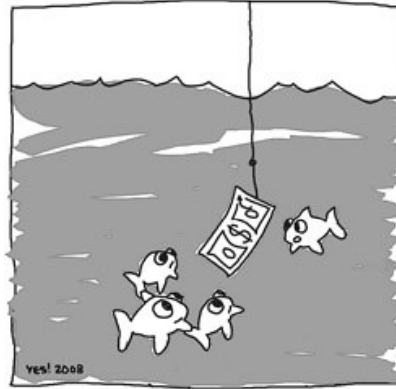


Drowning with Tourism? – Stakeholder Perspectives from Tuvalu



Anna Hübner, student Aalborg University, Copenhagen Campus
Vienna, 28th June 2010

Drowning with Tourism? – Why?

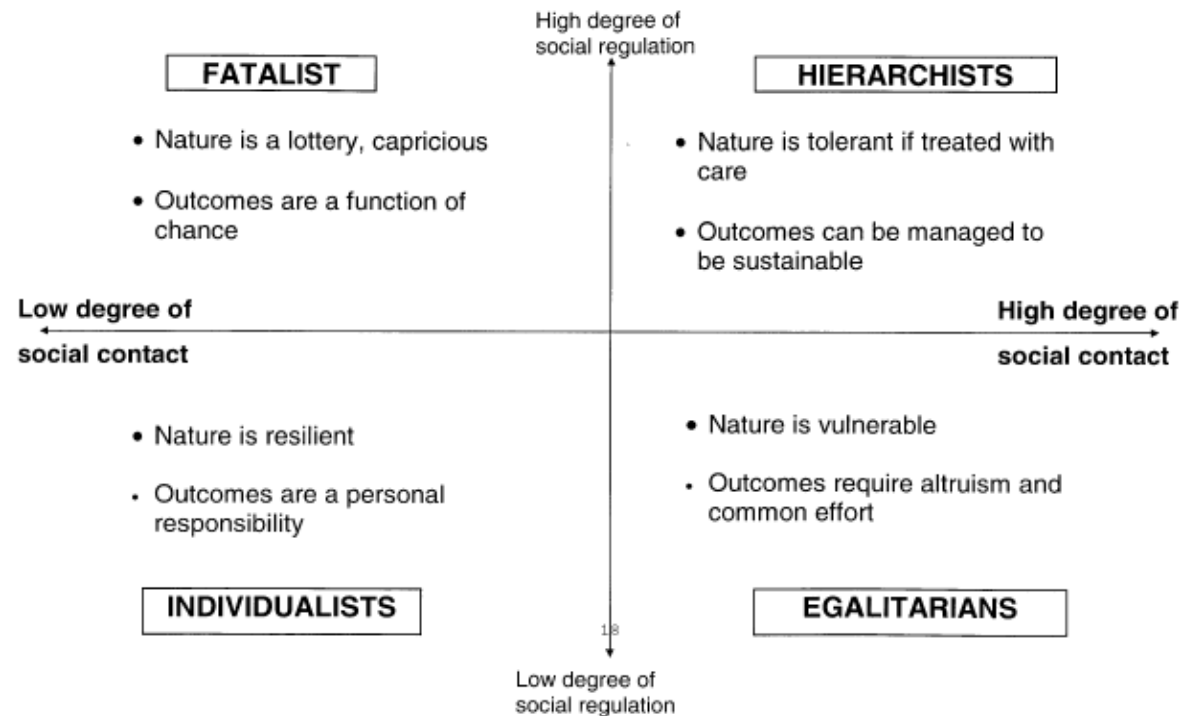


- the discourse of climate change
- tourism studies focusing on existent impacts and adaptation measures
- lack of studies outlining the more intangible factors
- Barriers for adaptation? What role does culture play?



Framework

- 1. Schein's (2004) iceberg
- 2. Cultural Theory (O'Riordan and Jordan 1999:87)





The Case of Tuvalu

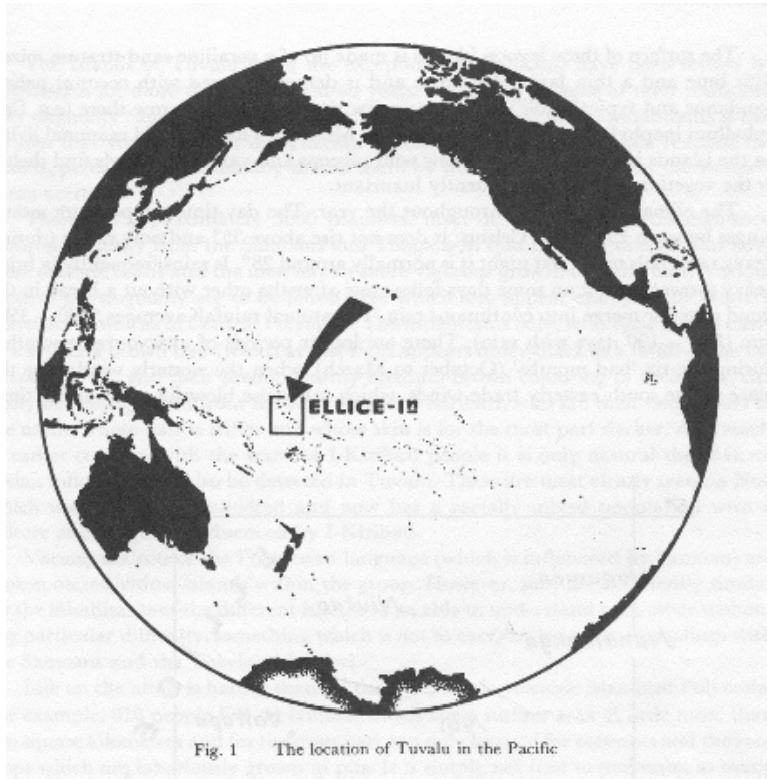


Fig. 1 The location of Tuvalu in the Pacific

- development and tourism
- Tuvalu as a symbol
- the current climate discourse
 - Government and NGO's
 - Community
 - NTO

Nanumea.net (2008)



Method

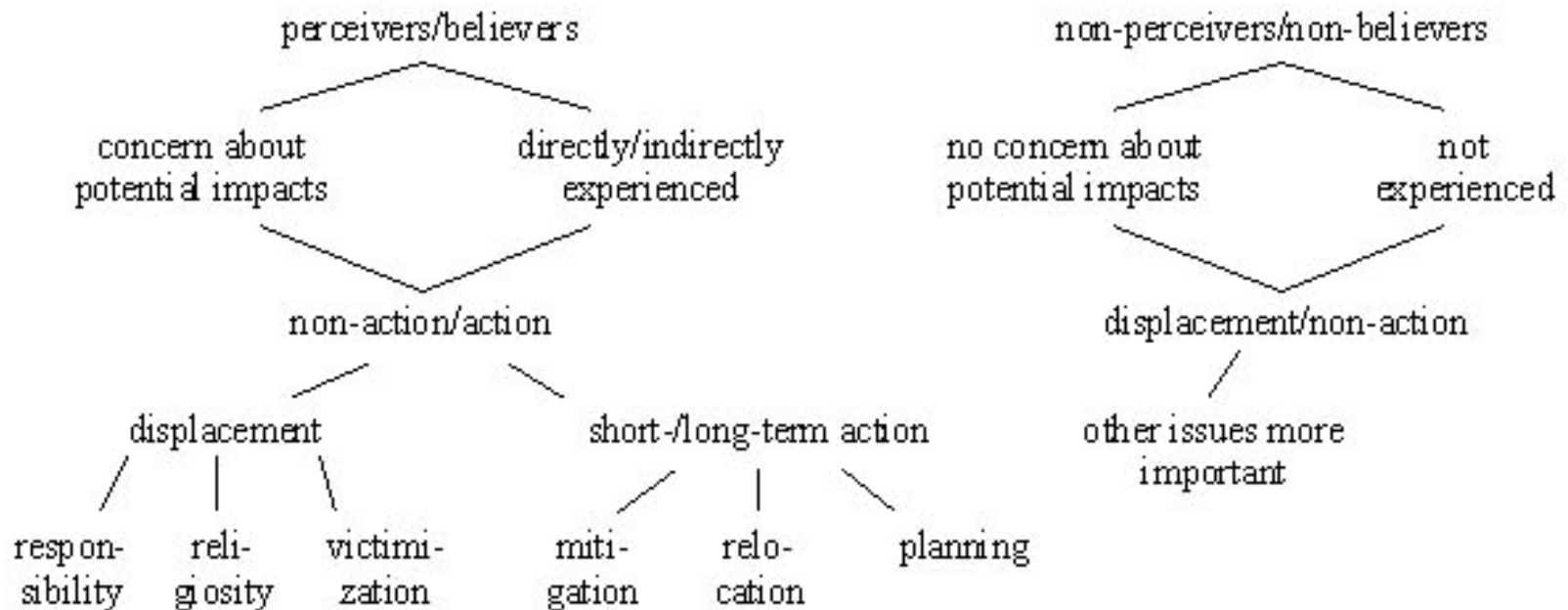
- semi-structured telephone interviews (6 guesthouses, 1 travel agency, NTO)
- critical constructivism, analytical generalizability
- limitations





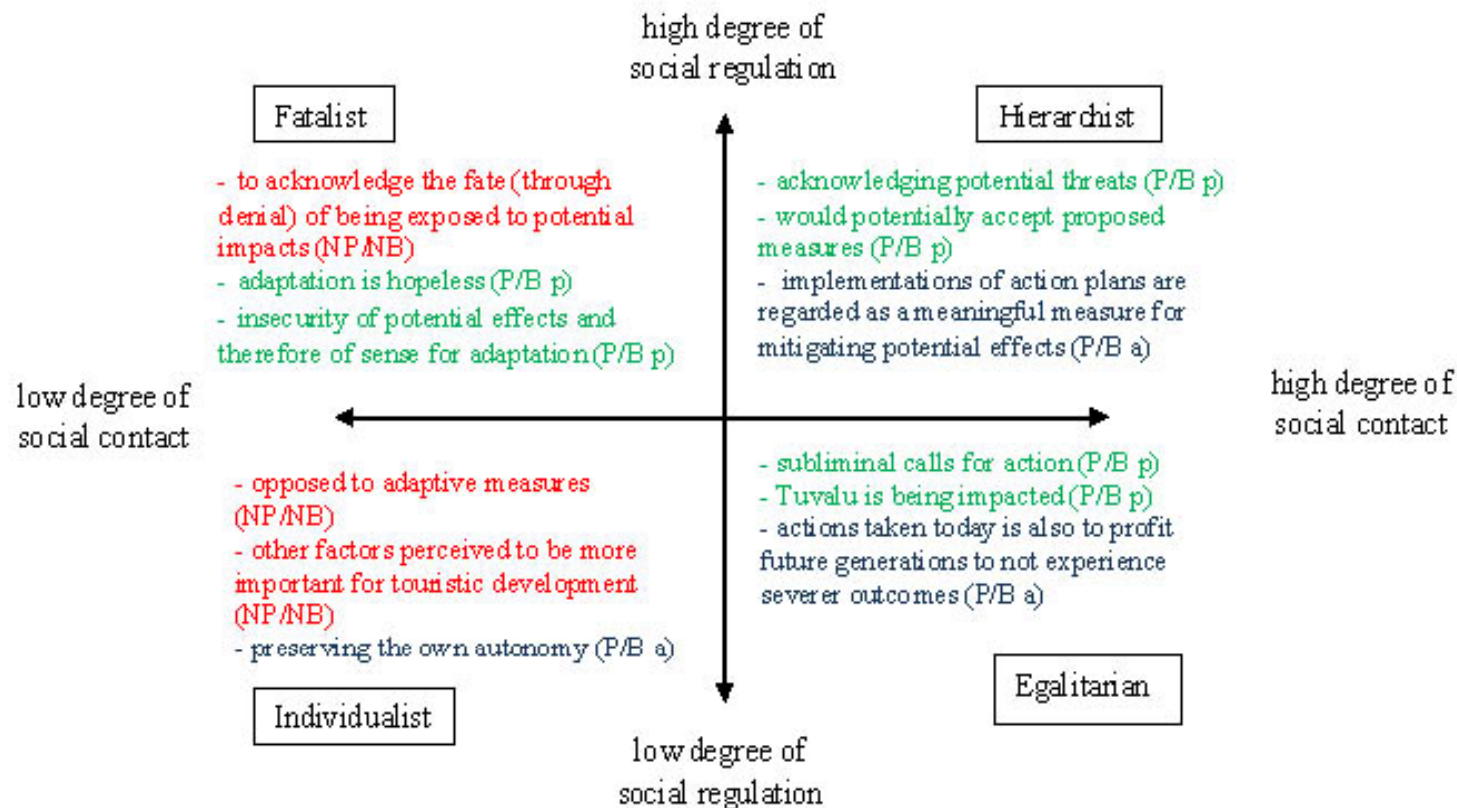
Results

- (1. referring to Schein,2004)



Results

2. Cultural Theory (O'Riordan and Jordan 1999)



NP/NB= Non-Perceivers/Non-Believers
 P/B p= Perceivers/Believers passive
 P/B a= Perceivers/Believers active



Conclusion

The tourism industry and critical thresholds

- three major sub-cultures
- overlapping in behavioral typologies
- variety of sense-makings and behaviors reinforce the idea of a fragmented industry

- Critical thresholds
 - touristic development
 - notions of abandonment
 - entrepreneurial thinking and importance of external sense-makings

Conclusion – Implications

- ⇒ a dominant force leading touristic development
- ⇒ community
- ⇒ e.g. King Tide Festival
- ⇒ the 'vicious circle'



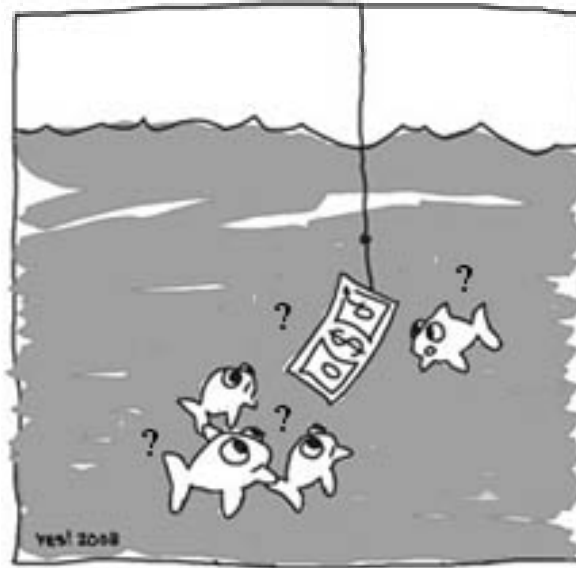


Conclusion – Future Research

- Tuvalu: Do sense-makings change with touristic development? Linkage of development and sense-makings?
- the role of the NTO
- community and tourism



Thanks...





References

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