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THE EFFECTS OF TOURISM ON A THIRD WORLD COUNTRY A CASE STUDY - GUYANA

by

Monetta Ceronne Edwards

A project submitted to the
Faculty of the School of Food, Hotel and Travel Management
at
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of
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ROCHESTER INSTITUTE OF TECHNOLOGY
School of Food, Hotel and Travel Management
Department of Graduate Studies

M.S. Hospitality-Tourism Management
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INTRODUCTION

The land of many waters. The land of six peoples. This land is Guyana, the often forgotten country located on the Northeast coast of South America. Guyana is bordered by such world renowned countries as Venezuela on the west and Brazil on the south and south west.

The natural beauty found throughout the country's 83,000 square mile area is lavished and appreciated by both its inhabitants and those who have had the good fortune to visit this beautiful land.

However, the beauty of this land remains a mystery to most people around the world. Guyana for many years, since gaining independence from the British in 1966, has been stigmatized by its socialist policies. The government's firm control of all the industries drove out and discouraged many domestic and foreign investors. The country's economy was crippled. Foreign investment became almost non existent and imports far exceeded exports. Guyana steadily became one of the world's poorest countries, with a dim future.

Yet there remained some optimistic individuals who saw the potential for the country's revitalization. After the death of the socialist President in 1985, the new leaders have since abandoned the socialist policies and in its place have adopted serious free market ones.

Tourism is a vital resource for many countries in South America and islands throughout the Caribbean. Destinations including Brazil, Argentina, Jamaica and Barbados can account for millions of overseas visitors year after year. These destinations boast sandy beaches, blue water and a variety of cultural and ethnic activities arranged and available to entertain the holidayers. Big hotel chains have invested and manage properties in these locations, and as a result, corporations arrange to have their meetings and conferences held at these places. These countries/ islands have successfully

marketed their land and have as a result profited greatly from it.

Why should Guyana be left out of this profitable venture? Guyana boasts many of those same attractive attributes and then some. Guyana has the potential to be one of the world's most wanted destination spots.

Problem Statement

Guyana, once a destination unknown, is in the process of revitalizing its tourist sector. What implications would this revitalization have on the country's fragile but strengthening economy?

Background

Guyana, a small English speaking country located in South America, is home to approximately eight hundred thousand people. Guyana enjoys an equatorial climate. Humidity is tempered by the steady sea breeze from the Atlantic Ocean which borders the country on the north. Positioned below sea level, Guyana remains one of the only countries not affected by hurricanes, tornadoes or earthquakes, which are natural disasters prevalent in its surrounding neighbors.

The country boasts beautiful sights, including *Kaitum Falls* - the world's highest single drop waterfall, lakes, and many other memorable landmarks. However Guyana remains one of the only countries in the South American - Caribbean region whose land is not marketed or adequately equipped to entice overseas visitors to its land.

However, after years of having a crippled economy, there has been a recent resurgence in the tourist economy in Guyana. Though the volume is not as significant as that in the surrounding countries/ islands, the slight increase in tourist visits to Guyana has had an effect on the economy.

Purpose

The purpose of this study is to evaluate the impact of tourism revitalization on a developing country's (Guyana) economy. The results of this evaluation will then be presented to the Ministry of Trade and Tourism in Guyana. This information would be useful for the Ministry to determine what needs to be done to develop the tourism sector in the country.

Significance

A 1995 study conducted by the *World Travel and Tourism Council* for American Express found that by the year 2005 the tourism industry will provide jobs for almost 350 million people world-wide. As this industry expands it becomes critical to examine both the short and long term effects it would have on individual countries' economies.

Countries that currently profit from this phenomenon already have an indication as to how this expansion affects them. However there are some economies that do not currently profit from tourism, and it is only fair that they too should share in this profitable venture. But they should be aware of how this profitability would affect their local economies. This study will focus on one of these countries and will examine the effects that tourism would have on the country.

Methodology

This study will use descriptive research in the present perspective to examine the impact of tourism on a third world country's economy.

Hypothesis

This study will uncover the effects that tourism would have on Guyana, a third world developing country which is depending on tourism to revitalize its economy. It is

expected that this study will prove that tourism will have a positive impact on the economy in the long run.

Assumptions

Ideological: It is assumed that this study will determine that increased tourism in Guyana will provide jobs both directly and indirectly to individuals, improve the standard of living of individuals, increase the wealth of the economy as a result of increased foreign and domestic investment.

Procedural: This study will gather information from secondary data which will reflect trends in vacation visits to Guyana and its surrounding neighbors over a three to five year period.

It is assumed that this information will be true and accurate since it was collected and compiled by reliable sources. The data is expected to be free of any biases.

Scope and Limitations

This study will concentrate on the economic, socio-cultural, and environmental effects that tourism may have on Guyana. Emphasis will be placed on inviting foreign and domestic investment, employee training, and maintaining ties with the travel agency community, as a means of determining these effects.

This study will be limited to hard data provided by the Tourist Boards of the individual countries and islands.

Procedures

The population of this study will be all those individuals and companies who either visited Guyana from foreign countries, live or operate businesses in Guyana, or invest in the Guyanese economy.

The independent variables in this study are those factors (infrastructure, foreign and domestic investment, employee training, and travel agency connections) needed to develop the tourist economy in Guyana.

The dependent variable is the effect (economic, socio-cultural, and environmental) those factors would have on the tourism industry in Guyana. Consequently the intervening variable would be the ability the Ministry of Trade and Tourism in Guyana has to objectively use the findings to further develop the tourist economy in country.

When all the data is compiled, an analysis of the stated hypothesis will be done, and it is expected that the findings will be in accordance with that hypothesis.

Long Range Consequences

If the findings of this study are in accordance with the hypothesis, then the Ministry of Trade and Tourism may utilize these findings to implement plans for improving the tourist economy in Guyana.

However it is possible that the effects of developing tourism in Guyana may be negative, and the Government may be reluctant to spend the necessary money to revitalize the economy in this area. Should this be the case, the Government of Guyana should re-evaluate this option and recognize that the tourism industry is the wave of the future, and those effects may result in positive ones in the long run.

Definition of Terms

GUYANA (*gee-yah'-nuh*) - An Amerindian (American Indian) word meaning "land of many waters," because of the many rivers and creeks which criss-cross the land.

THE LAND OF SIX PEOPLES - A name also referred to Guyana because of its multi-

racial population.

ECOTOURISM - Tourism geared towards the adventurous. Highlights of the sights are based on the natural environment.

THIRD WORLD COUNTRY - An undeveloped country of the world.

MINISTRY OF TRADE AND TOURISM - A governmental body set up to monitor the tourist sector in Guyana.

CHAPTER II

LITERATURE REVIEW

This project traces tourism and its development in Guyana, an underdeveloped nation in South America. Identifying the effects that this industry will have on the country's economy is the underlying purpose of this project.

The major sections of this project include the status and future of tourism in the Caribbean and South America; the evolution of eco-tourism; the resources needed to develop tourism; and finally the various effects that tourism has on a country. Following is a description of the sources for each section. Each section will identify specific works used for this project, and will also demonstrate how these works set the stage for the final analysis.

The Status and Future of Tourism

It is important to have some idea as to the status and future of tourism. With tourism being a new venture for Guyana how could it be certain that it is a right area for the country to move into. Since Guyana is in the Caribbean - South American region it was applicable to study the status and future of tourism specifically to this region. The intent of this project is to show that tourism would be a lucrative and profitable venture for Guyana's economy, it was thus necessary to explore the status and future of tourism in order to make this proposal feasible.

The works used to research this area gave a variety of opinions on where we are in the tourism industry and where we are headed. The Tourism Association of Guyana (TAG), in conjunction with Tony Thorne presented a paper "*Tourism - Making It Work in Guyana.*" This paper described the status of tourism aspects in Guyana, and identified

those areas where further improvement is needed.

The World Travel & Tourism Council (1995) generated statistics on the number of people traveling to specific countries, and based on trends were able to give projections on the numbers for future travel patterns. Statistics on the number and description of tourists to Guyana for the years 1992 to the first half of 1995 was provided by the Ministry of Trade and Tourism in Guyana. Statistics about tourists to surrounding Caribbean islands was provided by The Caribbean Community (CARICOM).

There was also a review of some work written about a country not unlike Guyana. This work showed some parallels between the two nations. Francoise L. Simon (Spring 1995) wrote an article for the Columbia Journal of World Business. "*Tourism Development in Transition Economies - the Cuba Case*," which traced sporadic movements in the Cuban economy. The article illustrated how this nation is embracing tourism and the impact it is having on the domestic economy.

The Evolution of Eco-tourism

As a result of changing consumers' tastes, there has been an emergence of a new type of tourism. Ecotourism caters to the nature lover, who enjoys and appreciates the diversity of cultures and the natural environment.

Based on the ecological makeup of Guyana it is evident that this type of tourism is more suited. It is thus necessary to explore this phenomena called ecotourism. With this research in hand the natural progression was to examine Guyana's attributes attractions, which are suited for this type of tourism to see whether the implementation of ecotourism would be feasible.

Donald Sinclair (June 1995) presented a paper to the Amazon Co-operation Treaty (ACT) workshop held in Lima, Peru. The paper "*Eco-Tourism in Guyana*,"

legitimizes the necessity for Guyana to become involved with this trend. The paper highlights Guyana's facilities and .

The Resources Needed to Develop Tourism

Many elements are involved before a tourism product could be deemed successful in any economy. Whether the draw to a tourist spot is a beach with blue water and white sand, or an African safari, many resources have to be in place before this product is ready for sale.

With tourism being a relatively new industry for Guyana it must be made certain that the resources needed to develop the product are in place. Investment, Training and Travel Agency Connections are identified as the major resources needed to develop tourism in Guyana.

Following is a description of the sources that identified areas where *investment* is necessary and those that addressed various proposals which were devised to attract investment to the country.

Hotels are taking advantage of the trend Ecotourism. In the article, *"Off the Beaten Path: An Independent Resort Operator and Hilton International Go 'Undercover' to Attract the Adventurous Tourist,"* (Hotel & Motel Management, September 6th, 1993) we discover that Hilton is investing in this direction, and profiting greatly from it.

In a paper prepared for the Heads of Government Summit on Tourism and Trade, concern was generated for the declining hotel profitability. This paper, *"Restoring Hotel Profitability,"* (Caribbean Tourism Organisation [CTO] #2, 1995) identified areas which would help revitalize hotel profitability, including incentives to invest and human resources training.

To further substantiate this concern, the Caribbean Hotel Association developed a proposal which was also submitted at the Heads of Government Summit. This proposal, ***"From Crisis to Competitiveness,"*** proposed that the hotel sector be designated a Strategic Export Industry , whose competitiveness and growth should be deemed a national economic priority. This concern materialized after the hotels in the region started to experience significant competition from the cruise ship carriers that docked on the Caribbean shores. In an effort to offset this issue, the proposal highlighted benefits to hoteliers to invest and/or continue to invest in the region.

A draft was prepared for a treaty between the United States and Guyana /Governments. In this draft, a strategy was devised to convince investors that Guyana is an attractive investment location. Various incentive measures were suggested to make this feat possible.

Similarly Dr. Ivor Mitchell, the Director of GO-INVEST (a Guyanese interest group set up to encourage investment) wrote an article, ***"Guyana Office for Investment,"*** for the International Corporate Banking magazine. This article identifies investors that have already invested in the Guyanese economy, and emphasizes the benefits that these investors enjoy.

In another article, ***"Trade and Investment Opportunities in Guyana - Analysis and Prospects,"*** written for The Sunday Mirror, Dr. Mitchell offers more reasons to invest in the Guyanese economy. He also covers the economic changes that have occurred in the economy and the new trade and investment policies necessary as a result of these changes.

There are several alternatives that investors, whether prospective or current, could consider. Joint ventures and marketing alliances are a couple of these alternatives reviewed in ***"Monterey Cities Forge Alliance to Promote Tourism on Peninsula,"*** written for the Business Journal and ***"Life's a Beach: Brazil's Service Industries,"***

written for the April 8th, 1995 issue of The Economist.

Previously, the incentive strategies to invest in Guyana were written by locals in Guyana who may have had predisposed biases. Thus, it was necessary to solicit information from more objective sources. The CHL Consulting Group of Dublin, Ireland prepared an *"Investors' Guide"* and a *"Prospectus for Donor Agencies,"* as a case study for the Government of Guyana. The purpose of these works was to give an objective overview of the status of Guyana's economy and identify the costs and benefits to be had should one want to invest in the country.

Information about Guyana's present economic status, including monies borrowed from international banks was gathered from several sources including the 1994 Annual Report from the Inter-American Development Bank. The 1994 Report on the Economic and Social Progress in Latin America also served as a source for this information.

Following is a description of the source used for the section on *training*. The CHL Consulting Group insinuated that the quality of services in Guyana was in dire need of improvement. In a detailed proposal, *"Manpower Training Programme,"* the group identifies ways in which this improvement in quality service can be accomplished.

In reference to the section on *travel agency connections*, J C Holloway's and R V Plant's Marketing For Tourism is useful. This book discussed the various options on how to encourage and maintain travel agency connections. The Caribbean Tourism Organisation (CTO) prepared a paper for the 1995 Caribbean Heads of Government Summit on Tourism and Trade, *"Overview of the Major Tourism Trends, Issues and Recommendations,"* which also suggested ways on how to market the tourism product.

The Effects of Tourism

What does tourism do for a country's economy? No one does anything without reason. The bottom line is that we want tourism to be a successful venture in Guyana, but what effects would it have on the economy? After reviewing dozens of works on the topic the general consensus is that there are three major effects of tourism on any economy. Each of these effects had its benefits and each had its costs. Economic, Socio-cultural, and Environmental are the main effects of tourism which will be discussed in this project.

In a 1995 document, *"Caribbean Travel & Tourism - A New Economic Perspective,"* prepared by the World Travel and Tourism Council (WTTC), the economic impact tourism would have on the Caribbean region is briefly described. Similarly, in the July 25th, 1994 issue of Hotel & Motel Management, an article, *"Leaders Link South Africa's Prosperity to Tourism;"* in the June 6th issue, *"Tobago Expects Tourism to Spur Economy;"* and the November 1st, 1993 issue, *"World's No. 1 Employer: Study Shows Economic Impact of Travel and Tourism,"* all three articles make reference to the economic impact the industry would have on the economy, individually and collectively.

The paper presented to the 1995 Heads of Government Summit, *"Overview of the Major Tourism Trends, Issues and Recommendations,"* detailed economic and environmental impacts of tourism. It also evaluated the future of the tourism industry, and how it would affect the Caribbean region.

Enid E. Bissember wrote an interesting paper, *"Assessing Tourism's Cost and Benefits - A Regional Perspective."* This paper was presented at the National Conference on Tourism in Guyana in 1993. The author looked at the Caribbean as being a traditionally agricultural region and traces its transition to tourism as a source of

domestic income. an assessment was then made on the cost and benefits this transition would have on local economies.

At the same conference Dr. Deryk Bernard presented a similar paper, but with a geographical focus. His paper, "***Regional Policy Aspects of Tourism Policy in Guyana,***" examined the appropriate regional policy concepts and related them to the explicit and implicit spatial aspects of tourism development in Guyana. Dr. Bernard premised that tourism development results in spatial inequalities.

In the books the authors each had their own personal take on the effects tourism would have on a developing nation. Though the material was very similar, each work had something vital to contribute to this project.

In Alister Mathieson's and Geoffrey Wall's ***Tourism: economic, physical and social impacts,*** reference was made to the economic, physical and social costs of tourism. It was from this work that I used to describe the negative socio-cultural effects of tourism.

In ***Global Tourism: The next decade,*** edited by William Theobald, there was strong reference to the socio-cultural effects of tourism. There was an entire section on the effects that tourism would have on the host natives. This area was very important to this project since Guyana has an indigenous race which is at the risk of becoming extinct, and it is hoped that tourism would prevent this from occurring.

In the December 1993 issue of ***Meetings & Convention*** the article, "***Cultural Tourism Comes of Age in the Outback,***" explores the Aboriginal tribes in Australia, and the contribution they could make to the tourism industry. This article will be used synomenously with the Amerindian tribes in Guyana and the contribution they could make to Guyana's tourism industry.

In his paper, "***Guyana as a Health Tourism Destination - Infrastructure and Economic Costs,***" Dr. Rudolph O. Cummings of the Ministry of Health identified areas

within Guyana's tourism product which would lead to the improvement of the quality of life of everyone living and visiting Guyana.

In addition to economic profitability and socio-cultural effects, there are other effects of tourism. In his paper "*Environmental Effects of Ecotourism*," Dr. I. Ramdass explored several societies that cater to the ecotourist. Dr. Ramdass identified several negative impacts that result from activities involving ecotourism.

Policies for Maximizing Nature Tourism's Ecological and Economic Benefits

by Kreg Lindberg discussed primarily the environmental effects of tourism.

Tourism is a crucial link to world wide prosperity. Developed countries represent only part of the chain while developing countries completes it. Guyana is needed to contribute to this intended prosperity, thus every angle must be analyzed to make it a reality. In Part III, the major sections described above, including several smaller subsets will be analyzed in great detail. It is the intent that at the end of this project people would be encouraged to invest and visit Guyana. Furthermore it is of utmost importance that the Government of Guyana fully understands all aspects of the tourism product, including the resources needed to develop the product and especially the effects: economic, socio-cultural, and environmental, that the development of tourism would have on the country.

At the end of this project it is going to be evident that Guyana has attractive attributes that will support a top notch tourism product. So the efforts of this project to entice visitors and investors, and generate an awareness to the Guyana Government about the importance of developing a tourism product will not be for naught.

CHAPTER III

THE STATUS AND FUTURE OF TOURISM

Tourism is:

"A study of man away from his usual habitat of the industry which responds to his needs, and of the impacts that both he and the industry have on the host socio-cultural, economic, and physical environment." (Jafari, 1991)

Man has traveled since the beginning of time. In the past quarter of century, as the concept of travel evolved to what we know it as today, this industry (travel and tourism) has been able to overcome threats from recession, stagflation and even international unrest to become the world's largest industry.

The explosive growth in international tourist travel is measured at 160 million people in 1970 to 500 million in 1994. It is expected that this figure will reach 937 million by 2010. The increased demand for travel is partially a result of people resisting governmental constraints to travel and seeing it (travel) as a right and not a privilege (World Travel & Tourism Council [WTTC], 1995).

A more apparent reason for increased traveling can be attributed to the changes in the demographic structures and social patterns of the populations of both the developed and lesser developed countries. The aging of the populations; increases in the number of working women and the two income households; the trend towards later marriages and families; increased paid vacations and more flexible working hours, are a few of those changes which afford people the time, inclination and income to travel (Caribbean Tourism Organisation [CTO] # 1, 1995).

The impact of tourism on economies world-wide is phenomenal, and this industry is expected to flourish for many years to come.

Tourism in the Caribbean and South America

Historically, the Caribbean islands and countries in South America have been known to attract millions of tourists from around the world each year. The number of people who visit these lands is staggering, but the economic effects (moneywise) have proven to be even more impressive.

For the purpose of this study, data will be gathered for the years 1990 through 1994. Since the industry is a relatively new one for Guyana, limiting the study to trends in recent years seems to be a good barometer.

Following are data compiled by various tourism boards tracing the tourism industry in selected islands and countries in the Caribbean and South America respectively.

TOURIST ARRIVALS IN SELECTED CARIBBEAN DESTINATIONS **(in thousands)**

	1988	1993	1994
ARUBA	278.0	562.0	582.1
BAHAMAS	1475.0	1488.7	1516.0
BARBADOS	451.5	396.0	425.6
CAYMAN ISLANDS	218.7	287.3	341.5
CURACAO	155.2	214.1	226.1
JAMAICA	648.9	978.7	976.6
PUERTO RICO	2280.5	2856.6	3042.4
ST MAARTEN	479.7	520.2	585.7
SURINAME	21.1	30.0	NA
TRINIDAD & TOBAGO	187.7	248.2	265.6
TURKS & CAICOS ISLANDS	47.1	66.8	70.9
US VIRGIN ISLANDS	555.5	561.2	683.0

Source: Caribbean Tourism Organisation [CTO #1], 1995

Socialism To Democracy

Formerly British Guiana, Guyana became independent from the British on May 26th, 1966. Lynden Forbes Sampson Burnham became the first Prime Minister (later Executive President) of the nation and served as the leader until his death in 1985.

Throughout his leadership, Comrade Burnham governed the country as a Socialist Republic. The country's name was officially changed to the Co-operative Republic of Guyana on February 23rd, 1970.

As a Socialist Republic, all of the country's public utilities (telephone, electricity, water, etc.), schools, special interest organizations (healthcare, tourism, etc.) were managed under government's rule. Except for trade unions which protect employees' rights, all decisions and policies were made and instituted by the Government (Ishmael, Dr. Odeen, 1995 #2).

Upon Cde. Burnham's death his successor President Hugh Desmond Hoyte started to dispel the socialist policies and replace them with more democratic free-market ones (Ishmael, Dr. Odeen, 1995#1). Throughout the world similar moves were being made. For example, Germany and Russia dispelled traditional communist policies to adopt more free market ones. This trend made these nations, including Guyana, economies with futures.

During the years of his leadership, President Hoyte invited investors to invest in the nation's economy. The privatization of several industries, including telecommunications, signaled the beginning of a new era (Ishmael, 1995#2). The economic turnaround was underway, but the changes were slow. The people grew despondent, and in 1992 they elected a new President, Cheddi Jagan, a known communist. However, during his campaign, Mr. Jagan promised to uphold the free market policies instituted by President Hoyte (Ishmael, 1995#1). True to his word President Jagan has so far continued the trend towards a free market economy. Private

investors, both foreign and domestic, have maintained their investment support in the country.

Investment in the country's traditional 'export' industries (rice, sugar, gold, diamonds and bauxite) has been significant.

In recent years, the country's leaders have become interested in making tourism a major export industry. Though tourism has been identified as an export industry in the past, its impact on Guyana's economy has been minor.

Aware of the major impact the industry has had on its surrounding neighbors, the country's leaders felt that this industry could be a vital resource, worth investing in, for the country's growing economy.

In the past, Guyana has depended on agriculture, forestry, fisheries and minerals to sustain the country's economy. These industries, with sugar, rice, bauxite, and gold being the main exports, provided wealth for the country and is the country's major generator of foreign exchange.

However, the wealth generated by these industries has not been sufficient to get the country out of its heavy external debt. At mid 1995, the debt stood at \$2.2 billion, an exorbitant amount for such a small country (Cooper Kauffman Ltd. [CKL], 1995).

As a result, Guyana has had to turn to non-traditional sectors to help get the country out its mounting debt. The industry which holds great promise of accomplishing this and would generate the much needed foreign exchange is tourism.

In Guyana's surrounding neighbors, tourism is an already established industry, but for unknown reasons this industry was left unexplored in Guyana, leaving the secrets of this beautiful land hidden from the eyes of the would be tourists.

Recently, the government of Guyana decided to tap into this unexplored market, and has since started to develop this sector.

It is evident that this venture will not become an overnight million dollar success,

but the government is optimistic that this venture will someday achieve that great height.

However, for this industry to become a million dollar success, it is important to examine what Guyana has to offer. In the following section an in depth description of Guyana's physical attributes will be undertaken.

Tourism in Guyana

Guyana is a country where hospitality is infectious. The country's attributes, from its architecture to the diversity of its inhabitants provide for the tourist an unforgettable experience.

Discovered by Christopher Columbus during his 1492 voyage, the Guiana lands were inhabited by native Indians (Amerindians). The history of these lands in the early years is unclear, and it did not become recorded until 1580 when the Dutch gained control of the lands from the Spanish. The Dutch set up a trading post in the region, and the land became a booming metropolis of its time. Even Sir Walter Raleigh visited the land in pursuit of the fabled Lost City of Gold (El Dorado) in 1595 (Guyana Public Communications Agency [GPCA], 1990).

At the time, the Dutch, the French and the British were the world powers, and there was ongoing conflict amongst these nations to conquer lands around the world. This conflict did not exclude the Guiana lands, and in 1814 the part of the land that is now Guyana was conquered by the British (GPCA, 1990).

The country has endured a torrid history from the importation of slaves from Africa, indentured servants from India, Madeira and China, to the decline of Socialism. It is with the miscegenation of the various cultures and political conflicts that the unique culture of Guyana is founded.

Georgetown is the capital of Guyana and is nicknamed "The Garden City of the Caribbean (GPCA, 1990)." It is a picturesque city with broad tree lined avenues,

reminiscent of the Dutch influence, and its scenic beauty is enhanced with its exotic flora.

There are several public gardens located in Georgetown. These beautiful gardens are favorite destinations of both the locals and tourists. The Promenade Gardens, with its layout similar to a Victorian style garden, sports a profusion of flowers, and is also home to a statue erected in the memory of Mahatma Ghandi, an admired and respected hero to the Guyanese people. The Botanic Gardens which is also a recreation park is another garden found in the city. This garden boasts a variety of tropical flowers and a fine collection of palms. The beauty of these gardens captured on film by the camera happy tourist will give them pleasure for many years after the experience.

The city is further enhanced by the "chequer board" layout, another trait representative of its Dutch heritage. Of architectural interest are the noble buildings constructed centuries ago by the Dutch including the handsome wooden dwelling houses of the inhabitants. There is also evidence of the British influence in the architecture. A visit to Georgetown is not complete without a visit to the St. George's Cathedral, one of the tallest wooden buildings in the world. This church boasts unique and interesting artifacts in its interior.

The tourist would also have the opportunity to view the charming traditional houses set on stilts which are scattered throughout the country . In addition they will see a variety of old Muslim mosques and Hindu temples in its midst.

Another unique architectural structure is the Umana Yana, a conical Amerindian benab made of palm leaves and wood. The benab stands at 55 feet tall and was constructed by the Wai Wai tribe in 1972. The name Umana Yana means "meeting place of the people," and serves as a recreational spot and a place to display local arts and crafts (GPCA, 1990).

A visit to the National Zoo is another favorite of tourists. Here one is able to observe the wide variety of unique animals found in the South American region. The

National Museum and the Cultural Centre, where tourists can attend an on-stage performance such as a dance presentation or a play are also interesting and entertaining places to visit.

A visit to the outdoor markets is also a must, especially the Stabroek Market which is housed both on land and water. Once described as a "Bizarre Bazaar," the tourist will enjoy the hustle and bustle of the vendors selling anything from jewelry to produce.

A visit to Guyana must include a trip to the seawall which overlooks the Atlantic Ocean. A structure designed to protect the city from the sea, since the coastline is seven feet below sea level, the seawall is a meeting place for the young and old alike. Tourists will enjoy the sounds of the steelband on the weekends as it provides sweet melodies for everyone to 'jam' to.

Sports like tennis, squash, football (soccer), and golf are available to the sports loving tourist. Cricket, an English sport fascinates anyone that is viewing it for the first time. At the various cricket clubs, arrangements could be made for instruction in playing the sport.

Car and motorcycle racing (providing the tourist has a valid International license) are also two novice sporting events that the tourist can enjoy.

Goat racing is another unique sport found in Guyana. Similar to the dog racing found in North America, goat racing provides the tourist an unforgettable experience.

Every tourist has to sample the festivities of the nightlife in Guyana. Tourists have the option of feting under the stars at the various street parties, where they could dance to calypso and reggae music; or go to any of the numerous night clubs that play both local and American top 40 music.

For the tourist who wants a slower pace for nighttime activity, there are a bevy of restaurants, and clubs that play rhythmic slow paced music for easy listening enjoyment.

The tourist who is fortunate to visit Guyana in February will participate in the Mashramani festivities. Mashramani commemorates the country's anniversary as a Co-operative Republic. Georgetown comes alive with the reggae and calypso bands, soca parties and concerts, and costumed street parades. This festival is similar to the carnival in Rio de Janeiro and the Mardi Gras celebration in Louisiana.

The celebration of different religions can also be enjoyed. In March, the Hindus observe Phagwa, in celebration of their New Year, with the throwing of water and red dye (abeer) on each other (Hughes & Thorne Publishing House Ltd. [H&T], 1995). It is a joyous occasion and it is heart-warming to hear the shrieks of the children as they are soaked with cold water. This festival is celebrated by everyone, in fact no festival in Guyana is celebrated by just one group.

The day after Easter (Easter Monday), people fly kites which symbolizes the resurrection of Christ. The sky in various parts of the country is filled with kites of all shapes, sizes, and colors. On this day, there are many house parties to which an invitation is not necessary. To add to the festivities, young adults go to the seawall to participate in the festivities of music and dancing.

In November and December, the country observes two festivals of lights. November celebrates the Hindu version, Deepvali, a Hindu tradition of lighting the houses and streets with diyas to celebrate good over evil (H&T, 1995). December is Christmas. During these months the country is ablaze with lights, and is transformed into a fairyland.

Throughout the year the tourist would enjoy the fairs held on the weekends. At these fairs one would be able to buy crafts, and view fashion and cultural shows. Fairs also give the tourist the opportunity to mingle with the local people.

The sites and activities discussed above are not all that Guyana has to offer. Most of these highlights pertained to the country's capital city. In fact, Guyana has several

other regions that would be of interest to the tourist.

With the evolvement and success of ecotourism, it is important for Guyana to follow this avenue of tourism. In the following section, ecotourism and its evolution in Guyana will be discussed in great detail.

The Evolvement of Ecotourism

Purposeful travel to natural habitats to create an understanding of the cultural and natural history pertaining to that environment, emphasizing care not to alter the integrity of the ecosystem, while producing economic benefits that encourage the preservation of the inherent resources of the environment.

Dr. Richard Ryel, 1995

With the preference for destinations catering to ecotourism on the rise, there presents an opportunity that Guyana can capitalize on. The country boasts a wide plethora of charming sites which would serve the country and industry well in securing the country as a first class ecotourism destination.

Guyana's attributes range from the cowboy ranches in the Rupununi Savannahs to the many spectacular waterfalls scattered throughout the country. For many years tourism has been associated with the country's surrounding neighbors since these lands boast white, sandy beaches with blue waters. It was understood, or assumed, that people visited these lands purely for those attributes. It was never the case where rainforests, waterfalls, flora and fauna would be considered attributes that would support a tourism industry.

However, as ecotourism evolved, the Government of Guyana decided to utilize these resources to create a tourism product. It is the Government's intent to develop these resources in a sustainable manner, so as to safeguard the integrity, cultural and otherwise, of any remote communities that may be affected by the development of ecotourism

(Sinclair, Donald, 1995).

Though Guyana does not have an abundance of beaches with blue waters and white sand, the tourist that desires this attraction would have an opportunity to visit several spots in the country that has this feature. However it is believed that the attraction for these beaches is waning, and with the evolvement of ecotourism the Government has made a conscious effort to differentiate the country from its neighbors and showcase the other natural attributes of the country not inherent in most of the other neighboring countries.

In Guyana one has an opportunity to visit any of the four mountain ranges, the two hundred and seventy six waterfalls, the eighteen lakes, or the dense areas of tropical rainforest. Scattered throughout the jungle the nature tourist would be able to view a wide assortment of flora and fauna which in its pristine state makes the jungle a natural museum, one of the best in the world.

For the birdwatcher, Guyana has over seven hundred and twenty species of birds including the Harpy Eagle, the largest and one of the rarest eagles in the world (H&T, 1995).

A traveler to Guyana must visit at least one of the several ranches located in the Savannah region. These ranches offer the glamour of yesterday's Wild West to tourists. The cowboy rodeo competition during Easter provides the tourist not only a display of friendly rambunctious, and often dangerous skills, but a demonstration of the Amerindians' everyday activities. Many of the artifacts, from the hand crafted leather - embossed saddles, plaited whips to the intricate buckle - studded reins and girths, are just a few of the crafts that these people make on a daily basis. In addition, the foods served during this event are staples traditional to the area.

The country also possesses a variety of ruined forts and other historical sites, including etched rock carvings that tell a detailed story of Guyana's interesting history.

A visit to the magnificent Kaitetur Falls, one of the many spectacular waterfalls found in Guyana, is a must. With a drop of 741 feet, Kaitetur is five times the height of Niagara, and twice the height of Africa's Victoria Falls (H&T,1995). The beauty of this natural wonder of the world is a spectacle that no one should ever miss. Furthermore, the wilderness that surrounds this natural wonder provides the naturalist traveler a combination of various flora, fauna, and bird species for his traveling pleasure. One day is not enough to fully experience and appreciate Kaitetur's list of natural wonders, so the vacationer should plan to stay in the area for at least two days.

It is important for countries around the world to be aware of the rapid growth of ecotourism. Consumer tastes have changed. Consumers want something new and novel, thus the demand for the traditional Caribbean vacation of sea and sun has declined. Visitors have adopted a "see and enjoy, but do not destroy" attitude with their increased interest in the environment and culture of the host countries. Consumer changing tastes must not be underestimated since a country's ability to meet and satisfy their needs will determine the future success of tourism in the respective countries.

The Resources for Developing Tourism

In the previous sections we have discussed the potentiality of tourism development in Guyana. The prospects on the surface appear to be good and the unassuming individual would say that the country should proceed with plans to develop the industry. However due to lack of resources, Guyana is unable to proceed precipitously with this project.

Financially the country has limited funds to function economically today, yet alone have enough to spend on developing an industry for tomorrow. It is recognized that the tourism industry is a lucrative one, one that would benefit the Guyanese economy greatly, if we should measure the effects it has had on other regions. Consequently it is

important that Guyana does not let this opportunity pass them by since the rewards would be simply positive.

However, to develop this lucrative industry Guyana will need certain resources in place before development could begin. These areas include:

- 1) Investment
- 2) Training
- 3) Travel Agency Connection

Investment

The most significant factor that would assist the country in achieving its goal is investment. Much investment is needed. The country will need to attract both foreign and domestic investment if its goal is to be realized. In the past investment has been limited due to the economic decay of the country resulting from the widespread nationalization of industries.

This section will discuss the areas in which investment is necessary. It must be understood that investment will not just benefit the tourism industry, but will also benefit the nation as a whole. This section will also cover investment policies in place currently in Guyana, and prospects for new ones which are expected to entice new investment. However in order to understand the reason for the country's intense need for investment, it is important to discuss the current status of Guyana's economy and the measures the country is taking to improve it.

The economic performance of Guyana in recent years has been outstanding. Followed by years of economic decline the ruling Government in 1989 made a conscious effort to revitalize the Guyanese economy with the implementation of the Economic Recovery Programme. This plan marked a drastic reversal in policy away from a

predominantly state-controlled socialist economy towards a more open, free market system. This program aimed at restoring economic growth and reducing the external debt was designed with the assistance of the International Monetary Fund and World Bank officials, and is supported by Canada, the United Kingdom and the United States.

Since the program's inception, the Government has invited foreign investment and has privatized many state-owned enterprises. Privatization of industries such as the telecommunications network which is now 80 percent owned by the U.S. Virgin Islands firm Atlantic Tele-Network, created a new attitude towards foreign investment (CHL Consulting Group [CHL]#2, 1989). Many former foreign investors returned to Guyana and new ones entered as well.

According to the *1994 Report on the Economic and Social Progress in Latin America*, during 1994, the real Gross Domestic Product grew by 8 percent, the highest recorded growth performance in the Caribbean region. This marked the fifth consecutive year that the country's economy achieved growth in excess of 6 percent. As a result unemployment rates dropped below 12 percent.

The political climate in Guyana is stable. There has been regular consultation between the different political parties, and freedom of the press has been readily enforced.

With these testimonials it is obvious that Guyana is a sound, stable economy worth investing in. In 1994, the Guyana Office for Investment (GOINVEST) was established as an agency designed to promote investment and to assist investors in acquiring information about investment opportunities in Guyana. This program has been quite successful and significant investment has been made in areas of forestry and gold mining. However investment in industries such as tourism has been limited.

In order to promote the tourism product, the Government must create conditions which will send the right signals to foreign investors and encourage them to consider

investment in Guyana's tourism industry a worthwhile one. The Government must create a favorable climate for investment and provide incentives when deemed necessary.

There are several options in which investors could choose to invest in a country. A foreign investor could choose to invest alone or in partnership with other foreign investors. The latter is referred to as a Marketing Alliance.

Investors in Monterey County in California chose this option where three local hotels came together and formed the Monterey Meeting Connection (Marsh, Gary, 1994). Together these three hotels developed a conference center which was designed to serve the entire Monterey County community since one hotel could not afford to do it by itself. In Guyana a similar alliance could be achieved where for example several hotel chains can come together and build a resort in some remote part of the country and share in the profits.

The Government has realized the need for local investors as well and has approved joint venture partnerships between local and foreign investors. The Government is very keen on this type of partnership. The advantage of the joint venture approach is the sharing by the partners of the cost or contribution of resources. The Government offers to investors interested in this approach attractive employee wage rates and management salaries, lower material input expenses and knowledge of the cultural environment of Guyana as host environment. In return the Government expects the investor to provide capital, state-of-the-art technologies, management, and marketing skills.

Investors also have the option to manage properties rather than build as is the case in Brazil where International groups such as Ramada, Westin, Sheraton ITT and Best Western have opted to do so. According to Iramar Veirissimo Pinto of the Best-Western-Colonial Hotel in Fortaleza in an interview to The Economist (1995), 'It's a way to test the water without getting totally wet.' Forte plc, the British Hotel chain has opted to take

this route in Guyana, and the country is anxious for other chains who would be interested in considering this possibility.

Banks are worthwhile investors. Banks give loans to Government to finance projects designed for the betterment of their countries. In Brazil, The Economist (1995) reported that the country's tourism industry is benefiting from the \$3 billion loan it received from the National Economic and Social Development, and backed by Inter-America Development Bank (IDB) to boost the region's development. This loan included provisions for subsidized financing for hotel development. In addition the magazine reported that the country received \$800 million to improve its infrastructure ranging from airport to sewer facilities.

International banks are also recognizing the potentiality for low risk in Guyana. In 1991, the IDB approved a loan to the country for \$4 million towards spending on training for customs officers and staff, and on the computerization and set up of control procedures of customs' systems (IDB 1994 Annual Report).

In the section which follows, the incentives that the Government of Guyana has presented to potential investors in an effort to encourage them to invest in the country will be highlighted.

In attracting investment, governments have to offer incentives to potential investors. Fiscal incentives have proved to be by far the most influential. These types of incentives are widely offered in a number of Caribbean islands and South American countries. Governments grant tax exemptions to investors. The general tax structure is modified according to the nature of the investment. For example, the Government of Guyana has an agreement with Canada which provides for relief on double taxation on income earned in Guyana by Canadian investors (CHL #2, 1989).

Other exempt strategies may include tax relief to hotel owners who invest in projects of a community nature, or invest in environmentally friendly equipment (CTO

#2, 1995).

The government can also make the prospects of tourism investment attractive by offering special duty free concessions designed to increase the profitability of the project that the investor is involved with.

The investor can also benefit from easy and unrestricted access to foreign exchange, remittances of earnings, and repatriation of capital. (Bilateral Investment Treaty)

Like many sectors, tourism suffers greatly from inadequate economic infrastructure due to the inability to maintain and underinvestment. In Guyana, this situation is no different, but the lack of such facilities has a more significant effect on the country than most.

Guyana needs investment in almost every area related to infrastructure. These areas include telecommunications, airports, air service, road and river transport, basic utilities including electricity and water, and hotel accommodations.

As previously discussed, Guyana has a natural unspoiled beauty in which little or no development of tourist attractions is necessary. However, the facilities to support this product are in dire need of revamping.

Hotel Accommodations

Hotel accommodations are an example of such a need. Presently Guyana has sixteen motels and hotels ranging in size from 6 to 132 rooms at rates of US \$15.00 - 240.00. However, most of these hotels lack the standard of quality to which the experienced traveler is accustomed. These hotels lack many amenities that travelers take for granted, including air conditioned units, telephone systems, television sets, weight rooms, and swimming pools. People who are accustomed to traveling and staying in big hotel chains tend to dislike such inconveniences and either are dissuaded from visiting the country or do not repeat visits.

With exception to the single, British owned Forte plc. establishment, Guyana lacks big name hotels. Big hotel chains can operate in the country's surrounding neighbors, but none, other than Forte plc. ventured into the country. It is not the intention that Guyana eliminates the simple establishment since in the remote geographic areas such establishments are best suited, but for the traveler who expects city type first class quality a hotel or two synonymous with a big name chain is necessary.

Furthermore, hotels in the Caribbean islands are experiencing severe competition from cruise line carriers. Many people are electing to take cruises where they are able to visit more than one island during a short period of time rather than visiting one island for the same duration. As a result, hotels are losing a significant amount of money. It would be thus advantageous to the hotel chains if they would open operations in areas where there is little or no threat of competition from cruise line carriers. Guyana is a prime example of such a location. So, by opening a property in the country provides an added plus for wise investment.

The lack of a well-known hotel is also blamed for the lack of foreign investment, as is the case in Tobago, the smaller part of the Trinidad and Tobago Republic (Henry - Kunzel, Ginger, 1994).

In addition, in an Economic Analysis conducted by the OAS in which Cruise Ship Passengers accounted for 38 percent of tourist arrivals against 53 percent for stopover visitors, it was found that more than 25 percent of Cruise Passenger spending was for duty free goods, spending which contributed little to the economy (Caribbean Hotel Association [CHA] #1, 1995).

From the discussion in the previous sections it is evident that Guyana boasts an attractive tourist product. There is no doubt that the country would attract tourists. With the growing trend in ecotourism, it is obvious that Guyana has the capability of being a first class ecotourism destination. Hotel chain owners should be made aware of this new

trend and the opportunity that exists in Guyana. It might be prudent that the country's officials make a valiant effort to approach the chains and convince them to invest in this venture.

It also should be noted that some hotel chains are not blind to this sort of opportunity. In fact *Hilton International* has a facility in Kenya called the *Hilton Safari Lodge* which has been in operation since the 1980s and has since the late 1980s, achieved 90 percent year round occupancy with its combined beach and safari activities. With results of this success Hilton is in the process of opening a 50 acre resort property (*Batang Ai Longhouse Resort*) in Malaysia, which will also cater to the eco-tourist (Antolik, Cristine, 1993).

The success of this chain's venture should not go unnoticed. It has tapped into a growing market, so in an effort not to suffer from a myopic backlash, other hotel chains should view this opportunity as a lucrative one and pursue it. Guyana is a prime location for such a venture so hotel chains must be encouraged to invest in this opportunity.

Transportation

Road: Many travelers expect to have a rental car available to them upon arrival to their destination. In many developed tourist economies this service is available for the traveler's convenience. However, in Guyana this service is practically non existent. To make the tourist product more attractive to the tourist, it is important that this added service be made available. It should be the intention of the Guyanese tourism planning officials to contact international car rental agencies like Hertz and Avis to set up divisions in the country. However, before such contact is made, the government would have to rebuild the roads which are in major disrepair so that these foreign owned car rental agencies would not make unfit roads an issue during negotiations. However, it would prove to be more cost effective if Guyana would establish its own car rental agency. The major advantage of going this route is that all monies earned by this service would

remain in the country. Rental agencies like Hertz and Avis have to give a portion of any money earned to their prospective foreign parent company.

For the tourist who does not necessarily require a rental car, several taxi services are available. However with the exception of the fleets owned by a few companies, most of the taxis are old and in poor condition. In an effort to improve the conditions of the hire cars, the Government is examining the possibility of cutting taxes on the import of new vehicles (CHL #2, 1989).

Most public transportation is provided by privately owned mini buses. Regular and frequent bus services link Georgetown with other major cities in the country. However, with the expected increase in tourist activity there will be a need for more public transport. During the Socialist era, economy buses were the only means of public transport. However as the economy declined, the bus service was one of the many industries affected and also declined in the process. Eventually, these buses ceased to exist. This type of bus service provides transport to the masses, and would be necessary with the influx of expected tourists. Tourism planning officials in Guyana should therefore try to re-establish ties with the prior bus company to regenerate their interest in setting up operations again in the country; or encourage new bus companies to get them interested in doing so.

With the development of tourism, funds will be needed to repair existing roads. These funds will also be used to build new roads and bridges to accommodate travel around the country, especially in remote areas.

River: With the deliberate development of ecotourism in Guyana, river transport will be a necessary factor. Currently Guyana's two main ports are navigable by ocean-going vessels up to about 68 miles from the estuary of the Demerara River. The Berbice River and the Essequibo River, the two other major rivers, are navigable for distances of 150 miles and 65 miles respectively (CHL #2, 1989).

A daily motor launch service is available between certain areas. Launch and pontoon services, as well as ferry services are also available daily between certain points. However, to support the tourism product, more access will be necessary, especially since the ecotourism product will be located in remote areas of the country.

The Government has already approached investors with this project and has succeeded in soliciting the help of the European Community, who has agreed to fund the routing service of a certain area. These funds will be used to construct a new road and pier together with the refurbishment of a ferry. It is crucial for the Government to approach other bodies or organizations to encourage them to invest in such ventures.

Air: Most visitors arrive in Guyana by air. The Timehri International Airport is the gateway to the country. Its main runway is 7,430 feet, too short to accommodate either a B747 or a DC10. As a result many international flights have to land in other countries so that passengers en route to Guyana can transfer to subsonic commercial aircrafts which could be accommodated at Timehri. But with the expected increase in tourist visits, taxi ways and turning areas would need to be extended and reinforced to accommodate larger aircrafts (CHL #2, 1989).

The Government has already appointed B.A.S.L., a subsidiary of British Airports Authority, to manage the airport. However, the Government should also approach investors to contribute funds for the refurbishment of the airport facilities, with the intent to improve the quality of service in the process.

Access to some remote areas in the country requires air travel. There are over twenty airstrips throughout Guyana capable of handling no larger than commuter size aircrafts. However, there is need to upgrade the existing facilities in order to accommodate increased tourist travel.

Scheduled international flights in and out of Timehri are operated by several airline carriers including Guyana Airways Corporation (GAC), Suriname Airways, LIAT,

ALM, Cubana, British West Indian Airways (BWIA), and Cruzeiro del Sol. Everyday there are direct or transfer connections to major international cities including London, Miami, New York and Toronto.

However, because of operational problems with equipment caused by spare parts shortages, the local airline (GAC) has not been able to always satisfy demand. In some instances the airline has been forced to cancel or postpone flights and some travelers have had to stay in the country for extended periods of time. The Government of Guyana is anxious to resolve this problem and ensure adequate capacity, so it is exploring the possibilities of merging GAC with another Caribbean carrier (CHL #2, 1989). The Government also plans to encourage foreign carriers to increase the scale of tour operations and also attract new airlines.

Telecommunications

The telecommunications industry was another one affected by the economic decay of the country. The Guyana Telecommunication Corporation, the government regulated agency which provided telecommunication services to the country, experienced many problems which affected the country as a whole. For example, many private consumers for periods at a time had to live with interrupted telephone service. Private consumers were not the only ones affected, businesses were also.

These problems were linked to the country's old fashioned telecommunication system. As a result, when telephone lines broke down the parts needed to repair them were not easily available and some of them were even obsolete.

Due to lost business and the obvious necessity to have a working telecommunication service, the Government recognized the need for a more modern system. The Government in conjunction with Northern Telecom of Canada made plans to modernize the system. This collaboration among other things doubled the number of international circuits - 120 to North America and 20 to Europe (CHL #2, 1989).

The European Community has also contributed by funding a microwave link between Suriname and Guyana. A modern digital exchange was installed in Georgetown to expand local service and enable use by all local users. Of immediate concern however, is the availability of a telecommunication network in remote areas. It is important for hotels in these areas to have a system which would cater to the traveler's needs, whether it's the need for telephone calls or fax and telex transmissions. Though some of these areas already have access, some do not, funding will be required to undertake this telecommunications expansion.

Utilities

Electricity: Public electricity service in Guyana is irregular and unreliable due to insufficient capacity required to meet current demand. Many businesses throughout the country, not excluding hotels and restaurants, have had to install their own generators to counter this problem.

The potential for large scale generation of hydro power exists in the interior areas of the country. However, money is not available to fund this project. This project poses no environmental harm to the country, so investors should be encouraged to help fund it.

Water: Disruptions in water service in Georgetown frequently occur due to breakdowns in the electricity supply. Furthermore, the purity of the water cannot always be assured. Investment for the improvement of the water supply is a priority for the Government's Economic Recovery Programme.

In remote areas however, water is readily available from rivers and wells. However due to the lack of plumbing facilities in these areas, money will be needed to build such facilities.

Training

Well - trained service employees is another factor needed for the successful development of the tourism industry. Most service employees in Guyana have had no formal training, with the skills they have acquired picked up mainly on the job. But if there are no qualified people in the workplace, exactly what skills do these people pick up? What is the overall standard of this establishment? The few people that have had any training acquired their skills from hospitality schools overseas. Some hotels also provide internal training sessions for their employees. The following are training strategies that must be implemented to improve the level and quality of service in Guyana:

- a) Establishment of a Hotel School
- b) Intensive Hotel Training
- c) Specialized Training
- d) Language Training

a) Establishment of a Hotel School

If tourism is to become the hub of the Guyanese economy, it is important that more formal training is made available to employees in the industry. It is essential for the country to establish a hotel school in order to provide such training.

There is presently a vocational school in Guyana whose major purpose is to teach women how to improve their home skills in cooking and housekeeping. With this training capacity, the mission of this school should be changed. The new purpose should be to train individuals who are interested in working in the hospitality industry, in all fields, to enable them to be effective in their job performance. With this new direction, the quality of standard in hotels, restaurants and other areas associated with the tourism

industry would be high, and at least comparable with the standards in other nations.

To get this new venture going, an advisory committee of the tourist industry should be established to assist the management in course planning, student selection, testing and placing (CHL Consulting Group [CHL]#3, 1989).

The existing staff should have the benefit of specialist training in their respective fields. The school must also seek to recruit individuals who are skilled and already working in the industry to help teach classes (CHL #3, 1989).

The school should also seek to associate itself with established hotel schools overseas and send students for a semester or two to acquire upgraded skills. Upon their return the students would be able to share with other students their newly acquired skills.

b) Intensive Hotel Training

CHL proposed that new hotels be required as a condition for obtaining Government assistance to produce evidence of an intensive training program for new staff, a program which has to be approved by the Ministry of Trade & Tourism.

It was also proposed by the group that foreign management companies (like Forte plc.) be invited to transfer their specialized training programs to the local establishments.

Furthermore, hotels affiliated with overseas chains should be encouraged to engage in staff exchanges, where staff would be placed overseas for specific periods to gain experience.

c) Specialized Training

Another avenue where training could be achieved would be through short intensive courses taught with an emphasis on specialist subjects by both domestic and overseas bodies in conjunction with the Ministries of Trade & Tourism and Education (CHL #3, 1989).

CHL further identified groups where specific training is necessary. It is believed that everyone involved with the industry should be subjected to some sort of

familiarization training. This comprehensive program would familiarize people with Guyana and its tourism, including instruction in the natural history of Guyana.

Courses, which will include Geography and History, Flora and Fauna Culture, Handling People and Salesmanship, would be geared towards tour escorts and guides.

With the increase in the number of airlines expected to operate in Guyana, travel agency staff would have to undertake further training in areas such as ticketing and customer service.

The Customs and Immigration offices would also have to provide training to their officials. Training on how to handle customers efficiently and courteously would be crucial training for this high pressured job.

Training for tourism management officials is also a must. These should have a strong emphasis on interpersonal and follow-up skills.

d) Language Training

Though Guyanese students are required to take four years of both Spanish and French, many fail to utilize the languages upon completion of the courses. It is suggested that languages be taught from the nursery level so that the people would have a firm grasp of second, third and fourth languages. The tourism product attracts people from all over the world, so it is important for the people in the industry to be fluent in tongues other than their native one.

Travelers expect first class hospitality when they travel. Service employees are these people's moments of truths. For tourists to experience positive moments of truths, service employees have to be well trained at their jobs. Training translates into good hospitality, which ultimately determines the type of experience a traveler has. This section described the different areas where training is necessary in Guyana. It is important for the country to institute the training strategies recommended above if they truly want Guyana to be a first class tourist destination.

Travel Agency Connection

Guyana will have to strengthen its ties with travel agencies around the world if awareness of the country's product is to be spread. Agencies are known to create tour packages, and agents sell these packages to the traveler planning a vacation. Many times the traveler is not sure where they may want to vacation, or they might be seeking more information on the destination, so they rely on the agent for recommendations. Should Guyana have strong travel agency connections, the country could become a frequent destination recommendation.

Travel agencies believe in the philosophy that what they sell is going to be beneficial to their clients. Whether it is to relieve stress or to aid health, travel agencies should have an obligation to satisfy clients' needs. This vested interest stems from the agency's desire to ensure that they will return to book with their company another year.

However, how can Guyana solicit the support of travel agencies? How can the country create a strong bond with these agencies? In this section, marketing to travel agencies will be described in detail. This section will also legitimize the power of the travel agency and how its influence can determine the success of a country's tourism product. Marketing strategies devised by members of the Caribbean Tourism Organisation will also be discussed.

How can Guyana achieve effective support from travel agencies to maximize sales? Following are actions Guyana should take to ensure this support.

- a) Promote Image and Stability
- b) Reinforce Match between Product and Customer Needs
- c) Ensure Accessibility and Reliability
- d) Encourage Personal Relation
- e) Provide Co-operative Programs

a) Promote Image and Stability

The relative safety of the country needs to be promoted. The country must be promoted as being relatively safe, since travel agencies would be reluctant to send clients to destinations where the traveler's life may be threatened. The country must be presented as the beautiful paradise that it is.

Furthermore, the country should be free of any political upheaval and should have a stable economy in order to sustain the tourist market.

b) Reinforce Match between Product and Customer Need

The country must be able to show the travel agency that they can deliver a product that would satisfy their clients' needs. For example, in Guyana, ecotourism is the country's strong niche and as more people seek nature type vacations, it would be to Guyana's advantage if this line is sold to the travel agency.

c) Ensure Accessibility and Reliability

Tourism officials in Guyana must be easily accessible to agencies around the world. In the event that the agency needs to enquire about any matter, whether it is about delivery of tickets or overbooking, someone in Guyana or related to Guyanese tourism industry in any way should be available to address the enquiry.

Officials should also be consistently reliable because if the level of service fluctuates it would reflect on the country trying to sell the product, in this case Guyana trying to sell tourism. In these situations travel agencies tend not to recommend the country to potential tourists.

d) Encourage Personal Relations

The country's contact person must have a warm personal relationship with the

travel agency. Personality is a significant factor influencing agency support, both in terms of recollection and recommendation. Since the contact's principal aim to get the agent to think first of the country when handling enquiries, it is important that the two parties have a warm, comfortable relationship (Holloway and Plant, 1988).

e) Provide Co-operative Programs

The country could arrange to support the travel agents in their sales efforts by offering to pay some costs for promotions of the product. Joint promotions enhance the image of both the country and the agency in the other's eyes. To the agent, it shows a willingness to support their efforts to sell, while it reveals to the principal that the agent is more than merely an order taker, and is actively selling the country's tourism product (Holloway and Plant, 1988).

Marketing The Tourism Product

Tourism is a relatively new industry for Guyana, thus awareness of the country's product is minimal. Above we discussed the importance of securing the support of travel agencies and of developing a firm business relationship. However Guyana lacks the financial resources to promote itself as a strong marketable country to agencies.

Guyana is, however, fortunate to be a member of the Caribbean Tourism Organisation and benefits from the policies of the organization. A survey found that in the minds of the consumers, the Caribbean region exists as a single tourist destination. A proposal to the Caribbean Heads of Government in 1992 suggested that member countries in CTO take advantage of this revelation and pool their resources and ideas in a co-operative regional marketing effort.

The objective of the program was to enhance national awareness of the Caribbean in the United States; and to educate the consumer and retail travel industry on the wide

variety of attractions, cultures and geography available in a Caribbean vacation (CTO #1, 1995).

The advantage of this program has been its ability to attract private sector funding from the major players in the industry. Sixty-four percent of the initial funds contributed to start off the program came from Caribbean Hotel Association members, airlines and other allied industry firms. The remaining thirty-six percent came from Government contributions, and collectively the coalition was able to produce a series of television commercials which were run in the United States (CTO #1, 1995).

In the following six months (January - June 1993), the results of this mass campaign saw an increase of 18 percent (from the corresponding period of the previous year) in tourist arrivals to the Caribbean from the United States. The Caribbean share of all US travel overseas increased from 22 to 26 percent. Additionally, small member countries (including Guyana) also experienced a significant growth in their US visitor arrivals. In Guyana, tourist arrivals from the US increased by 19 percent, higher than the percentage increase for the entire region. It was safe to assume that the Caribbean was successful in increasing top-of-mind awareness of the region in the US market.

This program was disbanded however, in favor of a new regional campaign. The Caribbean Vacation Planner (CVP) was designed to be an attractive and instructive magazine on the Caribbean and the participating countries of the coalition. This 276 page volume provides information and photographs of virtually every aspect of the tourism product, including a four page bio on every country. The response to this program has been impressive. In an independent conversion study conducted in February 1995 (CTO #1, 1995), it was revealed that:

- in unaided awareness of warm-weather destinations the Caribbean increased its lead over Florida and Hawaii.

consumers who received the CVP are more likely to travel to the Caribbean: those

who had visited the region before will return for another vacation, while 79 percent of those who had not visited the Caribbean before are now planning a trip.

- the CVP is playing a broader role in educating the target audience about the richness and diversity of the Caribbean. This is necessary in order to bring new visitors into the region.
- 60 percent have taken, or will take, a trip to the Caribbean in 1995.
- The campaign will generate an estimated incremental revenue between \$95 million and \$147 million for a total investment of \$2.3 million in government funds.

Future plans for this publication is for it to become a yearly magazine which will generate tourist visits similar to the response generated by the Alaska Travel Planner, currently in its 15th edition, which has been responsible for 60 percent of Alaska's tourism travel (CTO #1,1995).

It is also the intention to market the magazine to agencies in Europe, Latin America and Asia in an effort to increase awareness of the region.

The purpose of this program has been to enlarge the number of tourist visits to the Caribbean, and providing each country with a higher starting platform from which to increase its own business. Information is disseminated to the vacationer through travel agencies. The purpose of this section was to emphasize the need to create a strong bond with a travel agency. For Guyana, a new provider of the tourism product, it is necessary to utilize the benefits of the collective marketing scheme since it would serve as a stepping stone in creating a long lasting relationship with an agency.

The Economic Effects of Tourism

The purpose of this study is to evaluate the various economic, socio-cultural, and environmental effects that tourism would have on Guyana's economy.

In this section, a look at the economic effects will be discussed in great depth.

The Economic Effects are as follows:

- 1) Generates Foreign Exchange.
- 2) Generates Employment.
- 3) Fosters Capital Investment.
- 4) Generates Tax Revenues.
- 5) Stimulates Activity.
- 6) Creates new Trade Opportunities.
- 7) Provides Opportunities for Small Businesses: Creating Wealth.
- 8) Opportunity Costs.
- 9) External Costs.
- 10) Inflation and Land Values.

Generator of Foreign Exchange

Tourism generates a substantial amount of foreign exchange for a country. This exchange is generated by visitor spending on transportation, accommodation, recreation, food, travel related services, and from sales of travel and tourism merchandise. Evidence of this could be found in South Africa where the Government has credited their country's improving economy to the revitalization of its tourism industry. South Africa's Tourism Deputy Minister, General Bantu Holomisa has stated that the country's growing tourism industry has led to the infusion of foreign currency into the country (Sheridan, Elizabeth, 1994).

In 1995, the Caribbean tourism industry was expected to earn \$11.8 billion in travel and tourism services exports (up from \$11.7 billion in 1994) and \$1 billion in Travel and Tourism merchandise exports (WTTC, 1995). In many of the Caribbean islands, earnings from these service exports far exceed the value of all other earnings

from the export of the islands' other goods and services.

The advantage of this tourism product is that it is produced and consumed within the destination. Consequently, the problem of awaiting payment for, say, manufacturing exports, which have to endure packaging and shipping procedures before it is delivered to the final consumer is irrelevant in this industry since the consumer brings him/herself to the point of sale at his/her expense and takes immediate delivery of the service. Thus, the foreign exchange is brought into the country upon arrival of the visitor (Bissember, Enid E., 1993).

However, there are some problems associated with the earning of foreign exchange in the industry. For example, excessive tourist spending can create a backlash in the Guyanese economy, in that it may accelerate prices for items, thus causing inflationary consequences.

However, upon evaluating the success of tourism in the region, Guyana should not be deterred by the problem, but should instead look at the fact that in spite of the threat of inflation, the foreign exchange will be in the country affording them the opportunity to pay back the incredibly huge external debt.

Generator of Employment

This industry offers great potential for creating employment at relatively low costs (Bissember, 1993). In a 1993 study, the World Travel and Tourism Council conducted a study for American Express. Results of this study showed that the travel and tourism industry provided jobs, directly and indirectly, to more than 200 million people world-wide. This translates to one in nine people attributing their employment to the industry. By 2005, the study forecasted that almost 350 million will be employed by the tourism industry (Getty, Bob, 1993).

In the Caribbean region the ratio is even more significant, since one in four people

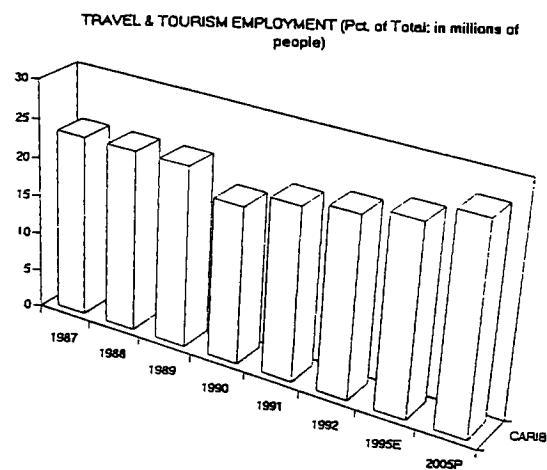
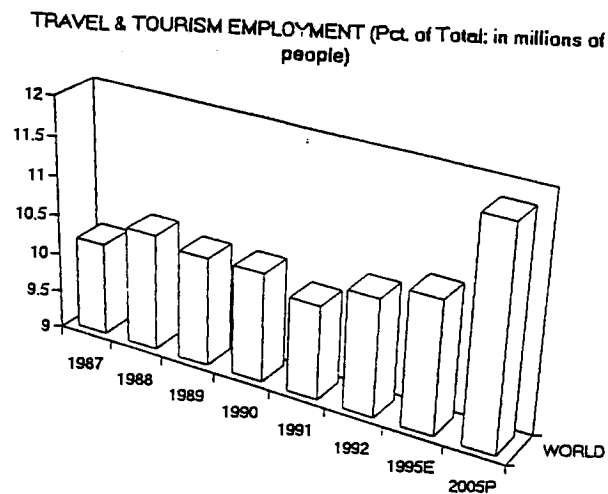
attribute their employment to the tourism industry. The important element to note here, is that these jobs - usually low-tech or entry-level service jobs, are generated in small businesses and in urban or rural areas where structural unemployment is highest (WTTC, 1995).

In Guyana this is good since the area of tourism that the country is developing (ecotourism) will be concentrated in the rural areas of the country. Thus the tourism industry will generate jobs for these individuals living in those areas.

This industry is a highly labor intensive one which utilizes both the unskilled and semi-skilled workers. Though in its varied forms it does create employment for many types of highly skilled labor (e.g. accountants and business managers). The jobs generated will be found in a broad spectrum of industries. Direct jobs in hotels (hotels alone generate up to a million jobs in the Caribbean region), restaurants, airlines and rental car companies are the more obvious ones. Employment as a result of this industry will also be generated in construction companies (for hotels, restaurants and other infrastructure), auto servicing and government Travel and Tourism Agencies.

Caribbean Travel and Tourism is expected to create 693,000 new jobs over the next 10 years - almost 200 new travel and tourism jobs are created each day, or one new job every 8 minutes (WTTC, 1995).

Wages paid to those employed in the industry are comparable to that of the average in the Caribbean region. This has been consistent since 1987. The Gross Domestic Product (GDP) per capita compensation for Caribbean Travel and Tourism was estimated at \$3,482 in 1995 (WTTC, 1995). Considering the low GDP per capita in Guyana, \$644 in 1993, it is to be expected that developing tourism would raise the country's per capita.



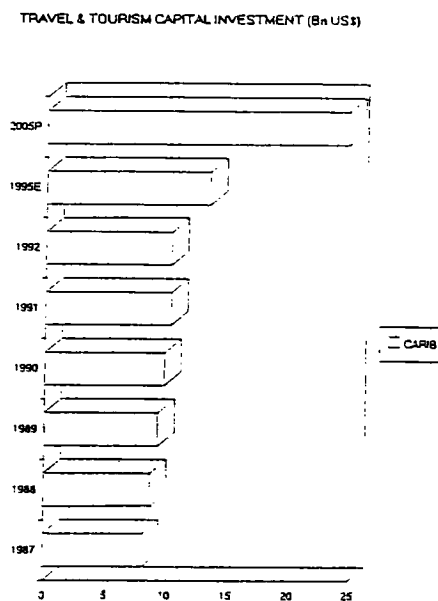
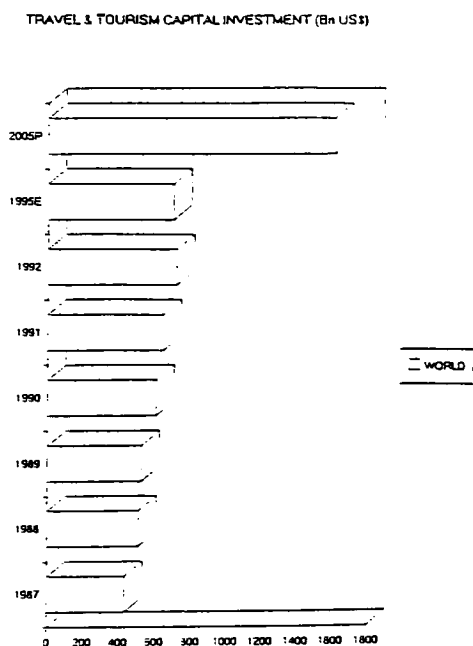
Source: World Travel & Tourism Council, 1995

Fosterer of Capital Investment

There are two types of travel and tourism capital investment, public and private. Public capital investment tends to be associated with airports, road and highway construction; while private capital investment includes areas such as aircraft, hotels, restaurants and buses (WTTC, 1995).

The world average for Travel and Tourism capital investment was expected to reach 11.4 % of total investment in 1995. In the Caribbean this investment was estimated at 78.2 % or \$13.4 billion. Capital investment serves as a good barometer of the industry's outlook for growth over the ensuing years. World-wide the industry is expected to grow at 6.8 % annually over the next decade, while in the Caribbean it will grow at a slower rate, at just 2.5 percent per year.

In spite of this, travel and tourism capital investment will remain an important benefit for the Caribbean since it plays a major role in alleviating fundamental disequilibriums (trade deficits) in Caribbean economies.



Source: World Travel & Tourism Council, 1995

Generator of Tax Revenues

This industry, like any other, pays three major types of taxes: indirect taxes (*e.g.* sales taxes), direct corporate taxes based on profits, and personal income taxes based on employee compensation.

In 1995 Travel and Tourism in the Caribbean was expected to contribute \$6.6 billion in taxes, including \$4.3 billion of indirect taxes, \$0.9 billion of direct taxes, and \$1.4 billion of personal income taxes (WTTC, 1995).

By 2005, Travel and Tourism's total tax contribution is expected to reach \$12.3 billion after accounting for inflation. This contribution will represent a real increase of 35.9% over the next decade (WTTC, 1995).

Many Caribbean governments have become dependent on the taxes that the travel and tourism industry generates. Tax revenue is generated from the following areas:

- airport departure tax
- corporate taxes
- import duties
- property tax
- national insurance payment by employees
- hotel occupancy tax
- aircraft landing fees
- income tax on tourism employees
- sale tax on local expenditure by employees in the industry
- entertainment tax
- licenses fee for taxi drivers (Bissemer, 1993)

Given the numbers, it is inconceivable that governments will allow this industry to falter since this revenue is used to meet both recurrent and capital expenditure.

Activity Stimulator

Tourism stimulates activity in all areas; including agricultural construction, industrial, and commercial transport sectors, that come in contact directly and indirectly with the tourist.

The creation of appropriate linkages result in substantive benefits for the local economy. Examples of these linkages exist in farming and hotel liaisons, where farmers grow produce then sell it to hotels who in turn prepare the produce in edible form to feed the tourist. Construction companies build the hotels, roads, bridges and other infrastructure to accommodate tourists. Shuttle, boat and hire car companies provide transportation for the tourists.

In the end, each transaction triggers off other activities which in turn adds to the income and wealth of all the people of the country.

Creator of Trade Opportunities

Islands in the Caribbean import an estimated \$4 billion worth of goods and services to enable the tourism industry in their respective states to flourish. Most of the imports come from the United States, but there has been increased propaganda to encourage intra-regional trade and a growing number of trade opportunities have been manifested as a result.

The creation of the Caribbean Common Market (CARICOM), a body set up to handle Caribbean relations has played a vital part in encouraging trade between regions. Guyana is one of the founding members of CARICOM, and the headquarters are located in Georgetown, the country's capital. Thus, Guyana can benefit from the opportunities derived from having a relationship with such an organization. For example, CARIBCAN, a CARICOM - Canada agreement provides preferential treatment for products being traded between the Caribbean region and Canada. These privileges

include duty-free access to the Canadian market. Guyana also has a trade agreement with neighboring Venezuela.

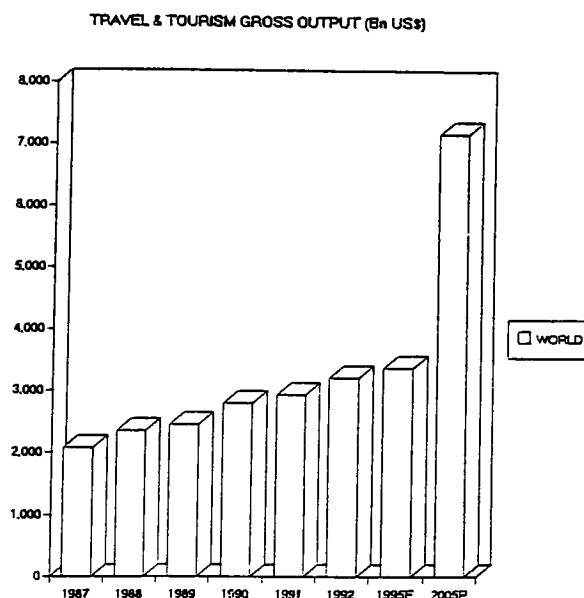
As the country becomes more economically sound, it is expected that other more developed nations would offer new trade opportunities to Guyana.

Creator of Wealth

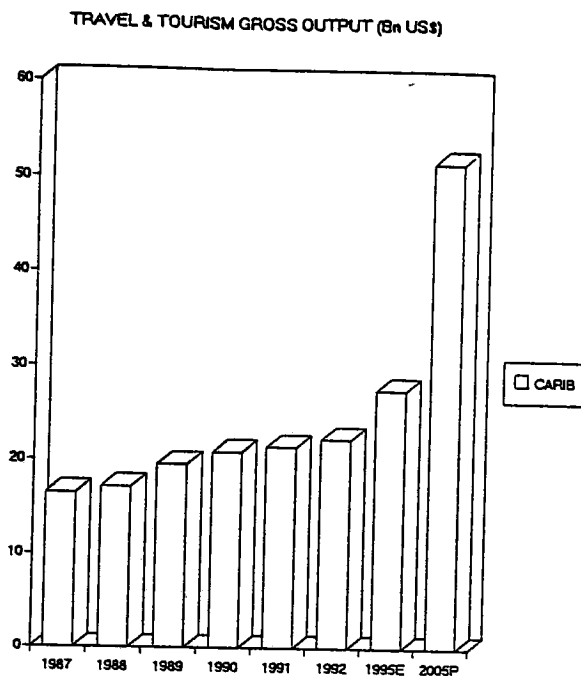
Tourism creates the opportunity for entrepreneurship. The small businessperson who manufactures local craft artifacts, makes local delicacies, and/or provide personal services (e.g.. hair braiding) sustain their livelihood as a result of tourism.

With more than half of the country living below poverty, this opportunity would be crucial to both the entrepreneur and the country's economy in that it is increasing the individual's personal wealth allowing them more disposable income to spend, thus increasing the economy's wealth at the same time.

Though the effects of developing tourism discussed so far have been positive, there are some negative ones which have to be considered.



Source: World Travel & Tourism Council, 1995



Source: World Travel & Tourism Council, 1995

Opportunity Costs

It is necessary to weigh the costs of developing tourism against the costs of developing or improving another industry. The concept of measuring costs is known as *opportunity cost*. Traditionally Guyana has depended on manufacturing products to sustain its Gross Domestic Product. Suppose however, that the costs for developing tourism are greater than the costs for improving the traditional exports, and the benefits from developing these traditional exports are greater than those derived from developing tourism, what then? Even though it is difficult to measure the costs of tourism and its development, it is crucial to do so. However, it is important for the developers not to be blinded by the obvious benefits of developing the industry since the overemphasis on tourism may result in disastrous results for the economy.

External Costs

There are some other costs involved as a result of tourism. During the initial planning, developers may fail to identify some costs which come up during the course of time. Examples of these costs include garbage collection and disposal. Increased

maintenance costs for tourist attractions damaged by vandalism or ordinary wear and tear are other costs incurred as a result of the tourism industry.

Inflation and Land Values

Inflation can result in the host country as a result of rising land prices. With the development of tourism, there will be a great demand for land, and farmers may be encouraged to sell due to the offer of attractive asking prices for their land. Though the returns in the short term may be great, in the long run, because farmers usually have limited job skills they would be subjected to a life time of low paying job opportunities.

The Socio-Cultural Effects of Tourism

In the previous section we examined the economic effects of tourism. We discovered that the financial rewards of the industry on a nation's economy are remarkable and as a result governments and inhabitants alike have embraced the industry. From easing countries' woes out of financial debt to increasing personal wealth, tourism seems to be a godsend to every economy. However economic effects represent only a small part of the picture, for in fact, tourism also induces socio-cultural effects.

In larger developed economies, the socio-cultural impact of tourism is usually insignificant. However, in a small developing country such as Guyana, these effects are more significant, so significant that it must be addressed. Following is a list of the socio-cultural effects which is felt would have a significant impact on Guyana.

- 1) Tourist Resentment
- 2) Increase in Crime Rates
- 3) Encouragement of Prostitution
- 4) Commercialization of Culture
- 5) Revitalization of Local Art, Craft, and Customs

- 6) Conservation and Protection of Monuments and Local Architecture
- 7) Improvement in the Quality of Life
- 8) Changes in the Roles of Women

Tourist Resentment

With a population of fewer than a million, a heavy influx of tourists to Guyana could create resentment among the locals. Locals may complain about congestion and may resent having to share facilities and services with foreigners.

In addition locals may resent the apparent material superiority of visitors. When visiting these countries, tourists are ninety percent of the time in contact with the locals who are usually from the lower class. The perception of the tourist to the locals is that they are wealthy, and the tourist encourages this perception by dangling relics of their so called affluence in front of the locals. These relics most often are not available in the country, and if they are can not be afforded by the common man. As a result the locals become discontented because the tourists have something that they want and cannot have.

Increase in Crime Rates

The discontentment of locals described above results in increased crime rates, and tension with the inability of the locals to satisfy their western induced desires are achieved by illegitimate means.

Encouragement of Prostitution

Another social effect of tourism is the encouragement of prostitution. The moral conduct of the society is at risk with the development of tourism. The mentality of many women in these countries, including Guyana, is that the tourist has a lot of money and these women see it as an easy way to earn money and uplift their economic status.

Commercialization of Culture

A cultural effect of great concern is the commercialization of culture. With the increase of tourism, local cultures have become 'pseudo-native,' where these cultures have subsequently become more closely integrated with that of the surrounding majority (Mathieson, Alister and Wall, Geoffrey, 1982). N.H. Graburn has dubbed this phenomenon the "Fourth World":

The Fourth World is the collective name for all aboriginal or native peoples whose lands fall within national boundaries and technobureaucratic administrations of countries of the First, Second and Third Worlds. As such, they are peoples without countries of their own, peoples who are usually in the minority and without the power to direct the course of their collective lives. (Mathieson and Wall, 1982)

In Guyana, the commercialization of the Amerindian tribes is a prime example of this. These tribes traditionally have lived in isolation, but their customs have been of intriguing interest to outsiders and with the development of tourism various tribes have been forced out of isolation. The Government and tourism officials in Guyana have infiltrated these sects and encouraged them to cater to tourists needs.

As cited in the December 1993 issue of *Meetings and Conventions*, a similar situation has occurred in Australia, where the commercialization of the Aboriginal tribes has created some degree of controversy in the country. However, the Australian tourism organization has conceded and is making a conscious effort to preserve the Aboriginal tribes. Though the tribes will remain part of the Australian tourism draw, officials will work with the tribe to accomplish the preservation of their culture while at the same time promote their interests.

Guyana should take heed and strive to prevent the exploitation of the Amerindian tribes.

The socio-cultural effects of tourism are not all negative. The following effects

represent the positive impact it would have on a country socio-culturally.

Revitalization of Local Art, Craft, and Customs

As the entire country 'buys' into the tourism product, a multiplier effect occurs where local people are encouraged to use their handicraft skills to create all forms of art and crafts to provide the tourist. Tourism greatly increases the demand for arts and crafts. The revival of these crafts during early contacts, their revival with the advent of new audiences and their manufacture using traditional technologies indicate the depth of their symbolic significance to the country's identity and pride in their heritage (Mathieson and Wall, 1982).

Tourism also brings out local customs, and locals are always willing to display these customs to entertain tourists. An example of this in Guyana is the celebration of the Queh Queh. A Queh Queh is an old custom celebrated the night before a wedding where people sing and dance to folk songs. This custom is not really prevalent in the city area, but the local Cultural Centre has put on stage performances where this custom among others is re-enacted to entertain tourists.

Subsequently these same customs that made their way out of city life, as a result of the re-enactments some city folk have again adopted the customs. So we see that customs which were slowly disappearing from common life, re-emerged as a result of tourism.

Conservation and Protection of Monuments and Local Architecture

Monuments and local architecture serve as sites of interest to tourists. In Guyana, examples of these sites were discussed in the section *Tourism in Guyana*. The Government has been continuously maintaining these landmarks so that they could remain attractive to the tourist. Recently, in playing up to the country's English

influence, the Government restored and moved the statue of Queen Victoria from the deserted section of the Botanical Gardens to the front of the City Hall, which in itself is of grandeur architecture, so that it could be better viewed by tourists.

Improvement of Quality of Life

As many around the world endure the rigors of work and other stress induced ailments, traveling provides an escape. The betterment of health is a common motive for travel, and the standards of health in destination areas contribute to the quality of the tourist product (Mathieson and Wall, 1982).

As a health destination, Guyana is a prime spot for the adventurous tourist. The tourist will enjoy nature trail hiking, motor rallying, among many activities, and will in the process improve physical fitness and psychological dexterity (Cummings, Randolph O., 1993).

The inhabitants of Guyana are not immune to stress related illnesses. Thus, the same benefits provided to the tourists can also be enjoyed by local inhabitants.

As a subset of this the health care facilities will be improved since the country will be forced to set up surveillance systems to monitor those diseases which are not prevalent in Guyana. Provisions will have to be made to provide inoculations for both locals and tourists when necessary, to prevent them from infecting each other with any diseases. Especially in remote areas where the Amerindians live, special precautions must be made since these people have weaker immune systems.

The availability and updating of medicinal drugs is also necessary. There will also be a need for better medical centers and physicians in remote areas since the tourism product will be predominantly centered there.

Changes in the Role of Women

Traditionally, Guyana has been a male dominated society, where the women's place is usually in the home. However, in recent years evidence of the traditional male dominated society has largely disappeared. Consequently there has been widespread acceptance of women working in all industries.

Genetically a woman has a more hospitable disposition than her male counterpart. As a result the tourism industry embraces female employees over male employees. We find many women employed in all areas in the industry, making them the second income earner for the family. At the same time making her an equal to her husband. Employment in the industry has gained the women of Guyana a degree of independence which they had never enjoyed before.

The list of socio-cultural effects of tourism discussed above is not an exhaustive one. However the ones mentioned are believed to be those that would have the most significant effect on Guyana.

The Environmental Effects of Tourism

As concern for the environment throughout the world remains at the forefront many industries including tourism are affected. Tourism is an environmentally dependent industry and as the development of tourism in the Caribbean continues to grow at a rapid rate, the fragile ecosystems of the region would increasingly be put at risk. It is important for governments, not excluding Guyana's, to take early policy preventative actions to safeguard the quality and sustainability of the tourism product.

In the previous sections the *economic* and the *socio-cultural* effects of tourism have been addressed. In this section the major environmental effects of tourism will be discussed:

1) Development of National Parks

- 2) Removal of Flora and Fauna
- 3) Degradation of Tracks and Roads
- 4) Pollution
 - Rubbish
 - Sewage
 - Noise
 - Air
 - Water
- 5) Water Supply Crisis
- 6) Overcollection and Near Extinction of Animal Life
- 7) Overcrowding and Congestion
- 8) Destruction of Vegetation
- 9) Tendency towards Urbanization
- 10) Decline of Animal Population for Food

Development of National Parks

The conservation and restoration of national parks has greatly increased as a result of tourism. Governments have committed resources to develop parks for visitors' enjoyment.

However, critics have claimed that in some instances the development of national parks result in negative effects for local people. In smaller countries which have a greater dependence on agricultural products for sustenance, people are forced as a result of park development to farm on less fertile lands. As a result, vegetation is not reaped in abundance and many people starve as a result of this scarcity. Opponents of national park development feel that this is an injustice and people should not have to suffer at the expense of national park development (Ramdass, Dr. I, 1995).

Removal of Flora and Fauna

The risk of this occurring is of more concern in designated protected areas. As described in a previous section Guyana has an abundance of gardens. Extensive work is done to beautify these gardens in order for them to be and remain attractive to visitors. It is expected that one does not pick the flowers; however the beauty of the flowers overwhelm people and they are enticed to pick them. As a result if more than one person should endure this act, eventually the gardens would lack the attractiveness it proposes to present. Similarly, in some areas where visitors have to hike or trek through there is sometimes an abundance of rare flora and fauna that people are tempted to remove to further appreciate its beauty. This action, the removal of flora and fauna, is a prevalent one that is endured as a result of tourism (Ramdass, 1995).

Degradation of Tracks and Roads

With the increased influx of people to the country as a result of tourism development, tracks and roads have suffered immense decay. Presently the tracks and roads in Guyana can barely withstand the use by locals, and now with the expected inflow of people the degradation of these infrastructure is of grave concern. In New Zealand the Government paved the Milford Track, which attracts over 200,000 visitors annually, to prevent the degradation of the track (Ramdass, 1995). It is important for the Guyana Government to adopt similar measures in an effort to prevent the country's track and road degradation.

Pollution

Rubbish and Sewage: Pollution in the form of rubbish and sewage is another environmental effect of tourism. The increase of visitors to the country results in excessive amounts of pollutants. Guyana at the present time does not have adequate

facilities to properly dispose of rubbish, and their sewage facilities are in grave discondition. The threat of increased pollution due to the excrement, plastic bags, empty cans, fruit skins, waste paper, etc. is greater with the development of the country's tourism product. Evidence of this can be found at Mt. Huangshan in eastern China. Due to the influx of visitors this World Cultural Heritage Site has had an excess of 1,000 tonnes of rubbish and 3,000 tonnes of excrement all of which cannot be disposed of within a short period of time (Ramdass, 1995). Precautionary measures such as insisting that visitors are responsible for properly disposing of their own rubbish is one of which the government should demand.

Noise and Air: Noise as a result of more people in the area and polluted air as a result of more running vehicles are other pollutants that affect the environment, and are a direct result of tourism (Ramdass, 1995).

Water: In remote areas due to the lack of adequate plumbing facilities, people are forced to bathe and cook in the lakes and rivers. An increase of visitors would add to the already polluted waters dirtied by soap scum and oil residue. For example, at the Thai beach resort of Pattaya the rapid growth of tourism has led to serious water pollution due to the area's lack of adequate pollution-control measures (Lindberg, Kreg, 1991). This example perpetrates the need for immediate measures to be taken in countries that cater to the tourism industry in an effort to prevent pollution of any sort. Furthermore aquatic life is also affected by water pollution.

Water Supply Crisis

Guyana is currently experiencing a shortage with its water supply. The local people are greatly affected by this and the influx of visitors to the country would only intensify the shortage of fresh water affecting domestic and foreign people alike (CHL #2, 1989).

Overcollection and Near Extinction of Animal Life

The development of tourism produces a demand for souvenirs and other relics that visitors would want to take back to their countries. Unfortunately much of these sought after relics are made from animals. In some case animals are slaughtered purely for this purpose. An example of this occurs in Africa where elephants are killed for their husks which are made of ivory and are used to make relics such as bracelets and necklaces (Ramdass, 1995). This threat should not be under-estimated since it risks robbing the country of rare animal life.

Overcrowding and Congestion

As the number of visitors increases and the nature of activities changes, destinations that cater to tourism have come into disrepute for congestion. This presents a problem for both locals and visitors alike who eventually tire of being in close proximity with each other after a period of time (Ramdass, 1995). In an effort to reduce congestion, the country will have to devise measures that would limit the number of people going to certain sites at certain times.

Destruction of Vegetation

As described in the flora and fauna section, similarly a country's vegetation also risks destruction due to the influx of visitors. On certain trails vegetation risks being trampled on and in some instances carelessness due to, for example, the accidental disposal of cigarette butts may result in burnt vegetation. The allowance of the development of camp grounds in remote areas also lends to the destruction of vegetation. In New Zealand, camping is prevented in several designated areas and the country has experienced a significant decline in occurrences of vegetation destruction (Ramdass, 1995).

Tendency towards Urbanization

The development of tourism results in development of several other industries including hotels which are built to accommodate visitors. The main concern however is for the development of hotels in remote areas where the solitude and solace of rural life is appreciated. The building of hotels in these remote areas presents the threat of the introduction of modern technologies and facilities that deviate from the traditional ambiance of rural living (Ramdass, 1995).

Decline of Animal Population for Food

Like domestics visitors need to eat, thus the demand for food. Animals such as cows and chickens are sources for this food and with the increase of tourism more animals are needed to provide for food. For example, it has been discovered in Kenya that the country has suffered an immense decline of population of its lobster, crab, prawn and fish livestock due to the heavy consumption by tourists (Ramdass, 1995).

It is evident that the environmental effects of tourism tend to be more negative than positive, thus reinforcing the need for governments to implement preventative actions to protect the environment. Throughout this section several precautionary methods were suggested, yet those preventative actions are not enough. The Government of Guyana must be encouraged to devise more precautionary methods in a conscious effort to protect the country's fragile eco-system.

CHAPTER IV

RECOMMENDATIONS AND CONCLUSIONS

Based on the research uncovered during the course of this project, several recommendations come to mind. The land of Guyana has a lucrative product and to profit from this venture the following suggestions are recommended.

- 1) Continue to Develop Tourism
- 2) Develop a Resort Property at Kaituma
- 3) Safari Development
- 4) Pursue Plans for the Development of Ecotourism in the Amazonian Region

Continue to Develop Tourism

It is obvious that Guyana's facilities would more cater to an ecological tourism product. Weighing the positive and negative effects that this product would have on any given society, in this instance Guyana, it validates why the country should pursue this market. The possibilities for this market segment is limitless and with sound investment for infrastructure and facilities, training, etc. this industry would be a star for the Guyana economy.

The novelty for the white, sandy beaches with blue water is waning, and people are looking to experience new and exciting things. Guyana, previously an untapped market for tourist destinations, offers this new and exciting novelty. With the correct development Guyana can and will become the most sought after ecological destination spot.

Develop a Resort at Kaitetur

As described in a previous section, Guyana possesses one of the natural wonders of the world, Kaitetur Falls. It has been decided that one cannot fully enjoy the beauty of this wonder in one day, so the traveler should plan to stay in the area for at least two days. However at the present time there are no accommodations available for tourists. People have to camp out in the wilderness, which for some provides a complete experience of the presumed ambiance. However there are many who enjoy the wilderness and the beautiful sites but prefer indoor accommodations at night after a long day of trekking. It is therefore recommended that efforts be made to build a resort, complete with comfortable amenities to cater to these individuals. It is suggested that this resort have attributes that complement its natural surroundings; in other words it should not be a multi-storied concrete structure, but instead resemble the indigenous architecture inherent in this region.

Safari Development

With the variety of wild life roaming in certain regions, the Guyana Government should plan to create a safari like environment, providing tourists the opportunity to view these creatures from a relatively safe distance. The success of such ventures has been phenomenal in such places like Africa. Though Guyana cannot boast the big game of Africa, it does however possess its fair share of larger mammals, in many cases mammals like the *Canis Cancrivorus* (the South American Fox) found only in the South American region.

Develop the Amazon Region

Historically Guyana's ties have mainly been with its Caribbean neighbors, largely due in part to the common language the country shares with these also former British territories. However with the development of ecotourism in the region, Guyana has begun to strengthen its relationship with its South American neighbors (Brazil, Venezuela, and Suriname) as it seeks to give concrete form to its continental destiny (Sinclair, 1995).

The Amazon Co-operation Treaty (ACT) was formed between these four countries in an effort to develop the Amazon region to become part of the tourism product while at the same time protect the region from excessive destruction. The Amazon is profoundly interesting to many throughout the world and many people have an interest in visiting it. It is important to develop this region since it would result in many benefits for these countries. It is crucial for Guyana to remain closely linked to its South American neighbors since together they would be able to create a product which would be worthwhile for all of the countries.

In a previous section we described a collective marketing program that Guyana was fortunate to benefit from due to its connection with the Caribbean. Should Guyana make the effort to create such a strong bond with its South American neighbors, opportunities such as those described previously are bound to arise.

From statistics we find that the influx of visitors to Guyana is prevalent during the months of July, August, and December. It is recommended that during development planning, Guyanese officials should take this information into consideration in an effort to develop a top notch tourism product.

TOURIST ARRIVALS IN GUYANA

	1992	1993	1994	1995
JAN	4,562	6,251	7,513	7,261
FEB	5,463	7,039	7,322	6,595
MAR	4,994	7,567	9,330	8,317
APR	5,990	8,189	7,974	9,519
MAY	5,122	6,953	6,629	6,362
JUN	5,261	8,323	8,278	7,920
JUL	9,699	13,972	4,760	NA
AUG	9,136	12,345	14,692	NA
SEP	4,594	7,233	7,550	NA
OCT	4,538	7,058	6,715	NA
NOV	5,127	7,238	6,924	NA
DEC	10,395	14,959	15,064	NA
TOTAL	74,881	107,127	112,751	45,974

NA Data Not Accessible

Source: World Travel & Tourism Council, 1995

Conclusion

At the beginning of this study it was the intent to prove that tourism development was the answer to revitalizing Guyana's crippling economy. Though the research was not expected to achieve immediate success it is believed that over time, the industry would have very positive effects on the country.

As the study progressed, it became apparent that Guyana lacked substantial resources needed to develop the industry. It became apparent that Guyana could not in the immediate future expect to reap the significant benefits currently being enjoyed by its neighboring countries. The country has to first go through a major overhaul before it can begin to enjoy those benefits.

Areas are identified where major improvements have to be made so that Guyana can produce an attractive tourism product. Those areas included the need to invite foreign investments in infrastructure, manpower training, and improvement of travel agency connections. With those improvements in place it is my belief that Guyana could someday offer such a product.

Thereafter, the effects the industry would have on the country were examined. Though there were some costs associated with the industry it was apparent that the benefits to be accrued outweighed those costs. Economically, socially, and environmentally, Guyana will prosper with tourism.

The country has beautiful sites which would be appreciated by foreign visitors. The next step therefore is for these sites to be enhanced. Guyana has embraced the concept of tourism development. In recent years there has been an influx of foreign visitors to the country, and as shown earlier in the study, the country has documented statistics that support this claim.

To reiterate, though results would not be immediate the analysis suggests that the country should go forth with plans to develop the industry.

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