements in driving the messages across to the consumer, one must also focus on the originating

---

<sup>8</sup> Source: The Guardian 24.08.02, [http://www.deabirkett.com/pages/travel/tourist\\_or\\_traveller.htm](http://www.deabirkett.com/pages/travel/tourist_or_traveller.htm)

<sup>9</sup> Ceballos-Lascuráin (1987) in van der Merwe (1996)

<sup>10</sup> Source: [www.planeta.com](http://www.planeta.com), site accessed June 2006

<sup>11</sup> Source: <http://www.newconsumer.org/index2.php?pageld=210New>, site accessed June 2006

market. The media is one of the most important levers of change, not only in its ability to reflect a change in consumer trends but also in creating a change in market demand. According to Kotler and Armstrong's (1999) definition of the marketing mix, where they emphasise that marketing reflects a consumer-driven management process, communication is a major part of the mix, and the media is the major player in this respect.

George Leposky, one of the participants at the Media, Environment and Tourism conference hosted by Planeta.com in 2001 highlights that, for many, marketing is considered as a necessary evil in tourism, and that although it helps to promote tourism to a destination, even that of a responsible kind, it may lead to the eventual downfall of this destination:

*"As a young reporter covering the environmental beat for Chicago's American in the mid-1960s, I inadvertently killed the oldest living thing in Illinois by writing about it. The victim was a 10,000-year-old cedar tree growing on a bluff overlooking the Fox River southwest of Chicago. The venue was a Sunday magazine article about efforts to designate that stretch of the river as an official state canoe trail. After the article appeared, the owner of the land on which the tree grew cut it down to discourage canoeists from climbing the bluff to see it. After that, I became much more cautious about reporting specific information -- especially when dealing with privately owned land. Specifics can help to gain support for protection of environmentally sensitive ecosystems and endangered species, but how much detail is too much? After almost 40 years as an environmental writer, I'm still struggling with that question"<sup>12</sup>.*

Developing this further and giving particular attention to the travel media, the United Nations Environment Programme (UNEP) takes a rather pessimistic view when it stated in its document, *Marketing Sustainable Tourism Products (2005)*, that a product gaining press coverage "depends on whether the product can be presented as being exciting, quirky and unique"<sup>13</sup>. Despite the travel pages of newspapers being the key promotional channel for many tour operators, UNEP states that the travel supplements' remit is to promote travel and not issues. The report quotes The Independent, which says that sustainability is "not an issue", because its readers "want to go on holiday, even if they want to travel more thoughtfully"<sup>14</sup>. Although there is no evidence of a corporate social responsibility policy, or ethical guidelines to its travel writers, the Independent does, however, state that it upholds certain values, and as such commits to the promotion of community-led tourism, smaller locally-owned accommodation and sustainable transport. However, like all travel supplements, it depends on advertising revenue, which must not be restricted by sustainability issues. The guidelines which are offered to freelance travel writers by The Independent uphold this view stating that priority lies with gaining "inspiration, entertainment and the best down-to-earth advice in the business"<sup>15</sup>. There is no mention of cultural or environmental awareness, or ethics in their guidelines.

---

<sup>12</sup> Georges Leposky, editor and co-owner Ampersand Communications, USA. Source: <http://www.planeta.com/ecotravel/period/meteventsum1.html>, site accessed June 2006

<sup>13</sup> *ibid.*

<sup>14</sup> *ibid.*

<sup>15</sup> Source: The Independent Traveller: Contributors' Guidelines <http://travel.independent.co.uk/article294442.ece>

### **Travel writing**

Travel writing has been a favoured source of sharing and gaining knowledge as far back as the Greeks, Romans and early Christians, some of the most famous being The Odyssey, The Aeneid and the Bible. Travel writing is a subjective account of an individual's travel experience, and can never truly claim to be objective (Brown, 2000). Although Brown (2000:p.viii) discusses the works of the great travel writers and novelists, such as Jules Verne, he claims that travel literature should include any text that recounts a journey from one place to another '*significantly different*' place, and if a piece of writing can teach the reader about "*curiosity and wonder, about courage, about determination...about the 'human spirit'*", then it should be considered travel literature. Buford (1984:p.7), editor of Granta magazine special issue on travel writing, adds that travel pieces should reflect a "*sheer glee of story telling, a narrative eloquence that situates them, with wonderful ambiguity, somewhere between fiction and fact*". It should be pointed out, however, that when this issue of Granta was reprinted in 1998, the editor, Ian Jack contradicted Buford, claiming that he, like so many readers, had a need to believe the travel writer's accounts to be honest and true.

The researcher cannot claim that all travel writing for newspapers be included in Brown's defined world of travel literature, nor does it all offer the narrative eloquence sought by Buford. Indeed, much newspaper travel text is for information purposes only, and often does not provide any travel narrative, beyond prices of flights and accommodation. Other more literary pieces may recount a journey, but lack any 'real' evidence of the writer actually having been to the place in question, perhaps quoting from Tourist Board publicity or guide books, and such banality has been included as one of the reasons why tourism has become commodified. Santos (2004:p.123) attributes this to the tourist industry's "*flat, standardised notions of destinations and hosts through its use of mediated sociocultural forces such as narratives promoted by travel writers*". Hulme & Youngs (2002) claim that, indeed, travel writing has long been disregarded by academics as a form of literature, and Buford goes as far as to describe it as the "*beggar of literary forms*". However, the researcher supports the view of those who, through their editorials, acknowledge the need to recognise and understand the complexity and historic importance of travel writing as its own genre, be it via the media or other published outlets.

Hulme (2002) remarks on the fact that many writers take on the role of post-colonial commentator. Brown (2000:p.x) contributes to this debate, adding that many travel writers who look back rather than forward, assume a colonial-style superiority, albeit sometimes subtextual. He goes as far as to say that there is an almost natural urge to compare a destination to home, unable to resist the line of thought, "*we do it this way, they do it that way*".

Many of the commentators above point out that travel writing is, despite its adversaries, a growing genre. Although sometimes broad in style, travel writing can be dynamic and evocative, as well as powerful and informative. Consequently it can no longer be ignored as a viable contributor to any literary canon.

### **Travel writing in the media**

Hiller (2001) recognises the importance of travel writing in the media, as well as its potential power to communicate the issues surrounding responsible tourism. His

comments have been published in the Responsible Travel Handbook 2006<sup>16</sup>. He points out that places want to re-define their pasts and look to the future of a place, not just through the eyes of a place's potential as an attraction or destination, but as a place in its own right. How much money and time is invested in sharing the great heritage of ancient Egypt, while the current issues of poverty and terrorism are being overlooked in order to bring in the tourist dollars? Presenting the many issues of the present does not make the pretty travel package sought by those wanting to enjoy the mysteries of the past. Hiller (2001) adds that conservation, preservation and culture are the three main selling points of many attractions, all of which pull us back to the past. If writers focus on the contemporary place as well as its past, the visitor may relate more to it as a living place. Consequently, Hiller (2001) claims that addressing travel writing in this way would encourage readers to bring the same values that they share with people at home, rather than treating it as a neutral destination or attraction.

Santos (2004), in her study of American newspapers' writings about Portugal, is less concerned with the literary strengths of travel writing, than with the socio-cultural impacts on Portugal itself. Santos (2004) upholds Dann's (1996) theory that travel writers are cultural brokers and, as such, depend on established frameworks which are used to represent the traditionally marketable strengths of a destination. Santos highlights the fundamental issue dividing the writers, editors and the tourism industry. Is travel writing a marketing tool or a source of literary inspiration to travel? Santos (2004:p.125) takes the marketing approach, and includes the travel sections of newspapers as one of the many "*mass mediated cultural products*" on offer to consumers today, creating a world of "*homogenisation and repetitiveness*" and summarises that "*this writing blurs the margins among fact, fiction, and marketing*".

When, according to Williams & Shaw (1995:p.18), tourist decisions are "*increasingly dependent on the opinions of travel writers*", this confusion between marketing and writing as a form of literature will have serious impact, especially if there are to be efforts to address the issues of responsible tourism. Santos (2004:p.135) points out that travel writing, as a provider of socio-cultural information, is an unexplored area, in comparison with other forms of journalism, and concludes that this can have serious consequences with regards to reassessing the role of the travel writer in today's tourism industry:

*"When mass media transmit a message about a specific region of the world, they ultimately replace the specific values of those whom they are reporting about with the values of those to whom they are reporting".*

### **Travel writing and responsible tourism**

Swarbrooke (1999) claimed that sustainable tourism is all about who has the power. However, if one moves beyond the political arena of regulatory power, there are other stakeholders in the tourism industry who hold substantial power in their influence over consumers. One of these key players is the media, and although its role in other socio-cultural areas is treated as one that is extremely significant, its role as a powerful source of knowledge, education and communication in tourism is underestimated (Santos 2004). Those who seek change in the tourism industry often focus on the key businesses and government, and do not include the media in this grouping as illustrated by the Sustainable Consumption Roundtable Report (2006) which stated:

---

<sup>16</sup> Source: Responsible Travel Handbook (2006) Ed. Sherry Schwarz. Transitions Abroad magazine.USA. [www.transitionsabroad.com](http://www.transitionsabroad.com)

*“Don’t put the burden solely on green consumers – business and government need to help consumers by...providing products and services which are sustainable, thereby making un-sustainable choices less frequent”<sup>17</sup>.*

Krippendorf (1987:p.145) includes the mass media as a key player in his recommendations to achieve ‘*the humanization of travel*’, where we must all learn *how* to travel, alongside other basic learning of literacy and numeracy, and that the involvement of the mass media will contribute to the process required to make up for: “*this great educational deficiency...responsible not only for much of the wrong behaviour during the holidays but also for the disappointments and untapped holiday happiness*”. This view is supported by UNWTO in their Global Code of Ethics for Tourism (1999), when it recommends:

*“The introduction into curricula of education about the value of tourist exchanges, their economic, social and cultural benefits, and also their risks, should be encouraged.”<sup>18</sup>*

There are many sources of information and guidelines available to stakeholders in the tourism industry, to help them reassess the impacts of tourism and thus create a more proactive approach to achieving responsible tourism. However, the amount of information available to the consumer is still limited. There is a danger that individual tourists will be vilified for simply taking a holiday, or that if the mass media takes a campaigning approach in their travel pages, the consumer will simply buy another paper which does not ‘lecture’ about good versus bad. The Guardian (and co-owned The Observer) newspaper’s Social, Ethical and Environmental Audit Report 2005 confirms this fear, stating that:

*“We have chosen a very different route, which is to avoid shouting and face up to, and reflect, complexity, while at the same time avoiding worthiness, indigestibility and dullness that turns readers off.”<sup>19</sup>*

In contrast to this statement, The Guardian publishes a monthly feature spread on taking a more ethical approach to travel called “Guilt Free” which, although admirable and pioneering in its extensive coverage of responsible tourism issues and products, still leads with the idea that tourists are ‘guilty’. (Krippendorf 1987:p.42) comments on the “*much-maligned*” tourists stating;

*“The widespread reviling of tourists is unconsidered and unproductive. Are tourists really the infantile fools or reckless ravagers they are made out to be? Should we really blame the tourist for the fact that there is something unnatural and artificial about their role? Do they really carry the main responsibility for all the negative effects of mass mobility and worldwide tourism? Aren’t they rather the culprits and the victims all in one: defenceless pawns that anyone can use and attack? ...the tourist is his own advocate and not an international ambassador; he is not here to aid development or protect the environment. It goes without saying, then, that he behaves in an egoistic way. Nobody has ever explained to him the consequences of his actions and drawn his attention to the*

---

<sup>17</sup> Sustainable Consumption Roundtable (2006) *I will if you will. Towards sustainable consumption*. Sustainable Development Commission. P.3

<sup>18</sup> Global Code of Ethics for Tourism. United Nations World Tourism Organisation, Article 2.5, Source: [http://www.unwto.org/code\\_ethics/pdf/languages/Codigo%20Etico%20Ing.pdf](http://www.unwto.org/code_ethics/pdf/languages/Codigo%20Etico%20Ing.pdf)

<sup>19</sup> Guardian Newspapers (2005) *Living our values – Social, Ethical and Environmental Audit 2005*. Guardian Newspapers. Source: [http://image.guardian.co.uk/sys-files/Guardian/documents/2005/10/28/Audit\\_FULL.pdf](http://image.guardian.co.uk/sys-files/Guardian/documents/2005/10/28/Audit_FULL.pdf)

*responsibility that is his...he has been left out of all discussion on the subject, even though he is one of the main protagonists...they are therefore carefree and ignorant rather than devious. To lay blame at their door would be as wrong as denying their responsibility. But they should certainly be made aware of the situation!"*

This lengthy quotation serves to highlight the background to this research, as the media plays a pivotal role in making individuals aware. There are many other sources of information such as guidebooks, brochures and in-flight films, which also provide channels for informing tourists. However, if a tourist is to understand the new ways of thinking towards tourism and its impacts, this should happen before the decision to travel has taken place in the reader's mind. The choice of whether to travel, where to travel to and how to travel will all have impacts and, therefore, the media can assist in these choices.

The travel media, however, offers few examples of providing guidelines for good practice in travel writing. This has been addressed notably by Ron Mader's Planeta.com which hosted the Media, Environment and Tourism Conference in 2001, when 160 media professionals aired their views on achieving a more responsible approach to travel journalism. Contributions were from a wide variety of travel writers, many of whom used the opportunity to voice frustrations with the commissioning editors of magazines and newspapers and a general lack of vision about promoting a more ethical approach to travel. Mader (2006) comments:

*"If we wish to develop fair trade and responsible travel, consider how to implement fair trade in travel writing. Responsible travel, ecotourism and sustainable travel deserve quality press, but so far, there are few incentives for guidebook writers, newspaper reporters, website hosts and other media to provide top-notch coverage" <sup>20</sup>.*

During the conference itself, there was no response from any leading travel editors. The conference closed with a list of suggestions and recommendations for moving travel writing forward in a more responsible way, as shown in Figure 1 below.

**Figure 1: Proposals and recommendations following the Media, Environment and Tourism Conference, November 2001, hosted by www.Planeta.com**

- Media should focus more on **place** instead of **destination**.
- Media outlets, including newspapers and magazines, should hire travel sustainability editors.
- Journalists need to create a list of questions that should be standard for a review of sustainable tourism practices.
- Participants recommended Internet workshops and training for local leaders working toward environmental conservation and tourism development.
- Create a synergistic network of websites dedicated to Environmental travel and establish a larger advertiser base.
- Encourage local roundtable discussions around the globe which bring together stakeholders.
- Participants should consider developing new publishing strategies

**Source:** <http://www.planeta.com/ecotravel/period/metevent.html>

<sup>20</sup> [www.planeta.com/ecotravel/period/fairtrade.html](http://www.planeta.com/ecotravel/period/fairtrade.html)

Bradley Weiss (2004), a travel guidebook writer, comments on the lack of guidelines for travel writers in an article in National Geographic magazine, wherein he provides concise and practical guidelines to travel writers on the subject of sustainable tourism. He encourages writers to gain a strong understanding of what constitutes a genuine sustainable tourism product, and provides a framework of indicators from which a journalist can base his subjective judgment. This framework provides detailed descriptions of areas which can be considered by journalists in their understanding of what is sustainable or not; for example, construction, design, energy, water, waste, staff training, interpretation and tourist education as well as community benefit and involvement. Weiss also recommends that travel writers consider whether a destination's overall management strategies promote sustainability. This information can be easily accessed by looking at the country or region's tourist board website. A travel writer can, for example, be more aware of the publicity used by a DMO, as well as the environmental impacts of tourism and general tourism management used in a destination. Weiss suggests questions that a journalist can ask, which stretch beyond the usual journalistic pattern of where to go and what to see. Examples are: "*Can local people find guide-training courses?*" or "*Is the community addressing development pressures?*" or, "*Does the community play a role in tourism planning?*" To date, such questions have been posed by researchers and consultants, but the time has come for travel writers to bring these issues to the consumer and Weiss provides an accessible guide for writers to follow in order to reconsider the impacts they can have and the messages they can bring to the consumer.

Returning to what the papers say, the Guardian does, despite being careful to avoid "dullness", as mentioned above, show commitment to assuming a pedagogical role when necessary:

*"The journey our papers have embarked upon is based on the belief that there is still some notion of duty that goes with the privilege of mediating the news and debate. That we do have a responsibility to tell our readers about issues and events that they may not automatically have an enthusiasm for."*<sup>21</sup>

This illustrates how a newspaper can take a leading role in communicating important messages with its readership. As this was the only newspaper from the research sample to provide the researcher with any sort of publicly available corporate social responsibility report, it is not surprising that the audit came top in the 'Innovation in Social Reporting' category at the 2006 ACCA awards, which look at sustainability reporting throughout the UK. The judges called Living our Values "*a pioneering effort, the first of its type in the sector.*"<sup>22</sup> One section of the audit refers specifically to travel, and explains the Guardian's objectives to feature holidays that promote tourist contribution to the local economy, alternatives to air travel, as well as considering other aspects such as ensuring their writers have a socio-cultural and political awareness of the destination they are visiting. It also confirms that it is the only national newspaper with a section committed to sustainable travel, although this is a monthly, not weekly column at present.

---

<sup>21</sup> Guardian Newspapers (2005) *Living our values – Social, Ethical and Environmental Audit 2005*.

<sup>22</sup> Source: <http://www.guardian.co.uk/values/socialaudit/story/0,,1573704,00.html>, site accessed July 2006

## **Research methods**

The main aim of this research is to conduct exploratory research of the travel print media in order to gain a clear picture of whether newspapers are aware of and embracing the principles of responsible tourism into their articles. Qualitative research is the umbrella term given to a group of research methods applied to the collection and analysis of qualitative data or information rather than numerical data (Veal, 2006). Merriam (2000) stresses that the fundamental basis of qualitative research is that it is used to attempt an interpretation of reality, at a certain point of time and within certain contexts. As the world is not a fixed phenomenon, and is interpreted by individuals in many different ways, it opens an opportunity for research into these different perspectives of the world.

Travel writing is undoubtedly an individual interpretation of reality and, as such, is open to qualitative analysis. This research takes an interpretive qualitative approach (Merriam, 2000; Baker, 1994) as the researcher aims to investigate and interpret, within the context of the research subject, how individual writers experience and interact with the world.

Quantitative research deals traditionally with anonymous statistics, where people are numbers on a spreadsheet. This research provides real names and discusses individual styles of writing, which further distances it from purely quantitative research (Kelly, 1980). This research takes an inductive approach in that it ultimately serves the purpose of identifying a range of issues and recurring patterns in the data. The researcher then offers a detailed description of the findings from the data analysis which leads to a conclusion, as well as creating a framework for issues to be discussed in further study (Merriam, 2000; Peterson, 1994).

### ***Textual and content analysis***

Textual analysis is one of many techniques of qualitative research yet it is deemed one of the most common approaches used in research on travel literature (Lew, 1991). It is a method of analysis applied to a document consisting predominantly of text and images, and which generally allows the researcher to analyse the material in a systematic manner enabling statistical comparisons to be drawn between subjects (Finn et al., 2000; Baker, 1994; Mehmetoglu, 2004). A textual analysis can be applied in several different ways, ranging from, for example, an interpretative analysis of literature by English literature students on a specific text, to a quantified form of analysis, known as content analysis (Veal, 2006).

Content analysis can be quantitative or qualitative (Veal, 2006), the former being where frequencies of a word or image are counted and placed within categories to which a statistical analysis will be applied. This research uses a qualitative form of content analysis. In contrast to the quantitative approach, the meaning or significance of words is taken into account. This can be considered a more subjective approach, as it is left to the discretion of the researcher to induce meaning from a piece of text, working within a strict set of criteria.

Like all research methods, content analysis has both strengths and weaknesses. One advantage of this technique is that it is unobtrusive and not influenced by the presence of the researcher, as it is based on image or text and not behaviour (Babbie, 2001). Another advantage is that the analysis can easily be repeated if any problems arise or if preliminary analysis was unsatisfactory (Babbie, 2001). However, one major disadvantage of content analysis is that inferences made by the researcher can be

highly subjective and that data can sometimes be used improperly to represent a cause rather than a reflection of socio-cultural phenomena (Rothe, 1993).

Aware of the many strengths and weaknesses of a content analysis, the researcher aimed to tackle the issues of subjectivity and ensure that inferences made about the data were carefully considered and maintained within the context of the subject matter. This research involved a manual content analysis mainly because the online versions of the travel supplements do not contain all the articles seen in the print version. Similarly the researcher considered computer word searches inapplicable in this case due to the varied use of terminology relating to responsible tourism. Consequently, a computer word search, even at a preliminary stage, would not provide a detailed enough summary of the information provided by journalists, and that a physical reading of the print versions would result in a fairer analysis.

A sample of ten UK national newspapers' travel supplements were read and analysed over a period of twelve weeks from November 2005 – February 2006 giving a total sample of 120 newspaper travel supplements. Where possible, these weeks were consecutive. The weeks of Christmas and New Year have been omitted as they were considered unrepresentative due to fewer articles being published on these dates. The research sample is shown in Figure 2 below.

**Figure 2: Sample list of newspaper travel supplements**

	<b>Newspaper</b>	<b>Name of travel supplement</b>
1	The Independent on Sunday	The Compact Traveller
2	The Independent (Saturday)	The Independent Traveller
3	The Daily Telegraph	Travel
4	The Sunday Telegraph	Travel
5	The Observer	Escape
6	The Sunday Times	Travel
7	The Times (Saturday)	Times Travel
8	The Guardian	Escape
9	The Daily Mail	Escape
10	The Mail on Sunday	Travel On Sunday

Following Weber's (1990) eight-step procedure, the researcher created a coding system so that text could eventually be categorised. The researcher was the sole coder to limit discrepancies in the categorisation process (Lew, 1991). This procedure is detailed in Figure 3 below.

**Figure 3: Creation of coding scheme**

1	Select the recording units i.e. unit of text to be classified	<ul style="list-style-type: none"> <li>The unit of text to be classified is one newspaper article. An article is defined as a piece of text with a heading and/or name of writer assigned specifically to this piece. Number each article in newspaper, omitting those mentioned below in Data Reduction (3). All other articles, irrespective of size, were read and analysed</li> <li>The text within this article is read and manually highlighted. This text is then allocated to a category as defined below. Text is selected according to relevant sentences in one paragraph of the article</li> </ul>
2	Define the categories	<ul style="list-style-type: none"> <li>Economic issues relating to tourism</li> </ul>

		<ul style="list-style-type: none"> <li>• Environmental issues relating to tourism</li> <li>• Cultural issues relating to tourism</li> <li>• Social issues relating to tourism</li> <li>• Whole articles dedicated to responsible tourism issues, defining whether they are issue or destination based: <ul style="list-style-type: none"> <li>○ Issue-based – if the article is dealing primarily with some of the issues of responsible tourism, rather than a specific destination</li> <li>○ Destination-based – if the article is dealing with the issues of responsible tourism, but with reference to one specific destination.</li> </ul> </li> </ul> <p><i>Note: an item can be categorised under one or more variables, if the subject clearly addresses more than one issue</i></p>
3	Data Reduction	<ul style="list-style-type: none"> <li>• Sponsored supplements e.g. The Observer Escape South Africa Special, were not analysed. The researcher took an independent decision that editorial on these supplements would be influenced by many parties other than the newspaper's travel editor<sup>23</sup>.</li> <li>• Competitions were not analysed</li> <li>• Readers' questions and answers/letters were not analysed. However, detailed text on destinations such as The Guardian's "Readers' Guide To..." have been analysed</li> <li>• Articles reviewing travel books were not analysed</li> <li>• The Mail on Sunday Travel on Sunday's Overseas Property column was not analysed</li> </ul>
4	Creation of content analysis grid on Excel spreadsheet for data input and statistical analysis	<ul style="list-style-type: none"> <li>• Insert names of data fields as follows: <ul style="list-style-type: none"> <li>-Name of newspaper</li> <li>-Date of edition</li> <li>-Article number</li> <li>-Name of writer, if given</li> <li>-Destination, if given</li> </ul> </li> <li>• Add the categories to spreadsheet as follows: <ul style="list-style-type: none"> <li>- Cultural</li> <li>- Economic</li> <li>- Environmental</li> <li>- Social</li> </ul> </li> <li>• Whole articles dedicated to responsible tourism issues</li> </ul>
5	Pre-test the coding on a sample of text. Make any alterations if necessary	<ul style="list-style-type: none"> <li>• Five editions of one newspaper were read and highlighted according to categories</li> <li>• Coding was then tested and changes made accordingly. For example, researcher was analysing readers' comments, but decided to eliminate after sample test</li> <li>• Final breakdown of coding criteria defined in Figure 4 below</li> </ul>
6	Code the text	<ul style="list-style-type: none"> <li>• Each newspaper read and relevant text highlighted and</li> </ul>

<sup>23</sup> *Note:* The Independent on Saturday has regular additional travel supplements: some are sponsored, and others not. To maintain consistency, the former were not analysed, and the latter were analysed.

		labelled EC/EN/C/S according to its relevant category. Articles dedicated wholly to the issues of responsible tourism are marked accordingly. <ul style="list-style-type: none"> <li>• Each article numbered and irrelevant articles to be crossed out</li> </ul>
7	Input data to content analysis grid on Excel spreadsheet	<ul style="list-style-type: none"> <li>• Add comments with quotations from each piece of cited text, numbering each comment separately</li> </ul>
8	Assess levels of reliability and accuracy	<ul style="list-style-type: none"> <li>• When all data has been input, read back over quotations in comments section, to ensure consistent and accurate categorisation</li> <li>• Researcher was the sole analyst ensuring consistency of analysis</li> </ul>

The researcher has aimed to develop categories which are articulate, logical and that maintain the data within the context of the research project (Lazarsfield & Barton, 1955). The researcher focuses on text which discusses any economic, environmental, cultural or social impacts relating to tourism, as well as promoting responsible tourism activities. Following the definition of responsible tourism as provided by the Capetown Declaration, this includes anything that might lead to the generation of greater economic benefits for the local community, create a greater understanding of the local culture for tourists, as well as highlighting the environmental impacts of tourism. The researcher has limited the scope of the research to the discussion of responsible tourism in destinations. The researcher accepts that articles advising consumers on such issues as safety, disability access, and for minority groups such as gay or single parent travellers are relevant to responsible tourism. However, in this case these issues are considered beyond the scope of this research, but certainly worthy of further study.

General statements on culture such as religion, demographics, literature, festivals or museums and general environmental statements on land, flora or fauna were not coded as they did not specifically address issues relating to the tourist industry and its impacts on these areas.

**Figure 4: Coding system for content analysis of newspaper travel supplements**

Categories	
<b>Cultural</b>	<p>Sentences were coded as having cultural themes if they addressed:</p> <ul style="list-style-type: none"> <li>• Authenticity</li> <li>• Protection of local cultural heritage. <b>Note:</b> References to museums or festivals are not counted, except in special circumstances, where the journalist explicitly stresses their importance in terms of understanding the cultural makeup of a destination</li> <li>• Globalisation</li> <li>• Sustainability of indigenous culture</li> <li>• Local lifestyle, cuisine, traits, traditions</li> <li>• Local religion</li> <li>• Commoditisation of culture</li> <li>• Multiculturalism of a destination</li> <li>• Impacts of war and/or other tragic events on the local culture</li> </ul>
<b>Economic</b>	<p>Sentences were coded as having economic themes if they addressed:</p> <ul style="list-style-type: none"> <li>• Tourist money being spent on locally sourced goods. <b>Note:</b> The researcher does not count references to specifically named shops on the</li> </ul>

	<p>assumption that they are small or family-run, in order to avoid subjectivity. If the journalist expresses a particular importance to the local economy, an exception is made. If there is a reference made to visiting all the local wineries, for example, this is counted. However, individual names are not counted.</p> <ul style="list-style-type: none"> <li>• Resources sourced locally. <b>Note:</b> References to specific restaurants are not categorised. Despite the fact that many of them refer to the use of 'local produce', there are so many restaurant reviews that the researcher concludes that these create a bias in the results. If, however, there is a general reference to visiting small, local, village or family-run restaurants without naming them specifically, this has been counted</li> <li>• Use of local markets</li> <li>• Use of locally owned accommodation. <b>Note:</b> The researcher does not count specific reviews or mentions of hotels, B&amp;B's, pubs on the assumption that they are small/family-run, agritourism etc. This is to avoid subjectivity as well as creating a bias in the results towards economic issues. However, if there is a specific statement encouraging readers to, for example, use locally owned accommodation because it is of benefit to the local economy, this is added to results</li> <li>• Travelling out of season</li> <li>• Use of a local guide. <b>Note:</b> References to using a guide have only been noted if they specify that the guide is local. Although the researcher accepts that the use of a local guide is also a cultural issue, the choice of category is 'Economic' as it is often a vital contributor to the local economy</li> <li>• Poverty in a destination following, for example, a disaster</li> <li>• Negative economic impacts on local economy from tourism such as increase in land prices</li> <li>• Promoting the return of tourism to a destination</li> <li>• Use of local transport: <b>Note:</b> This only applies in developing countries, and references to public transport in industrialised countries with highly developed infrastructures do not apply to this category</li> <li>• Abandonment of traditional resources and sources of income in pursuit of tourism</li> </ul>
<b>Environmental</b>	<p>Sentences were coded as having environmental themes if they addressed:</p> <ul style="list-style-type: none"> <li>• Carbon emissions</li> <li>• Destruction of natural heritage due to tourism</li> <li>• Marine destruction</li> <li>• Recycling</li> <li>• Environmentally sustainable practices such as recycling, solar power etc.</li> <li>• Donating to conservations charities, trusts etc.</li> <li>• Environmental preservation through tourism projects, and related issues, positive or negative</li> <li>• Pollution and waste disposal</li> <li>• Allocation of vital resources e.g. water to tourist activities rather than local everyday needs</li> <li>• Protection of wildlife</li> <li>• Ecotourism: however, articles using terms such as ecotourism or ecolodges with no further explanation of what "eco" actually means in this situation, will not be categorised</li> </ul>

<b>Social</b>	<p>Sentences were coded as having social themes if they addressed:</p> <ul style="list-style-type: none"> <li>• Impacts of tourism on society, such as increased emigration, sex tourism, crime, removal of land rights for tourism development</li> <li>• Conflict between local communities and tourists</li> <li>• National/international politics and tourism</li> <li>• Social responsibility of tourists in a destination</li> <li>• Dichotomy between tourist and host lifestyles</li> </ul>
---------------	---

It is important to achieve maximum possible validity and accuracy from a content analysis (Weber, 1990; Finn et al., 2000; Krippendorf, 1980; Baker, 1994). Krippendorf (1980) asks the researcher to guarantee that the research “*yields what it is supposed to yield*”. That is to say that the researcher must strive to ensure that the statistics actually represent the concepts being analysed. The use of refined criteria, as described in Figure 4 above, enables the researcher to express a confidence in achieving more than *face* validity, which would be the minimum validity expected from, for example, a word count of the online versions of the travel supplements. However as the researcher offers background knowledge of the issues relating to responsible tourism and the concepts being discussed and, consequently, an understanding of the subtleties of language and vocabulary used in relation to responsible tourism, this research aims to achieve a *semantic* validity (Finn et al., 2000; Weber, 1990; Krippendorf, 1980). The result is a coherent set of data, where text is consistently allocated to its relevant category.

### Research results

Due to the essentially qualitative approach to this research, the researcher has not used a scientific measuring approach to the analysis. That is to say, the articles have been counted and listed without references to, for example, column inches or general article size. The researcher does not use a weighting method to differentiate between articles and their size as this is considered unnecessarily detailed for this particular content analysis, the main aim of which is to conduct exploratory research of the travel print media in order to gain a clear picture of whether newspapers are aware of and embracing the principles of responsible tourism.

According to the above categorisations, Table 1 below shows the number of articles which have *any* references to issues relating to responsible tourism. These mentions could be referring to one or all categories: economic, environmental, cultural or social impacts, positive or negative, relating to the tourist visiting a destination. Ultimately, these results look at whether the articles have any references which might encourage the tourist, albeit sometimes inexplicitly, to travel in a responsible way. The results in Table 1 provide a general picture, and they are irrespective of the size of the articles being published.

**Table1: Overall mentions of responsible tourism in newspaper travel supplements**

<b>Newspaper travel supplements</b>	<b>Total articles</b>	<b>Total articles discussing responsible tourism issues</b>	<b>%</b>
The Guardian	166	78	47.0
The Mail on Sunday	82	35	42.7
The Independent	189	74	39.2
The Daily Telegraph	237	89	37.6
The Daily Mail	87	32	36.8
The Times	183	61	33.3
The Sunday Times	182	59	32.4
The Observer	129	40	31.0
The Independent on Sunday	179	54	30.2
The Sunday Telegraph	222	56	25.2
		<b>Average</b>	<b>35.5%</b>

These results offer some predictable outcomes as well as some unexpected ones. The Guardian Newspaper Group lives up to its commitment, as described in its report *Living our values – Social, Ethical and Environmental Audit 2005* to pursue an ethical approach to its journalism. Over the sample period, 78 out of 166 total articles made some sort of reference which, according to the researcher’s criteria, successfully guide the reader to becoming a more responsible tourist. Some travel supplements are wordier than others, with The Daily Telegraph offering a total of 237 articles yet only 37.6% of these touches on responsible tourism issues. The Mail on Sunday and Daily Mail newspapers, targeted at the mass tourist market, offer fewer, shorter articles, yet a higher percentage of articles refer to responsible tourism. There is a notable difference between the two Telegraph papers; The Sunday Telegraph, despite offering a high number of articles to their readers, does little to bring responsible tourism practices into this large editorial space (25%).

The researcher has also looked at how many of the articles use responsible tourism as their main subject. Table 2 below shows that out of a sample of 120 travel supplements, providing a total of 1656 articles, only 92 articles were wholly dedicated to responsible tourism. In its remit to appeal to its entire readership, a national newspaper is never going to wholly dedicate every article to responsible tourism. However, the researcher feels that overall, this is a small percentage.

**Table 2 : Travel articles wholly dedicated to responsible tourism**

<b>Newspaper travel supplement</b>	<b>Total articles</b>	<b>Total articles wholly dedicated to RT</b>	<b>%</b>	<b>% of articles dedicated to RT</b>
The Times	183	21		11.5
The Daily Telegraph	237	20		8.4
The Guardian	166	17		10.2
The Independent on Sunday	179	9		5.0
The Independent	189	6		3.2
The Sunday Telegraph	222	6		2.7
The Sunday Times	182	4		2.2
The Observer	129	4		3.1
The Daily Mail	87	3		3.4
The Mail on Sunday	82	1		1.2
<b>Totals</b>	<b>1656</b>			

Looking at the newspapers choosing to publish articles which are wholly dedicated to responsible travel, the results show an overall difference from the results given in Table 1 which looked at the overall mentions given to responsible tourism in all articles. For example, The Mail on Sunday came out favourably when its articles were analysed, with 42.7% of its articles referring to responsible tourism in some form. However, only one article takes responsible tourism as its main subject matter during the entire sample period. The Sunday Telegraph continues to devote little editorial space to responsible tourism articles, with only six of its total 222 articles wholly dedicated to related subjects.

Despite the attempts of several newspapers to highlight the importance of bringing tourists back to areas which had been devastated by tragic events, such as the countries hit by the Tsunami, or New Orleans following Hurricane Katrina, it is surprising to see that travel supplements are still not publishing whole articles given over to such discussions. The researcher takes the view that travel supplements gloss over the 'real issues' and leave these to the news sections of the newspapers.

There is also an argument that highlighting features which are wholly dedicated to responsible tourism issues keeps the subject a 'niche' area. Although it is extremely important to highlight the various issues at hand in feature form, it is also vital that writers embrace the principles of responsible tourism throughout their articles. Table 3 below shows how the results of each newspaper are altered, if we analyse only those articles which make general references to responsible tourism, and leave those articles which are wholly dedicated to responsible tourism aside. In this case one can see that the percentage of articles providing one or more reference to responsible tourism alters, suggesting perhaps that some newspapers, such as The Times, which is strong at providing specialist responsible tourism articles, are not allowing a widespread communication of the responsible tourism issues, with only 21.9% of The Times' other travel articles pertaining to responsible tourism in some manner. In contrast, The Mail on Sunday, which offers few whole articles, surpasses all other newspaper supplements in that 41.5% of its articles (not including those wholly dedicated to responsible tourism) have at least one mention of responsible tourism principles.

**Table 3: Overall mentions of responsible tourism issues, not including articles wholly dedicated to responsible tourism**

<b>Newspaper</b>	<b>Total articles</b>	<b>Total no. articles not including whole features</b>	<b>Percentage*</b>
The Mail on Sunday	82	34	<b>41.5</b>
The Guardian	166	61	<b>36.7</b>
The Independent	189	68	<b>36.0</b>
The Daily Mail	87	29	<b>33.3</b>
The Sunday Times	182	55	<b>30.2</b>
The Daily Telegraph	237	69	<b>29.1</b>
The Observer	129	36	<b>27.9</b>
The Independent on Sunday	179	44	<b>24.6</b>
The Sunday Telegraph	222	50	<b>22.5</b>
The Times	183	40	<b>21.9</b>

**\* Percentage of articles mentioning responsible tourism (not including articles wholly dedicated to responsible tourism)**

The research also shows that when a travel article's main theme is that of responsible tourism, the newspaper has a tendency to focus this on a particular destination, steering away from simply tackling an 'issue' *per se*.

Looking at these newspapers which dedicate whole articles to responsible tourism in detail, The Times is the leader in its field with 11.5% whole articles dedicated to responsible tourism issues. However this statistic is swung by the fact that it is the only newspaper to dedicate a special issue to the First Choice Responsible Travel Awards in November 2005, of which it is the media partner. In this week's supplement nearly all articles were dedicated to responsible tourism.

The Times is to be applauded for its coverage of and partnership with such important Awards, as well as the editor's commitment to giving the Awards such extensive coverage. However, a reader who misses this particular week's travel supplement may be unaware of the travel section's whole-hearted commitment to responsible tourism, as its coverage is less prolific outside the Awards. Consequently, the researcher is aware that if this particular week's travel supplement had not been included in the research, the statistics would not highlight The Times as one of the newspapers most dedicated to giving voice to responsible tourism and its ensuing debates. The Times also stands out because its editor, Cath Urquhart, takes an active stance on responsible tourism through her writing; in the sample period, three of the 21 articles wholly dedicated to responsible tourism are written by Urquhart.

The Daily Telegraph offers more articles than any other travel supplement and yet only 8.4% of these articles are using responsible tourism issues as a central theme. Of the 20 articles which are given over to responsible tourism, only three are issue-based. For a newspaper which commissions such a high number of writers, this seems to be a missed opportunity. The majority of responsible tourism articles are dedicated to discussing the gastronomic side of tourism, encouraging Daily Telegraph readers to eat and drink locally when on their travels. There is one article discussing the return of the

tourist to countries affected by the Tsunami. The Sunday Telegraph has only six articles during the sample period which take responsible tourism as their main theme.

47% of The Guardian's travel articles make reference to responsible tourism and/or its associated issues, but also provides a monthly column called "Guilt Free". Written mainly by Richard Hammond, it discusses responsible tourism products and issues in detail. Also worthy of mention is Doug Lansky, a Guardian columnist during the sample period, who looks at the bigger picture when discussing travel such as the impact of photography; *"Cameras turn us into trophy collectors, but do we have the right to photograph anything we like?"*<sup>24</sup>

The Guardian is fulfilling its promise to *"tell our readers about issues and events that they may not automatically have an enthusiasm for"*<sup>25</sup>. However, it is doing so by keeping the issues of responsible tourism in a once a month special section, rather than incorporating them into features more regularly on a weekly basis. A greater spread of such articles will prevent responsible tourism from being considered as a "niche" idea, and provide the reader with a greater understanding of the issues and concerns, rather than keeping them in a "green" section, and risking a case of 'preaching to the converted'. The editors themselves state, *"As a media organisation, we are in the business of putting stuff inside people's heads and therefore can be a force for good or ill"*<sup>26</sup>, and more features such as those of Richard Hammond will help to firmly establish The Guardian as one of the most forward-thinking national newspapers in terms of informing its readers and travellers about the positive and negative impacts of travel.

The Observer plays a less significant role in responsible tourism, with only 31% of its articles addressing the issues in question. Joanne O'Connor, the editor, writes in nearly every issue, although not identifying herself as editor. There are only four articles dedicated to responsible tourism issues. However one of these articles, by Dan Kieran (29.01.06), was the only one during the sample period to tackle one of the major issues of today's travel industry, whether we should be flying at all. Published as the cover article, this was a strong editorial decision, as it obviously contradicts many of the other travel articles published along side. Similarly, another article addressed the fact that Thomas Cook organises family trips to red light areas of Amsterdam where, "Under threes go free". None of the other travel supplements discussed these subject matters in such depth during the sample period. O'Connor shows a clear understanding of responsible tourism issues in an article she wrote about Georgia, where she incorporates all aspects of the local economy, culture and politics with no attempts to hide the reality; *"The town's pride and joy is the immaculate and incongruously grand Stalin Museum...the (tour guide's) delivery is so smooth and hypnotic that it almost stops you asking questions. Like where's the bit about the gulags and the 60 million people he sent to their deaths? I ask the guide if this part of Stalin's story is told anywhere in the museum. "No, because we do not have evidence. And until we have evidence this is just opinions"*<sup>27</sup>

---

<sup>24</sup> Guardian Escape 28.01.06

<sup>25</sup> Guardian Newspapers (2005) *Living our values – Social, Ethical and Environmental Audit 2005*.

<sup>26</sup> *ibid*

<sup>27</sup> The Observer, Escape. 12.02.06

O'Connor is an editor who does not steer away from describing the reality of a destination, its people and culture. Yet, the articles analysed for the sample period are not representative of this.

The Independent on Sunday does not rate highly in terms of responsible tourism coverage, with only 30.2% of its articles touching on the relevant principles. Similarly, during the sample period, only nine of its 179 total articles are wholly dedicated to responsible tourism. Unlike other travel supplements, three of these nine articles are about UK destinations, and inform the reader about local markets and local cuisine. The Independent on Sunday also deals with issues head on, rather than using the circuitous route of making it a piece about a destination. Four of the nine articles are issue-based, ranging from bringing income to Tsunami-hit areas, to "green" road travel.

The Independent's travel supplement, entitled The Independent Traveller, by its very name, claims to be taking an alternative editorial stance. The editor, Simon Calder, who writes the opening article on a weekly basis, and at least one additional article, is clearly the leading voice of the paper. The Independent's stance on travel writing is that Calder "pays his way", and therefore, unlike other travel journalists who travel free of charge, hosted by the destination in order to gain publicity, the Independent claims to be offering the reader a more objective or 'independent' view. It would appear that all other writers, however, do travel with companies for free and, consequently, these companies are mentioned at the end of the article, providing relatively low cost advertising. The Independent rates highly in terms of covering responsible issues, with 39.2% of its articles including some sort of reference to the relevant categories. However, only six out of the total 189 articles are taking responsible tourism as its main theme, and none of these are written by the editor. The articles do, however, cover some of the most contentious areas, including two articles on the environmental impacts made by the skiing industry, a subject avoided by many other travel supplements. There is also an article encouraging tourists to return to Rwanda, and it deals with the socio-political repercussions of recovery from civil war sensitively and informatively (Poppy Sebag-Montefiore, The Independent, 12.11.05). Although this research does not aim to offer a critique of writing styles, it is worth pointing out that such articles are encouraging a form of tourism which does not gloss over, or ignore a country's past. It educates, informs, and inspires the traveller to go and discover more of today's Rwanda.

The Sunday Times performs similarly to The Times in terms of overall coverage of responsible tourism issues, with 32.4% of its articles discussing economic, environmental, cultural or social tourism themes. However, The Sunday Times plays a less important role in discussing the bigger issues of responsible tourism, with only four articles using responsible tourism as the main subject matter. There is no obvious editorial input in terms of a weekly column, and none of the articles read during the sample period were written by the travel editor, Christine Walker. This anonymity is also reflected by the fact that two out of the four articles above, do not provide the writers' names, despite the fact that they are tackling important issues of post-Tsunami tourism in Thailand.

Although the Daily Mail has fewer articles than most of the other travel supplements analysed, it does succeed in addressing many of the subjects included in the research criteria. 32 of its 87 articles address responsible tourism issues and, like The Observer, one of its whole features dedicated to responsible tourism is a leading feature on the front page of its travel section. Entitled Traveller Vs. Chaveller (19.11.05), and written

jointly by Jaci Stephen/Joan Bakewell, it gives voice to two different types of tourists. The Daily Mail succeeds in informing its readers about how it is possible for individuals to think differently about travel, without appearing to 'lecture' or preach to the converted.

The Mail on Sunday has a relatively small travel supplement compared to others in the sample, offering a total of only 82 articles in the sample period. However, 42.7% of these strive to inform their readers about various aspects of responsible tourism. Frank Barrett, the travel editor, plays a low profile, contributing only three articles during the sample period. There is only one article which takes responsible tourism issues as the main theme, This article, however, takes on the topical and important subject of history, economy and politics of Bethlehem, an area rarely discussed in travel articles.

In order to gain a more detailed picture of how much coverage each newspaper is giving to responsible tourism, the following table shows not only if a newspaper article refers to responsible tourism, but also how often in any given article references are made. The majority of newspaper articles only refer to one aspect of responsible tourism, and usually only once in any one article. This ranges from suggesting that the reader visit a local market while on holiday, to mentioning the fact that a local guide was employed to show the writer around. Table 4 shows the distribution of responsible tourism mentions per article. Consequently, one can see if a newspaper performs well in its coverage of responsible tourism not simply by referring briefly to, for example, a hotel's provision of solar powered showers, but also by looking at how often in one article a writer refers to the relevant issues

**Table 4: Frequency of responsible tourism mentions in travel articles**

Newspaper	Total Articles	Number of RT mentions per article*						
		1	2	3	4	5	6	>6
The Daily Mail	87	27	8	5	0	2	0	0
The Mail on Sunday	82	28	11	6	1	0	0	0
The Observer	129	35	7	4	2	1	0	1
The Times	183	41	7	0	3	0	1	0
The Sunday Telegraph	222	45	17	6	0	1	0	2
The Independent on Sunday	179	48	9	3	2	0	0	0
The Sunday Times	182	56	11	6	5	0	0	1
The Independent	189	61	25	8	2	2	0	0
The Guardian	166	62	18	4	1	0	1	0
Daily Telegraph	237	79	19	9	5	0	0	1

\* Responsible tourism

The high percentage of articles with any reference to responsible tourism usually only do so once or twice. When the researcher looked at articles containing three or more mentions per article, the figures drop dramatically. It is the researcher's view that if writers were given straightforward guidelines on what issues could be included in their articles, these statistics could change significantly, and the reader could be informed subtly and without lectures as to how to practise and enjoy a more responsible form of tourism. A writer should not need to change his or her writing style to communicate such messages. Referring to, for example, a 'local guide' rather than simply a 'guide', or likewise a local rather than regional wine, can subliminally or even directly influence a reader's choice of which guide or wine to choose when on holiday. Such simple use of

words can have an unproportionally positive impact on the local economy of a destination.

Table 5 below shows examples from various articles about Africa and illustrates how different writers they have managed to incorporate subjects relating to the local economy, culture, environment into their articles. Many of these references could easily have been overlooked, or considered irrelevant to the article, but their inclusion shows insight and awareness of responsible tourism on the part of the writer and editor.

**Table 5: Articles about Africa – Writers’ approaches to responsible tourism issues**

No. of mentions	Quotes from article, writer, date of article and newspaper
1	1. Bathroom products are specially formulated for the hotel from Morocco's first organic farm at the foot of the Atlas Mountains, which guests can also visit <i>Aoife O'Riordain, The Independent, 26.11.05, on Morocco</i>
	1. A series of huts, made of local materials with great style and care...the lodge is built on ecological principles: the only power is solar, and hot water for your shower is delivered in wooden buckets <i>Tim Adams, The Observer, 22.01.06 on Uganda</i>
2	1. ...utterly delightful manager, Mohamed, ready to introduce you to the real Morocco. A Berber nomad for 18 years, he will happily take you trekking to remote corners of his beloved Atlas. A kinder person is hard to imagine 2. Jacky loves taking people to see the fish market, the village souk and the craftsmen at work in the medina. <i>Alastair Sawday, The Daily Telegraph, 19.11.05, on Morocco,</i>
3	1. Tourism is a major source of income and tourists get a tremendously warm welcome. There are not many luxuries where indulgence is also an exercise in philanthropy, but treating yourself to winter sun in the Gambia is a deliciously easy good deed 2. Book a holiday and send a donation for the wells 3. Each room is solar-powered with eco-friendly bathrooms <i>Philippa Gregory, The Mail on Sunday, 15.01.06 on Gambia</i>
4	1. The guide - a N'Komi tribesman 2. Unlike so many other so-called eco-destinations - conservationists and tourists enjoy a symbiotic relationship. Tourism pays for research and local development projects; in turn, researchers and locals welcome the tourists 3. The guides...most of them poachers turned gamekeepers 4. Eleven thousand square miles of this Eden have been saved, and for that biologists Mike Fay and Lee White, and Gabon's President, Omar Bongo, will go to heaven...Fay and White persuaded Bongo to create 13 national parks in May 2002 <i>Chris Haslam, The Sunday Times, 06.11.05 on Gabon</i>
5	1. Don't even think about...giving in to white South African's paranoia. As a tourist you'd be stupid to wander round the streets of Yeoville and Hillbrow, but in a car with a guide, a daytime drive-through shows that the formerly all-white city centre beats stronger than ever with a new black heart. By avoiding downtown you are missing one of Africa's most interesting urban experiences, but do go with a guide 2. Visit a township and you'll be enjoying some of Africa's friendliest people, not to mention its best music and cheapest beer 3...with a welcoming owner and her extended family. Anyone who's wary of staying in such an environment will have all preconceptions shattered - the only harm may come from over eating 4. For a night out touring some of Soweto's best restaurants, pubs and jazz venues contact local Kenny Rachilo...whose guiding fee is just over £50 for the night 5. ...try Cape Union Mart for good value outdoorsy and safari gear, a covered craft market and a rooftop market each Sunday

	<i>Will Hide, The Observer 13.11.05 on South Africa</i>
6 and above	<p>1. There is a perception that you... opt for a lodge on a private ranch where you sometimes feel you are there solely to support the owner's lifestyle</p> <p>2. Maasai guides with ochred hair lead nature walks, and the smiling, caring staff can only be Kenyan</p> <p>3. They are joined by Maasai herders driving long columns of emaciated cattle...there have been attempts to exclude herdsman from the swamps, but this is Maasai-owned land and the battle is always lost</p> <p>4. Gallipolis seems to know his way, which is a relief, and my guide, a former jockey from Nairobi, is solicitous and alert</p> <p>5. The lodge is built on the 300000 acre Mbirikani Ranch, owned by its community of 5000 Maasai. Richard and Tara Bonham have set up the Maasailand Preservation Trust to fund all kinds of community projects and protect the area's wildlife</p> <p>6. "Over one 20-month period we recorded 48 lion kills, most poisoned, but the reality was probably double that. Now that we compensate, I hear the roar of lion again. It costs £2000 a month, but it is crucial that pastoralists see some benefit from tourism". Richard Bonham</p> <p>7. Tourism is seen as a way to make animals pay their way and - with luck - attract rich guests who will donate to community projects</p> <p>8. "Having money brings new problems for the ranch...we all have endless discussions on how to spend it - and how to prevent it going into the pockets of just a few families"</p> <p>9. Pashiet, the Maasai tracker, is dressed as a warrior in traditional red robes</p> <p>10. There is a perception that you stay in a bush hotel and join a herd of minibuses for game viewing</p> <p>11. We watch in silence as the cubs play and preen...but not for long. Dust tails herald the arrival of a large posse of minibuses; it is hard to keep a secret when there are no trees</p> <p><i>Gill Charlton, The Daily Telegraph, 14.01.06 on Kenya</i></p>

The above quotations can be contrasted with an example of their exact opposite; the promotion of irresponsible tourism in Africa, as written by *Phil Hogan* in *The Observer*, 11.12.05, when he travelled to Morocco:

*"But after a hard morning's plodding around the developing world, what a chap needs now is a beer by the pool. Can it be arranged? It can....it must be five in the morning when the mosques open and we are summoned to prayer by someone with a voice like an air-raid siren. I fall asleep again until we are summoned for breakfast...food stalls have sprung up, loaded with kebabs and sausages...cooks in white coats and hats...ladling out stews and bread and beans to diners crammed at tables. It smells so great that we immediately decide to go to a proper restaurant that had knives and forks and minimum standards of hygiene."*

The results in Table 6 show whether a newspaper has a propensity towards highlighting particular aspects of tourism impacts, favouring perhaps environmental issues over economic issues or vice versa. These do not include articles wholly dedicated to responsible tourism issues, but only to those articles which make sporadic references. For example, 48.1% of all general responsible tourism mentions in *The Independent* are categorised as relating to economic issues in the destination, whereas 72.6% of all general responsible tourism mentions in *The Times* are relating to economic issues. Only 8.2% of *The Times* responsible tourism mentions pertain to cultural issues, in

contrast with, for example, The Independent's 22%. All newspapers, however, favour economic mentions over environmental, cultural or social issues. The Mail on Sunday does little to highlight the environmental impacts of tourism, with only 9.7% of its articles referring to such issues, compared to The Independent's 25%. It is also interesting to note that The Guardian and The Times, both of which have a good record of dedicating whole features to responsible tourism, do not have a high percentage of references to environmental issues in the rest of their articles (15% and 12.3% respectively), showing that there is a tendency for these issues to be kept for the specialist 'green' columns.

Few newspapers refer to the social impacts or issues relating to tourism in a destination, probably because it is challenging for any writer to find a positive angle when addressing such subjects. The Observer leads the field in addressing social issues with 8.4% compared to The Sunday Times with 4.1%, or The Guardian's 5%.

**Table 6: Breakdown of issues of responsible tourism per travel supplement**

Newspaper	cultural	economic	environmental	social
The Independent	22	48	25	4
The Independent on Sunday	22	55	18	5
The Daily Telegraph	18	61	16	5
The Sunday Telegraph	14	69	12	5
The Guardian	17	63	15	5
The Observer	19	55	17	8
The Times	8	73	12	7
The Sunday Times	20	61	15	4
The Daily Mail	21	63	12	4
The Mail on Sunday	13	71	10	7

The researcher has selected examples of the analysed text considered to be of particular interest, in terms of dealing with a specific issue, or perhaps where a newspaper has gone out on a limb to discuss an issue not mentioned by other writers from the sample. (See Table 7 below).

**Table 7: Breakdown of issues relating to responsible tourism in travel articles**

<b>Environmental issues</b>	<p>...Or head down to the coast, which has a "best before" date of perhaps 18 months from now; after that the coast road will become the official Pan-American Highway, slicing several hours off the journey, but bringing the constant growl of traffic to the beautiful beaches along the shore.</p> <p><i>Simon Calder, The Independent, 03.12.05 on Costa Rica</i></p>
	<p>The round trip is more than 7000 miles; my footprint is measured in gigatonnes of ugly stuff; in my desperation for a glimpse of life-affirming sunshine I have become an enemy of the earth.</p> <p><i>Sankha Guha, The Independent on Sunday, 29.01.06 on Dubai</i></p>
	<p>I am reluctant, however, to recommend the snowmobiles...I felt sympathy for the poor Lapps who have to put up with the whining roar of the engines on a brilliant, windless day.</p> <p><i>Nick Trend, The Daily Telegraph, 26.11.05 on Lapland</i></p>
<b>Economic issues</b>	<p>No Westerner has ever been deliberately targeted by the Maoists and, given the impoverished state of a large proportion of the population, tourists are welcomed by locals who value their contribution to the languishing economy...The number of people coming to Nepal on holiday has shrunk to roughly half of what it was in the late 1990's, when luxury hotels hoping to capitalise on the booming market were springing up. Most of these hotels are now struggling to stay on their feet and have started cutting prices in a bid to entice</p>

	<p>tourists back.  <i>Elizabeth Davies, 19.11.05, The Independent on Sunday on Nepal</i></p>
	<p>Belleville...is the current stomping ground of emerging artists...often squatting in old industrial buildings...Every year the artists of Belleville organise an open weekend where some 250 artists and sculptors open their studios and sell work...The most dynamic of the current squats is La Generale...the half derelict old school was taken over in February and converted into galleries and rehearsal rooms by a group of artists, architects, writers and photographers.  <i>Lydia Gard's The Observer, 20.11.05 on Belleville, France</i></p>
	<p>Before you reject Turkey as a holiday option, remember how seriously the foot-and-mouth epidemic damaged tourism to Britain.  <i>Cath Urquhart, The Times, 14.01.06 on Turkey</i></p>
<b>Cultural issues</b>	<p>If you believe that freedom of expression is still pretty low on the Chinese state's wish list, Factory 798 overturns some serious preconceptions ...we have privileged access to a wildly dynamic arts scene that addresses the titanic struggle being played out in China between forces of capitalism and communism. And you won't get that on a tour bus.  <i>Susan Marling, The Daily Telegraph, 12.11.05 on China</i></p>
	<p>However, while Dubai is akin to Bluewater-on-Sea, Oman is more Stonehenge-on-Sea. Where Dubai has Gap and M&amp;S, Oman boasts 5000 years of culture".  <i>Martin Love, The Observer, 15.01.06 on Oman</i></p>
	<p>There are those who dismiss Santa Fe as a sort of Disney set, where even the new car park must be built adobe style. Taken in by the town's status as a tourist centre...they miss the truth at the centre of the town's name (Holy City of Holy Faith)...the essence of the town is religious, which is why visiting in winter, with Christmas on the horizon, is so special...perhaps it is because three cultures mix... into a melting pot of creativity, while managing to keep their own identities individual and unique....native American tribes, Catholic Spanish colonisers...the Anglo-American pioneers.  <i>Bel Mooney, The Mail on Sunday 20.11.05 on Santa Fe</i></p>
<b>Social issues</b>	<p>On the near side of the clearing, a row of digital-men sit on a bench. They are dressed in the practical leaf-and grass-coloured clothes favoured by adventure travellers, in curious counterpoint to the wigmen's clothes. Each digital-man is armed with a camera. They shoot the wigmen, who chat among themselves and pretend not to notice. They shoot their grinning wives, who stand alongside the wigmen, who continue to ignore them. They are satisfied and leave. It takes me a while to realise that this time contact is on the wigmen's terms. <i>Jessica Morris, The Independent, 28.01.06 on Papua New Guinea</i></p>
	<p>To make up the shortfall, a limited form of tourism from the West was permitted - "You tourists have opened a window on to another world"...you have made us long for what we can't have"...The arrival of Western tourists and the limited opening-up of the economy to allow some forms of private enterprise in the 1990's spawned a revival of prostitution and drug-taking in Havana.  <i>Adrian Bridge, The Daily Telegraph, 12.11.05 on Cuba</i></p>
	<p>The birthplace of Joseph Stalin has evidently seen better days. The pavements are potholed and covered in broken glass, no street lights work and sheep graze on the litter-strewn roundabouts. The town's pride and joy is the immaculate and incongruously grand Stalin Museum... The delivery is so smooth and hypnotic that it almost stops you asking questions. Like where's the bit about the gulags and the 60 million people he sent to their deaths? I ask the guide if this part of Stalin's story is told anywhere in the museum. "No, because we do not have evidence. And until we have evidence this is just opinions".  <i>Joanne O'Connor, The Observer, 12.02.06 on Georgia</i></p>

As already mentioned above, there is a tendency for the tourist industry, including travel writers, to use ecotourism as a blanket term for anything connected with the environment or wildlife. For example, in an article by Maggie O'Sullivan and Tim Jepson, in *The Sunday Telegraph*, 15.12.06, promoting a private island in The Seychelles: "the words "eco" and "friendly" usually smack of hair shirts, cold water and washing without soap,

*but not here: this is as perfect a private island (just 11 jungle-secrested villas opening on to an icing sugar beach) as its possible to imagine”*

The research shows that several writers address this issue of a need to carefully define ecotourism and these writers are cited in Table 8 below:

**Table 8 – Writers on ‘ecotourism’**

Writer, newspaper, and date of article	Comments on ‘ecotourism’
Simon Calder, The Independent, 03.12.05 on Costa Rica	...a hotel that, for once, deserves the prefix "eco". The cabins are built from fallen trees, the roofs are thatched with palm and there's no air conditioning. The water for the swimming pool comes from a spring in the rainforest while food is grown around the lodge or bought locally. Workers from the nearby village of La Gamba are employed, with preference given to those with children. And any profits that the lodge makes are given to the community.
Will Hide , The Times 18.02.06 on Guyana	Rockview, in an area of Guyana called Rupununi, is an eight-room eco-resort and cattle farm. The “eco” isn’t rammed down your throat, it just makes sense to use as many local products as possible, as getting anything from Georgetown, 260 miles away, is expensive and time-consuming. Around 70 Makuxi-speaking locals work directly or indirectly with Edwards.
Nick Baker, The Guardian, 12.11.05	‘Eco’ suggests a level of responsibility and hints at efforts to ensue a minimal impact on the spectacle you are witnessing. And here lies the paradox: eco-tourism is often cited as being the answer to conservation problems but to be successful the numbers need to add up. You need lots of visitors to generate a profit – and you can end up losing sight of your original intention ...simple codes of conduct for viewing killer whales in Norway means a much better experience than the one I encountered in Vancouver with the same species being chased by several “whale watching” companies.
Chris Ryan, The Daily Mail, 07.01.06, on Brazil	It is an Edenic landscape of caves, rivers and semi-tropical forests, and it teems with a menagerie of exotic birds, mammals, reptiles, fish and insects. It is also becoming extremely popular, so I would suggest a visit sooner rather than later. Hotels are springing up everywhere, offering ecoadventure holidays in a wildlife paradise.... until recently, it was a weekend retreat for fishermen, who came for the huge catfish. Now it's an ecotourism hotspot...it was ecotourism meets Disneyworld.

Table 9 below shows the breakdown of writers who have written articles which include more than one mention of an issue which encourages a responsible form of tourism. The researcher has chosen those writers who mentioned responsible tourism more than once as it enables these writers to stand out from those who might make only one brief reference to, for example, visiting a local market.

**Table 9 - Writers who have addressed issues (more than one mention) relating to responsible tourism into their travel articles**

<b>The Independent on Sunday</b>		
<b>Andy Lynes</b>	Tom Kime	Mark Rowe
<b>Andy Lynes</b>	<b>Trevor Nelson</b>	Mark Rowe
<b>Christian Broughton</b>	Adrian Mourby	Mark Rowe
DJ Taylor	Carla Capalbo	Mark Rowe
<b>Ian Taylor</b>	Harriet O'Brien	Paul Howard
Janet Street-Porter	Ian White	Sankha Guha
Kate Simon	Jeremy Atiyah	Sarah Barrell
Stephen Fay	Mark MacKenzie	Sarah Barrell
<b>Terri Judd</b>	Mark MacKenzie	<b>Sean O'Grady</b>
	Mark MacKenzie	
<b>The Independent</b>		
Alex James	James Palmer	Mike Higgins
Ann Noon	Jessica Morris	Patrick Thorne
<b>Anthony Lambert</b>	Jo Moulds	<b>Poppy Sebag-Montefiore</b>
Ben Crichton	Kate Mosse	Richard Strange
Caroline Stacey	Laura Swan & Simon Calder	<b>Sally Brookes</b>
Cathy Packe	Leonard Doyle	Sandhya Sridhar
Cathy Packe	Lesley Wright	Simon Calder
Cathy Packe	Lucy Ash	Simon Calder
David Orkin	Lucy Gillmore	Simon Calder & Gail Simmonds
Dom Joly	Lyn Hughes	Simon Calder & Mark Caswell
Elizabeth Davies	Lynn Hughes	<b>Sophie Lam</b>
Frank Partridge	Margaret Campbell	Susan Griffith
Gillian Murdoch & Christine Rush	<b>Mary Loudon</b>	
Harriet O'Brien	Matthew Teller	
<b>The Daily Telegraph</b>		
<b>Adrian Bridge</b>	Douglas Rogers	<b>Robert Joseph</b>
Adrian Bridge	<b>Dr. Richard Dawood</b>	<b>Robert Joseph</b>
<b>Adrian Bridge</b>	Fred Mawer	<b>Robert Joseph</b>
Adrian Bridge	Fred Mawer	<b>Robert Joseph</b>
<b>Adrian Bridge</b>	Fred Mawer	<b>Robert Trend</b>
<b>Adrian Bridge &amp; Fred Mawer</b>	Gavin Bell	Rosemary Behan
Alastair Sawday	Gill Charlton	Sam Llewellyn
Alexandra Ferguson	John Ure	Sophie Campbell
<b>Andrew Purvis</b>	Johnny Morris	Susan Marling
<b>Andrew Purvis</b>	<b>Mark Rowe</b>	Susan Marling
<b>Andrew Purvis</b>	<b>Mark Rowe</b>	Suzy Bennett
Annie Bennett	Mark Rowe	Suzy Bennett
<b>Anthony Peregrine</b>	Max Davidson	Teresa Machan
Anthony Peregrine	Michael Kerr	<b>Tessa Boase</b>
Carl Thomson	Nick Trend	

<b>Charles Starmer-Smith</b>	Nigel Tisdall	
Charles Starmer-Smith	Patricia Lumsden	
Charles Starmer-Smith & Chris Coplans	Paul Mansfield	
Christopher Somerville	Paul Mansfield	
<b>Danielle Demetriou</b>	Peter Hardy	
<b>Danielle Demetriou</b>	Richard Madden	
Danielle Demetriou		
<b>The Sunday Telegraph</b>		
Alex Gorton	Jan Etherington	Maggie O'Sullivan & Tim Jepson
Annie Bennett	Jane Hayward	Nick Hewitt
Charlotte Cory	Jessica Jonzen	Nigel Tisdall
Chris Caldicott	Julian Macdonald	Paul Miles
Clare Mann	<b>Lindsay Hawdon</b>	Richard Eyre
Clare Mann	<b>Lindsay Hawdon</b>	Robin Gauldie
Clare Wrathall	Lucy Hone	Sandra Lawrence
Clover Stroud	Maggie O'Sullivan & Tim Jepson	Simon Brooke
Elfreda Pownall	Nick Hewitt	Tabir Shah
Ferne Arfin	Nigel Tisdall	Tania Cagnoni
Fiona Duncan	Paul Miles	<b>Tiffany Hancock</b>
<b>Fiona Kelly</b>	Richard Eyre	<b>Tim Jepson</b>
<b>Gail Simmons</b>	Robin Gauldie	Tom Norrington-Davies
<b>The Observer</b>		
Beverly Fearis	Joanne O'Connor	Rupert Mellor
<b>Dan Kieran</b>	Joanne O'Connor	Sarah Turner
<b>Gemma Bowes</b>	John Brunton	Tom Hall
<b>Gemma Bowes</b>	Liz Hoggard	<b>Tom Robbins</b>
Gemma Bowes	Lydia Gard	Ursula Kenny
Gemma Bowes	Martin Love	Will Hide
Jill Hartley	Paul Mansfield	
<b>The Sunday Times</b>		
Alexander McCall Smith	Christopher Somerville	Matt Rudd
Andrew Thomas	Dan Facaros	Robert Elms
Andrew Thomas	David Wickers	Robert Ryan
<b>Anthony Capella</b>	David Wickers	Robert Twigger
Anthony Peregrine	Harriet Perry	Sean Newsom
Brian Jackman	Herbert Ypma	Simon Rogerson
Brian Schofield	Jeremy Paxman	Stephen Clarke
Brian Schofield	Mark Hodson	Stephen Bleach, Brian Schofield, David Wickers
Chris Haslam	Mark Hodson	Vincent Crump
<b>Chris Haslam</b>	Mark Hodson	
Chris Stewart	Mark Hodson	

<b>The Times</b>		
<b>Andrew Eames &amp; Justin Francis</b>	Jill Hartley	Tim Hames
C.Hendrie/A.Thorpe/M.Symington/J.Crawshaw/T.Kelly/C.Bryan-Brown	Jo Morris	<b>Tina Gaudoin</b>
<b>Caroline Hendrie</b>	<b>Justin Francis</b>	<b>Tom Chesshyre</b>
<b>Cath Urquhart</b>	Kirsty Lang	<b>Tom Chesshyre</b>
<b>Cath Urquhart</b>	<b>Malika Rodrigues</b>	<b>Tom Chesshyre</b>
<b>Cath Urquhart</b>	<b>Mark Frary</b>	Tony Kelly
<b>Doug McKinlay</b>	Michael Binyon	Tony Kelly
Francis Gilbert	<b>Nicholas Roe</b>	Will Hide
<b>Jacqui Goddard</b>	<b>Paul Mansfield</b>	
Jill Crawshaw	<b>Richard Hammond</b>	
<b>Jill Crawshaw</b>		
Jill Crawshaw		
Jill Crawshaw		
<b>The Guardian</b>		
Anita Roddick	Hilary Macaskill	<b>Richard Hammond</b>
Ben Rawlence	Isabel Choat	<b>Richard Hammond</b>
Benji Lanyado	Isabel Choat	<b>Richard Hammond</b>
Chris Moran	Jeremy Seal	Robert Bright
Chris Moss	Jim Whyte	Sally Shalam
Chris Moss	Jon Bentham	Sally Shalam
<b>Daniel Elkin</b>	<b>Jonathan Glancey</b>	Sally Shalam
<b>Decca Aitkenhead</b>	Judy van der Walt	Sally Shalam
Dominic Sutcliffe	Justin McCurry	Sean Dodson
<b>Doug Lansky</b>	Kevin Gould	Simon Birch
<b>Doug Lansky</b>	Kevin Gould	Susi Pigott
<b>Doug Lansky</b>	<b>Linda Popic</b>	William Dalrymple
<b>Doug Lansky</b>	<b>Melanie McGrath</b>	Zoe Williams
<b>Doug Lansky</b>	<b>Nick Baker</b>	
	<b>Nick Baker</b>	
<b>The Daily Mail</b>		
Chris Ryan	John Roberts	<b>Michael Hanlon</b>
Fergal Keane	John Torode	<b>Peter Hardy</b>
Fiona Barton	Jon Clarke	Rodney Bewes
<b>Jaci Stephen/Joan Bakewell</b>	Julian Champkin	Sheila Hancock
Jeremy Head	Marie Helvin	Simon Nye
Joan Bakewell	Mark Palmer	Stephanie Flanders
John Mortimer		
<b>The Mail on Sunday</b>		
Ann Maurice	Gareth Huw Davies	Kate Garraway
Anneka Rice	Gareth Huw Davies	Lucy Hawking
Bel Mooney	Gareth Huw Davies	Max Wooldridge
Benedict Allen	Gareth Huw Davies	Michael Dobbs
David Baldacci	<b>Giles Milton</b>	Philippa Gregory

Frank Barrett	Heidi Kingstone	Sarah Lucas
	Jane Bussman	Tom Bower
	Jenny Cowley	

Writers highlighted in bold font are those who have written whole articles dedicated to responsible tourism issues. A writer may be listed more than once, in order to show that several of these writers' contributions were analysed during the sample period.

Writers who stand out as making a repeated contribution to promoting a more responsible form of tourism are as follows:

- Andy Lynes (The Independent on Sunday) who wrote two articles during the sample period which were wholly dedicated to responsible tourism. Both of these articles encourage the reader to buy local produce when travelling.
- Mark MacKenzie (The Independent on Sunday) who, in two of the three cited articles, mentions Trusts and funds which support local conservation or development projects, and to which tourists can contribute.
- Mark Rowe (The Independent on Sunday and The Daily Telegraph) brings attention to some of the environmental impacts brought on by tourism, such as the destruction of coral reef, or damage to the Inca Trail through trampling.
- Cathy Packe (The Independent) makes many detailed references to visiting and buying at local markets as well as use of local public transport
- Simon Calder (Travel Editor, The Independent) highlights the cultural aspects of a destination and, in particular, likes to take the reader off the beaten track in order to get a more 'authentic' experience and a gain a greater understanding of the cultural heritage the place he writes about. For example:  

"But while they have seen northern France as a blur; you will have had the joy of cutting through the backyards, farmyards and villages along the way. You will have enjoyed more than just a glimpse into the lives of this constantly changing congregation" (*writing about France in The Independent, 14.01.06*)
- Adrian Bridge (The Daily Telegraph) provides his readers with a realistic picture of a destination, avoiding the trap of glossing over the less glamorous aspects, from the politics and poverty in Cuba, to the sexual politics of Geisha girls in Japan.
- Robert Joseph (The Daily Telegraph) writes about wine and travel, and always take care to recommend the specifically regional wines, which may not normally be available on the commercial market.
- Fred Mawer, covering destinations as diverse as France and The Caribbean writes informatively about over-development of resorts, encourages readers to seek out locally-owned accommodation and steers them away from all-inclusive resorts.

- Andrew Purvis (The Daily Telegraph) writing about food and travel, makes a point of recommending the small locally-owned restaurants as well as seasonal and locally-produced food. He also educates the reader about the local culture relating to food or the rituals attached to eating.
- Danielle Demetriou (The Daily Telegraph), as well as promoting local markets, takes on women's issues in tourism, such as female taxi drivers and local guides in India, and also the banning of sexually explicit postcards of women sold in Brazil.
- Lindsay Hawdon (The Sunday Telegraph) who writes a regular column from one particular destination over a period of a few weeks, aims to give an honest portrayal of the local people she meets on her travels, and thus educates the reader about particular aspects of the local culture, or social impacts of tourism felt by the host population in a destination.
- Gemma Bowes (The Observer) who takes on major issues such as the rising crime figures in Thailand, directly correlated to increased tourism figures, or sex tourism, is also one of few writers to provide both options of air and rail travel details to Switzerland.
- Joanne O'Connor (Travel editor, The Observer) writes in detail about local communities in destinations as diverse as Georgia and Brazil. Her well-researched pieces provide a wealth of education to the reader about the destination's cultural heritage, and through choosing to stay with a family in Georgia, for example, highlights the joys of such a travel experience, as well as the economic advantages of such a visit to the host family .
- Gareth Huw Davies (The Mail on Sunday) encourages the purchase of local produce and visiting local markets.
- Mark Hodson (The Sunday Times) manages to bring the word 'local' into almost every article, and constantly reminds the reader to visit local markets, buy local produce, stay in locally-owned accommodation and use local guides.
- Cath Urquhart (Travel editor, The Times), as well as being the only travel supplement to have covered the Responsible Tourism Awards, writes openly about politics and tourism, such as the implications of boycotting travel to Burma.
- Jill Crawshaw (The Times) favours the promotion of local guides and local community projects which can be visited, thus supporting conservation and development projects in the destination.
- Richard Hammond (The Guardian and contributor to The Times) writes monthly Guilt Free column in The Guardian. His articles are wholly dedicated to the promotion of all aspects of responsible tourism, and he succeeds in discussing these issues without lecturing the reader, or falling into the 'ecotourism' generalisation trap. His writing encourages all travellers to explore the issues of responsible tourism, not just those already leading a 'green' lifestyle.
- Nick Baker (The Guardian) writes about conservation and wildlife tourism, and has a clear understanding of the 'ecotourism' dilemma.
- Doug Lansky (The Guardian) writes about travel itself, why we do it, what motivates or influences us, as well as the social impacts of mass

travel such as “cultural invasion” of a destination. His writing is thought-provoking and rare in that it takes on the bigger issues of travel rather than simply promoting a destination.

- Sally Shalam (The Guardian) encourages the purchase of local produce, visiting local markets, as well as seeking out small locally-owned accommodation.

## Conclusion

*The trail is the thing, not the end of the trail. Travel too fast and you miss all you are travelling for.*

**Louis L'Amour** (US novelist, 1908 - 1988), *Ride the Dark Trail*

This research project is about the analysis of travel writing, and not simply about reaching a conclusion on who comes out best, or the production of some sort of ethical league table. Most of the work undertaken and the greater understanding of what the travel supplements represent took place en route to the conclusion, and reading the results without looking at quotations from the actual travel articles, is like travelling without looking at the 'trail'. To analyse travel writing without referring to text is fruitless, as it is the power of communication through words that this research aims to discuss.

Similarly, the results look at individual named writers, not just anonymous statistics. The nature of qualitative research facilitates this by allowing the researcher to refer to specific writers and analyse their individual approaches to responsible tourism. The analysis of travel supplements is, therefore, the analysis of writers, editors and their respective creative input. The analysis process has proved to the researcher that the majority of these individuals care passionately about travel and the places they visit and, therefore, the researcher aims to avoid turning them into mere statistics to be analysed.

The statistics, however, cannot be ignored. The Guardian, which is the only newspaper to have a corporate responsibility policy,<sup>28</sup> at least one that is publicly available, lives up to the commitments of this policy by having 47% of its travel articles contain one or more reference to responsible tourism issues. The size and target market of a travel supplement proves to be irrelevant in the case of, for example, The Mail on Sunday, when it comes to responsible tourism. The Mail on Sunday traditionally targets the mass tourist market, and it has a much smaller travel supplement, in terms of articles, than other newspapers, and yet 48% of its articles make some sort of reference to responsible tourism. This proves that responsible tourism is not simply being cushioned by all newspapers into a 'niche' market.

The research also looks at features which are wholly dedicated to responsible tourism issues, such as whether or not we should be flying, or bringing attention to a destination post-disaster and, consequently, discussing the impacts of tourism on that destination. Overall, a very small percentage of travel articles take responsible tourism as their main angle; The Times leads the field with 11.5% of its articles and The Mail on Sunday, which rated well in terms of general responsible tourism observations, had only one

---

<sup>28</sup> Guardian Newspapers (2005) *Living our values – Social, Ethical and Environmental Audit 2005*. Guardian Newspapers.

Source: [http://image.guardian.co.uk/sysfiles/Guardian/documents/2005/10/28/Audit\\_FULL.pdf](http://image.guardian.co.uk/sysfiles/Guardian/documents/2005/10/28/Audit_FULL.pdf)

article out of the 82 read during the sample period wholly dedicated to responsible tourism.

These statistics are important in that they bring us back to one of the fundamental principles of responsible tourism, as quoted by Harold Goodwin, Director of The Responsible Tourism Partnership, "*I think that responsible tourism should have its roots in individuals.*"<sup>29</sup> The communication of the principles of a more responsible form of tourism, as clearly defined by the Capetown Declaration 2002, should be, like the practice of responsible tourism by those in the industry, taken on board by everyone in the travel media. The Guardian and The Times are very prolific in publishing informative and often inspiring articles with a strong ethical angle. However, The Guardian keeps many of these articles within the confines of its 'Guilt Free' column, which appears monthly. This only encourages the ongoing tendency for the media to create a 'niche' group of responsible travelers, as well as risking the suggestion that those who do not read the column are in some way 'guilty'. Similarly, The Times is media partner to the First Choice Responsible Travel Awards and travel editor, Cath Urquhart, has been extremely proactive in supporting the responsible tourism movement through her writing and editorials. However, the statistics are swayed by the fact that during the Responsible Tourism Awards week, every article in The Times is relating to responsible tourism. Although this is in no way discouraged, a more even distribution of such articles throughout the year would ensure that The Times be considered one of the leading travel supplements in terms of its understanding and coverage of responsible tourism issues. Stepping away from the safety zone of a monthly column or a responsible tourism 'special', and ensuring that all individual writers understand and embrace the principles of responsible tourism throughout their writing, week in week out, will be the only way that papers can show a true commitment to responsible tourism.

The research also shows that when a travel supplement publishes an article totally dedicated to responsible tourism, these articles are predominantly 'destination' rather than 'issue' led. Travel editors are still under pressure to 'sell' a destination; issues are for the news sections. However, if a consumer's holiday choice is going to be influenced at all, this is more likely to be via a travel page than a news page. The Guardian, however, in its Living our values – Social, Ethical and Environmental Audit 2005 states, "*We do have a responsibility to tell our readers about issues and events that they may not automatically have an enthusiasm for.*"<sup>30</sup> Although this does not refer specifically to their travel section, The Guardian stays true to its word; the research shows that The Guardian's travel supplement publishes a higher proportion of issue led pieces than most other newspapers.

The aim of this research was to "conduct exploratory research of the travel print media in order to gain a clear picture of whether newspapers are aware of and embracing the principles of responsible tourism into their editorials". As already discussed, every newspaper analysed during the sample period offered at least one article the main subject of which focused on responsible tourism issues, leading to a quick and easy conclusion that travel supplements do show some awareness of the principles of responsible tourism.

---

<sup>29</sup> Source : <http://www.icrtourism.org> – in interview with Geographical Magazine, June 2005

<sup>30</sup> Source: [http://image.guardian.co.uk/sys-files/Guardian/documents/2005/10/28/Audit\\_FULL.pdf](http://image.guardian.co.uk/sys-files/Guardian/documents/2005/10/28/Audit_FULL.pdf)

More complicated, however, is whether or not the travel supplements, their editors and writers are truly embracing the principles of responsible tourism. Do they understand and explore through their columns the fact that tourism can have huge positive and negative impacts around the world in terms of a local economy, the environment and the local culture? The short answer to this is no. A writer need only refer quickly to, for example, a local market, a local tour guide, a community-run tourism project or a conservation fund, to help steer the reader in the right direction. Most writers or editors omit such details and, as the research results show, out of all the articles read, on average, only 35.5% made any reference to such subjects. The majority of those articles which did include such a reference did so only once.

None of the sampled newspapers, with the exception of The Guardian, has a publicly available corporate social responsibility policy document. None of the newspapers offer formal guidelines to their contributors on how they might consider including certain subject areas in their writing which might improve the ethical stance of the newspaper. Only two of the papers, The Times and The Guardian, lead by example by offsetting the carbon emissions of their travel writers. All of these areas are ones in which newspapers can be seen publicly to be taking more ethical steps in terms of travel.

However, this research focuses on the content of travel articles and there are many ways in which individual editors and writers can include responsible tourism issues subtly into their articles. In order to do so, they must have a basic understanding of what the responsible tourism movement is trying to achieve. Three steps in the right direction are for editors to encourage widespread access for their writers to the UNWTO's Global Code of Ethics for Tourism and the Capetown Declaration 2002. Both of these documents clarify what actions everyone must take in order to protect and conserve the tourist products on offer. The UNWTO document, in particular, also offers the writer a new possible angle for almost every type of travel article, in that it helps expand the horizon of how we perceive a place or the people in that place.

Santos (2004) summarises this fundamental issue dividing the writers, editors and the tourism industry. Is travel writing a marketing tool or a source of literary inspiration to travel? Santos (2004:p.125) takes the marketing approach, describing travel supplements as "*mass mediated cultural products and...this writing blurs the margins among fact, fiction, and marketing.*" The researcher is of the view that the media often takes a defensive position when the subject of responsible, sustainable or ethical tourism is raised, as they automatically feel under attack for not 'doing the right thing'. This is not the aim of the research, in the same way that it should not be the aim of the travel media to attack or lecture its readers. The researcher took the opportunity to ask a panel of travel writers and editors at a conference, hosted by The Tourism Society in September 2006, entitled "What the Media wants", if the media wanted to play a role in achieving a more responsible form of tourism. The response was an overwhelming silence, with the exception of Frank Barrett, travel editor of The Mail on Sunday who said: "*I hate Tourism Concern. They tell us all about how we shouldn't travel, and yet do they not realise how much good we have done for countries like Spain*". This silent stance, or at least one of denial on the part of many writers and editors, may be due to writers avoiding reality, supporting Santos' view that travel writing is led by marketing campaigns. However, this view is questioned by the researcher, who believes that it is more easily explained by a misunderstanding of the language of responsible tourism.

The research shows that there is a general discomfort around the terminology of responsible tourism, ecotourism, ethical tourism, sustainable tourism and so on. This should not be used as an excuse for not trying to understand the issues at stake. A newspaper may not feel that selling “ecotourism” products is what its readers want, and the researcher does not aim to question the editor’s understanding of the paper’s target market or the readers’ interests or motivations for travel. However, those responsible for writing and publishing these influential articles, can educate their readers in how to be better travelers, and still meet the advertisers’ and readers’ needs. The seemingly undefinable term “ecotourism” is, for example, being used as a blanket term by the media, despite the fact that words are their powerful tools of communication. This is confirmed by Ron Mader (2006), writer and website host of award-winning Planeta.com:

*“In 2002 -- the International Year of Ecotourism -- "ecotourism" was a buzzword, undefined in most newsroom dictionaries. It does not appear that things have improved in 2006.”*<sup>31</sup>

The other main aim of this research is to provide a document which will open up a wider debate among the travel editors, *their* editors, and the travel writers as to how they can contribute to the responsible tourism movement. The researcher recommends a forum where as many of these individuals as possible can voice their opinions on the subject. The immediate response to this proposal from people working in the industry is negative. Two main reasons for this are: a) it is felt that it would be impossible to get all of these people around one table at the same time due to travel and work commitments, logistics and so on, and b) the competitive nature of the industry will prevent a genuinely open forum on the subject. The researcher hopes that this research will serve to show that further discussion of this subject should be in the interest of all writers and editors and that protecting the tourism destinations, their people, economies and cultures is something we can all do together. Mader adds to this when he commented on the role of the media following Planeta.Com’s “Media, the Environment and Tourism” conference in 2001, a crisis in communication for which his solution he aptly entitles “*Healing the disconnect*”. He states:

*“It does not require an us-versus-them attitude. How do we connect the circle that unites readers-travelers-locals-writers-travel companies-social activists-educators?”*<sup>32</sup>

Jost Krippendorf (1987:p.145) writes about the ‘*the humanization of travel*’, where we must all learn *how* to travel, alongside other basic learning of literacy and numeracy, and that the involvement of the mass media will contribute to the process required to make up for: “*this great educational deficiency...responsible not only for much of the wrong behaviour during the holidays but also for the disappointments and untapped holiday happiness*”. The United Nations World Tourism Organization concurs in its Global Code of Ethics for Tourism (1999), when it recommends:

*“The introduction into curricula of education about the value of tourist exchanges, their economic, social and cultural benefits, and also their risks, should be encouraged.”*<sup>33</sup>

If these nations can unite to agree on a set of principles which help achieve responsible tourism, then a forum where those individuals who have the power of communication in

---

<sup>31</sup> Source: [www.planeta.com](http://www.planeta.com)

<sup>32</sup> <http://www.planeta.com/ecotravel/period/metoverview.html>

<sup>33</sup> Global Code of Ethics for Tourism. United Nations World Tourism Organisation, Article 2.5, Source: [http://www.unwto.org/code\\_ethics/pdf/languages/Codigo%20Etico%20Ing.pdf](http://www.unwto.org/code_ethics/pdf/languages/Codigo%20Etico%20Ing.pdf)

the travel media, and where this silence on sustainability can be broken, must surely be attainable.

## References

- Babbie E. (2001) *The practice of social research* (9<sup>th</sup> Ed). Belmont, CA: Wadsworth/Thomson Learning
- Baker T.L. (1994) *Doing social research*. McGraw Hill
- Birkett D. (2002) *Ethical tourism: Who benefits?*: Institute of Ideas. Hodder & Stoughton 2002, as reported in The Guardian 24.08.02
- Brown C.K (2000) *Encyclopaedia of travel literature*. Santa Barbara, California. Oxford
- Buford B (Ed.) (1984) *Travel writing*. Granta Publications. V.10
- Dann G. (1996) *The language of tourism: A sociolinguistic perspective*. Oxford. CAB International.
- De Botton A. (2002) *The art of travel*, Hamish Hamilton
- Fennell, D. (2001) *A content analysis of ecotourism definitions*. Current issues in Tourism Vol 4 (5).
- Finn M., Elliott-White M. & Walton M., (2000) *Tourism & leisure research methods – data collection, analysis and interpretation*. Pearson Education.
- Goodwin H. & Francis J. (2003) *Ethical and responsible tourism: Consumer trends in the UK*. Journal of Vacation Marketing, Vol. 9 Number 3
- Guardian Newspapers (2005) *Living our values – Social, ethical and environmental audit 2005*. Guardian Newspapers. Source: [http://image.guardian.co.uk/sys-files/Guardian/documents/2005/10/28/Audit\\_FULL.pdf](http://image.guardian.co.uk/sys-files/Guardian/documents/2005/10/28/Audit_FULL.pdf)
- Hiller, Herb (2001) *Media, environment, and tourism. Place as a determinant of travel and focus for travel writing*. [www.planeta.com](http://www.planeta.com)
- Hulme P. (2002) *Travelling to write (1940-2000)*. The Cambridge companion to travel writing. Cambridge University Press. Essay no. 5.(Eds. Hulme & Youngs).
- Hulme P. & Youngs T. (Eds.) (2002) *The Cambridge companion to travel writing*. Cambridge University Press.
- Kelly J.R. (1980) *Leisure and quality: beyond the quantitative barrier in research*. In T.L. Goodale and P.A. Witt (eds) *Recreation and Leisure: Issues in an era of change*. State College, PA:Venture, 300-14
- Kotler P. & Armstrong G. (1999) *Principles of marketing*. 8<sup>th</sup> Edn. Prentice-Hall
- Krippendorf J. (1987) *The Holiday makers – Understanding the impact of leisure and travel*. Butterworth Heinemann.

L'Amour L (1972) *Ride the dark trail*. Bantam.

Lazarsfield P.F. & Barton A.H. (1955) *Some general principles of questionnaire classification*. In P.F. Lazarsfield & M. Rosenberg (Eds.), *The language of social research* (pp.83-93). New York: The Free Press.

Lew A.A. (1991) *Place representation in tourism guidebooks: An example from Singapore*. Singapore Journal of Tropical Geography 12(2), 124-137

Mader R. (2006) *Healing the Disconnect: An Overview of Ecotourism Reporting*. [www.planeta.com](http://www.planeta.com)

Mader, R. (2006) *Fair trade in travel writing*  
[www.planeta.com/ecotravel/period/fairtrade.html](http://www.planeta.com/ecotravel/period/fairtrade.html)

Mehmetoglu M. (2004) *Quantitative or qualitative? A content analysis of Nordic research in tourism and hospitality*, Scandinavian Journal of Hospitality and Tourism, Volume 4, Number 3 / November 2004, pp. 176 – 190, Routledge, part of the Taylor & Francis Group

Merriam Sharan B. (2000) *Qualitative research in practice: Examples for discussion and analysis*. San Francisco. USA. Jossey-Bass

Peterson K.I. (1994) *Qualitative research methods for the travel and tourism industry*. In J.R.B Ritchie and C.R. Goeldner (eds.) *Travel, Tourism and hospitality research*, (2<sup>nd</sup> Ed.): New York: John Wiley, 487-92

Responsible Travel Handbook (2006) Ed. Sherry Schwarz. Transitions Abroad magazine.USA. [www.transitionsabroad.com](http://www.transitionsabroad.com)

Rothe J.P. (1993) *Qualitative research: A practical guide*. Toronto: PDE Publications

Santos C.A. (2004) *Framing Portugal, representational dynamics*. Annals of Tourism Research, Vol.31, No.1, pp.122-138

Sustainable Consumption Roundtable (2006) *I will if you will. Towards sustainable consumption*. Sustainable Development Commission. <http://www.sd-commission.org.uk/publications.php?id=367>

Swarbrooke (1999) *Sustainable travel management*. CAB International

United Nations World Tourism Organisation (2001) *Global Code of Ethics for Tourism*. United Nations Publications

United Nations Environment Programme (UNEP) (2005) *Marketing sustainable tourism products*. UNEP

Veal A.J. (2006) *Research methods for leisure and tourism – A practical guide- 3<sup>rd</sup> Ed*. Pearson Education

Weber Robert P. (1990). *Basic content analysis. Second ed.* Newbury Park, CA: Sage Publications

Weiss B. (2004) *The untold travel story – A travel writer's guide to sustainable tourism and destination stewardship.* National Geographic Magazine. January 2004..

Willams A. & Shaw G. (1995) *Tourism and economic development: Western european experiences.* West Sussex. Wiley