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MUDAR PADRÕES DE COMPORTAMENTO —
O QUE A EDUCAÇÃO PODE FAZER PARA O TURISMO

CHANGING BEHAVIORAL PATTERNS –
WHAT EDUCATION CAN DO FOR TOURISM

Mestrado em Turismo, Inovação e Desenvolvimento
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RESUMO

Ainda não houve um projeto de investigação sobre o impacto de poluição pessoal em turismo, mesmo assim alguns países como Malásia e Indonésia e outros reportam que a falta de limpeza está a causar um impacto negativo no crescimento do turismo.

Este projeto propõe-se a realizar e descobrir oportunidades de influenciar hábitos comuns de poluição na população, que afetam negativamente o desenvolvimento do turismo na Azerbaidjão. Um outro objetivo importante é usar instrumentos de média social para realizar o projeto, nomeadamente, endereçar o público alvo, para envolvê-lo ativamente no projeto e angariar dados.

Uma investigação intensiva foi realizada para começar a perceber os hábitos de poluição de população. Inquérito foi realizado para angariar dados empíricos para o projeto. Um grupo em *Facebook* foi criado para o público alvo poder contribuir com ideias/histórias para a produção de uma "estória" (vídeo). Um segundo inquérito foi realizado para avaliar o impacto da história.

O resultado imediato mais importante de projeto é de que os jovens importam-se com a poluição pessoal e estão dispostos para tomar medidas para desenvolver o turismo. Um outro resultado é de que os instrumentos de média social são uma plataforma favorável para a realização de projetos, como este, uma vez que envolvem e empenham o seu público alvo..

Em conclusão, este projeto é um ponto de partida que, com esperança, vai preparar o terreno para mais investigações neste campo. Como o provérbio diz "pequenos pingos fazem o oceano".

Palavras chave: turismo e média sociais, desenvolvimento da qualidade no turismo, poluição pessoal do ambiente, campanha educacional.

13 de Junho de 2012

ABSTRACT

There has been no research up to day on the impact of personal pollution on tourism, though some countries like Malaysia, Indonesia and others reported on the negative impact the lack of cleanliness is having on the tourism growth.

This project has been conducted to find out the opportunities on how to impact the personal pollution habits of the population of Azerbaijan to develop tourism rather than changing them. Another important objective is taking advantage of the social media tools to carry out the project, namely reaching the target population, getting them engaged in the project, having them contribute, and online data collection.

Intensive desktop research has been conducted to gain an insight into the personal pollution habits of the population. Survey has been conducted to collect the empirical data for the project. *Facebook* group has been created to get the target population engaged in the project through contributing ideas/stories for video. Second survey has been conducted to measure the effectiveness of the chosen story and conclusions have been drawn.

The most important finding of the project is that the youths do care about the personal pollution and are willing to take actions to fight it to develop tourism. The results of the project also conclude that social media tools are a great platform to carry out projects, to reach and to impact the targeted audience.

In conclusion, this project is a little drop which is hopefully going to give rise to the further research/projects into the field. As proverb says "Little drops make an ocean"

Key words: tourism and social media, developing quality in tourism, personal pollution of the environment, educational campaign.

June 13, 2012

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1. Introduction

Having visited a number of countries and met a great deal of foreign visitors, I came to understand that people, e.g., tourists highly appreciate the cleanliness and hygienic conditions of a destination. Understanding the importance of cleanliness for tourism, I decided to make it subject for a final project of my studies in Master in Innovative Tourism Development with the main objective of causing and assessing some impact in people's behavior and, thus, contributing to improve quality in the tourism in my country.

In the beginning of the project, everything was running smoothly. Survey on the personal pollution habits of the population was conducted and analyzed. But afterwards problems started showing up.

The initial idea of yielding something tangible (e.g. a video story) needed to be changed due to the lack of resources, namely lack of a proper idea or story for video. This brought the project to a standstill for quite a time. After long discussions to take the project forward, it was decided to turn to social media, namely to social networking to get the project moving and give social media a try. There were serious doubts if it would work and the future of the project looked bleak. A *Facebook* group was created and (young) people were invited to contribute to the video script generation process. Though *Facebook* had already been used previously during the project, from this point on target population were actually participating and contributing to the project.

Thus, the project changed its whole nature: from a product-oriented to a process-oriented methodology, by letting the target population taking an active part in the development of the project. This proved to be successful: many people contributed to it, with their stories, comments and suggestions.

2. Objectives

This project has been conducted in order to make a contribution to the development of tourism in Azerbaijan. Bearing this in mind, the main objectives of this project are:

- to discuss the importance of cleanliness for the tourism in general and provide a theoretical framework for impacting personal pollution habits of the people;
- to collect data on personal pollution habits of Azerbaijani population and tourism;
- to generate ideas for an intervention campaign using social media (and video);
- to test, analyze and evaluate the impact of this intervention.

3. Methodology

This project aims to identify the opportunities to impact the personal pollution habits of Azerbaijani young people with a view of developing tourism. The main challenge to the project was to cope with the lack of data on personal pollution habits of young people, as well as on tourism. Yet, reaching the target audience in Azerbaijan from the distance of Portugal posed another challenge.

To overcome these challenges, both primary and secondary research were taken advantage of. The project starts by presenting an overview of tourism in Azerbaijan. Then, a theoretical framework had to be designed to provide a thorough understanding of the importance of cleanliness for tourism, social media, environmental concern and action, attitudes towards the environment and data collection.

Originally, the project was planned the following way: personal pollution data collection, video shooting and assessment of the video's impact on the target population. But over time, a number of problems have come across requiring a change.

Feb	Mar	Apr	May	June/July
Original Project				
Theoretical framework	Survey, data collection, analysis	Video making	New survey on the impact of video	Analysis, conclusions
Modified Project				
Theoretical framework	Stagnation, turning point to social media	Creation of FB group, involving the target group in the project	Survey on the impact of the story contributed by the target group	Analysis, conclusions

Table 1: Timeline of the project

In this, the publications of some researchers turned to be helpful, namely Chawla (2001) on the effective environmental action; Fielding (2009) and Eurobarometer issue of 2008 on attitudes towards the environment; Blake (1999), Kolmuss and Agyeman on the barriers to environmental action.

Due to the lack of empirical researches and relevant data in Azerbaijan, empirical data survey was required. Therefore, a primary questionnaire was designed to collect data on people's attitudes and tourism. The theoretical basis for this questionnaire was provided by the publications of Altinay and Paraskevas (2008), Clark, Riley, Wilkie and Wood (1998) on planning research and writing dissertations in tourism, Galešić (n.d.) on questionnaire writing.

To reach the target population in Azerbaijan social media (in this case: *Facebook*) were used as the main distribution channel for the first questionnaire. This media facilitates, likewise, the possibility of (almost) immediate response and feedback.

The discipline of *Electronic Business and e-Marketing Technology* and some mastered experiences in the first year of this Master Course came handy as appropriate instruments when developing online questionnaire. *Google Docs* application was used to create and administer the survey; *Facebook* allowed to poll 205 respondents within a very short period of time.

After the first questionnaire results analysis, the second phase of the project, namely a movie (in form of a video) script generation, proved to be very difficult, and the project experienced a month of "stagnation". Then, it was decided to turn to social media again to resolve the issue. Thus, a *Facebook* group was created to get young people engaged contributing to the project. Within a short space of time, the *Facebook* group managed to get 6 different "stories" (i.e. scripts for the movie) from the group members, which were analyzed and ranked by the criteria of originality, affinity to tourism and easy-going style. Unfortunately, due to the lack of resources, the initial idea of producing a "tangible" product (video) was abandoned.

A second survey was administered to measure the impact of the chosen script (the "story") on the target population. *Google Docs* was utilized to carry out this survey. 107 young people were surveyed.

By clarifying that young people do care about the personal pollution and tourism, the project shed light to some of the aspects of personal pollution habits of young people in Azerbaijan. Most importantly, 73% of those surveyed believed that a real movie, generated as a script in the course of the project, would have impacted their behavior, made a change for the better and helped tourism development in Azerbaijan.

It should be stressed in the end that this project is only limited to young people. It remains a desideratum of future research to cover other age groups in order to get more complete results and make a bigger difference.

4. Tourism in Azerbaijan

Azerbaijan was part of the Soviet tourism industry in the 1980s. The collapse of the USSR and the Nagorno-Karabakh War during the 1990s crippled the tourist industry and impacted the image of Azerbaijan as a tourist destination negatively.

It was not until from 2005 on, the tourism industry began to recover, and has since experienced a high rate of growth in the number of tourist visits and overnight stays. However, complicated visa requirements and high prices remain a big obstacle in encouraging tourism.

The lack of proper statistics system does not allow to know the exact number of tourist arrivals in Azerbaijan. The Minister of Tourism and Culture of Azerbaijan Republic, Abulfaz Garayev, noted in his speech at internal tourism conference in 2011 that the number of tourists visiting Azerbaijan in 2011 reached 1.6 million people.

According to Trading Economics, the number of arrivals in Azerbaijan was reported at 1.280.000 in 2010, 1.005.000 in 2009, and 1.043.000 in 2008.

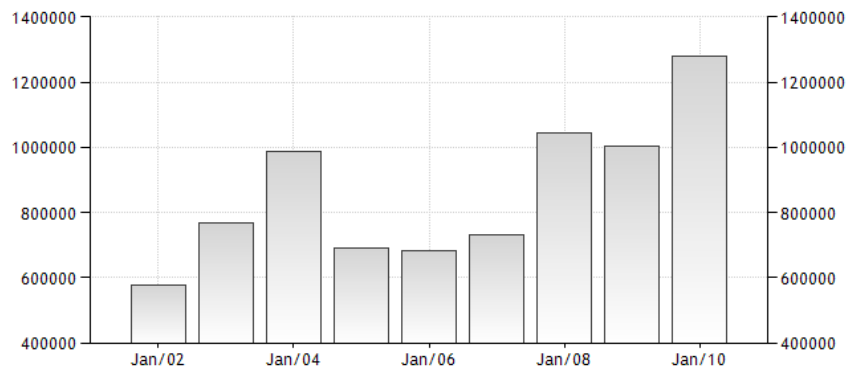


Figure 1: Arrivals in Azerbaijan

Source: <http://www.tradingeconomics.com/azerbaijan/international-tourism-number-of-arrivals-wb-data.html>

Despite of the steady increase of arrivals, Azerbaijan is still lagging behind the neighboring Georgia which is pursuing a tourism development plan to increase tourism receipts. According to the Ministry of Internal Affairs of Georgia, about 1.8 million foreign arrivals have been recorded in January-August, 2011.

Moreover, in terms of financial gains, Azerbaijan is not receiving big deal of money from tourism. According to the calculations of the Central Bank of Azerbaijan, the nominal deficit in balance of Azerbaijan's tourism services is \$124 million and real deficit \$322 million.

The national coordinator of the government's Tourism Development Project Faig Gurbatov stated that "Each year, Baku hosts more government-sponsored conferences and other events. But the creation of the appropriate infrastructure -- luxury hotels, large expo-centers, convention centers, conference halls and stadiums -- will allow the government to bid on hosting large-scale international events".¹

In a bid to lure international conferences and events, Azerbaijan's capital, Baku, is experiencing a luxury hotel building boom. Six large (on average, 300 rooms each) five-star international hotels -- Fairmont, Four Seasons, JW Marriott, Hilton, Kempinski and Dedeman -- are under construction now in Baku. The Four Seasons, Hilton and Dedeman already opened in early 2011; the others should open by 2013.

A good opportunity to promote Azerbaijan as a tourist destination has been the 2012 Eurovision Song Contest held in Baku. The President of Azerbaijan Republic, Ilham Aliyev, called the Azerbaijani victory in Eurovision 2011 "a great success of the Azerbaijani state and people". The country's public broadcaster claimed that it would give the country a chance to demonstrate its culture and traditions to the whole of Europe and the world.

Eurovision host-countries normally see the competition as a major PR opportunity to boost tourism and trade - something particularly appreciated by the former Soviet Republic of Azerbaijan, squeezed into an often overlooked region between Russia, Iran and Turkey.

"Today Azerbaijan is a country with a booming economy with huge economic potential. Baku has observed in practice how positively the Eurovision-2012 reflected on general state affairs. At the present stage, Azerbaijan 'in impulses' develops the touristic sphere that may bring serious financial investments. Especially, considering a profitable location of the country, the presence of many historical sights, favorable environmental conditions -- all this promotes the flow of tourist to this remarkable country."²

For this mega event, indeed, everything possible was done to clean up the streets, building new brand hotels and making everything possible to promote the country as a tourist destination.

But will all these be enough to tackle the above-mentioned "simple" problems that originate from the population? Will it be enough to keep the city as clean as it is now after the Eurovision song contest?

¹ <http://www.eurovision2012baku.net/2012/01/what-benefit-eurovision-2012-brings-to.html>, accessed 06.02.2012

² <http://www.eurasianet.org/node/61545>, accessed 08.02.2012



This picture after the song contest in Baku demonstrates that more things should be done to impact personal pollution habits of the population of Azerbaijan.

5. Conceptual Framework

5.1. *Importance of cleanliness for development of tourism and sample countries*

Lack of or inadequate personal and environmental cleanliness is having a pull-down impact on the images of the countries, the worst hit being the tourism sector where the first impression of a visitor is often his last. To this end, it is necessary to create a consciousness in terms of education, demonstration and training to ensure that personal and environmental cleanliness become part of a national psyche, at home and outside.

Changing attitudes and behavior is a long-term process that requires intensive nurturing to alter opinions while respecting local values toward tourism in the host country. Recognizing this challenge and transforming it to an opportunity, it is necessary to implement a comprehensive, sustained and well orchestrated community-based tourism and cleanliness awareness/education to successfully trigger change in perceptions, attitudes, and behavior of the different target audiences.

Hospitality, service quality, cleanliness, hotels and restaurants are very important for tourism. A study on important tourist destination conducted by the Indian Ministry of Tourism also reveals that lack of hygiene and cleanliness is a major irritant for foreign and domestic tourists. This is especially true for developing countries, including ex-soviet ones, to which category Azerbaijan belongs. In the soviet era, no particular attention was paid to environmental problems of the nations which had dramatic consequences afterwards. Environmental pollution caused by the industries, which went bankrupt after the soviet system, left a "poised legacy" for upcoming generations to pay for. For ex., Sumgait, my city of birth, was once considered one of the 10 most polluted cities in the world. Around Baku ancient oil rigs can be spotted all over in the oily and muddy ground which is both health hazard and eye sore for tourists.

Combined with personal pollution habits of the local population, this mixture is not at all helping the tourism development strategy of Azerbaijan. Some developing nations understand the importance of cleanliness for tourism development and are implementing special projects to this end. For example, India has implemented a project called the "Campaign Clean India".³ The Campaign Clean India was aimed to undertake both sensitization and action at field level on bringing tourism destinations and their surroundings to an acceptable level of cleanliness and hygiene.

³ http://www.cleanindiajournal.com/campaign_clean_india/, accessed 08.04.2012

Other tourism-developing countries also recognize the importance of cleanliness for tourism development. The Malaysian journal Halal reports that "Cleanliness or the lack of it remains a thorn in the flesh which can adversely affect the country's tourism industry, if not given serious attention by all relevant authorities."⁴ According to the Malaysian Tourism Minister, tourist arrivals have dropped slightly because of the cleanliness problem. There are more dirty places than clean places. Foreign tourists might not be keen to visit Malaysia if the issue of cleanliness was not tackled seriously and would eventually result in a loss to the industry, she added.

The Malaysian Tourism Minister also added that it reflects the attitude of the public, which is still not bothered about cleanliness. We must take an example from other countries like Singapore which highly stresses the issue of cleanliness.

Understanding the importance of and tackling the cleanliness for the tourism industry of the country, Malaysian government launched numerous campaigns, including the Clean Malaysia, Beautiful Malaysia Campaign (Malaysia Bersih, Malaysia Indah).

Another tourism-intensive country, United Arab Emirates, is implementing a cleanliness campaign aimed at spitting on the floor.

Other countries like Indonesia, Dominican Republic also report cleanliness as a hurdle in further development of tourism.

Lack of or inadequate personal and environmental cleanliness is having a negative impact on tourism industries of many countries. It can, however, be overcome by carrying out comprehensive, sustained and well-defined cleanliness-awareness/education. If this were implemented, Azerbaijan would surely experience an influx of tourists, as well as provide cleaner and healthier environment for its population.

Considering the importance of personal and environmental cleanliness on tourism industry, this project aims to impact the attitudes of young people in Azerbaijan by resorting to education. Another interesting innovation of this project is to take advantage of social media to reach its aim.

5.2. Social Media

Social media is best understood as a group of new kinds of online media, which share most or all of the following characteristics: participation, openness, conversation, community

⁴ <http://www.halaljournal.com/article/6199/malaysia-lack-of-cleanliness-will-affect-tourism-industry-yen-yen>, accessed 09.04.2012

and connectedness. Rai (2012) defines social media as a platform that “encompasses a wide variety of networks (viz. Facebook, Twitter, LinkedIn) and applications that compress information and allow instantaneous access to its users even across remote locations”.

Information Communication Technologies are continuously evolving, pushing consumers to the adaptation of the new technologies and emerging technological trends. The Internet has suffered a deep change from its very early stages where the web was static and users could only read the information which professionals upload to the Internet; it was a unidirectional flow of communication – Web 1.0. In 2005 Tim O’Reilly claimed that nowadays society is living the second phase of the Internet, the so-called Web 2.0. In this new phase, the Web is considered as a platform where the user is not anymore a passive character; the user has become an active character able to create and generate contents and services; it is a bidirectional flow of communication (Dellarocas 2002). Web pages have become interactive allowing users to establish relationships with other users (peer to peer) and meet via online communities, forums, chat rooms and different social media platforms; and this is done in order to exchange information concerning for instances products, experiences, opinions and ideas. Thereafter, this bidirectional information exchange process supposes an enormous impact upon tourism. The tourist is not just using marketed information but also non marketed information sources via Internet; users are more than ever in power. According to Chung and Buhalis (2008), in the Web 1.0 phase, tourists could just use the Internet as a mere source of information. However in this Web 2.0’s phase tourists can use the Internet before the travel in order to find information and make purchases; during the travel through blogs and forums and after the travel experience sharing photos, writing opinions, uploading pictures and videos and so on.

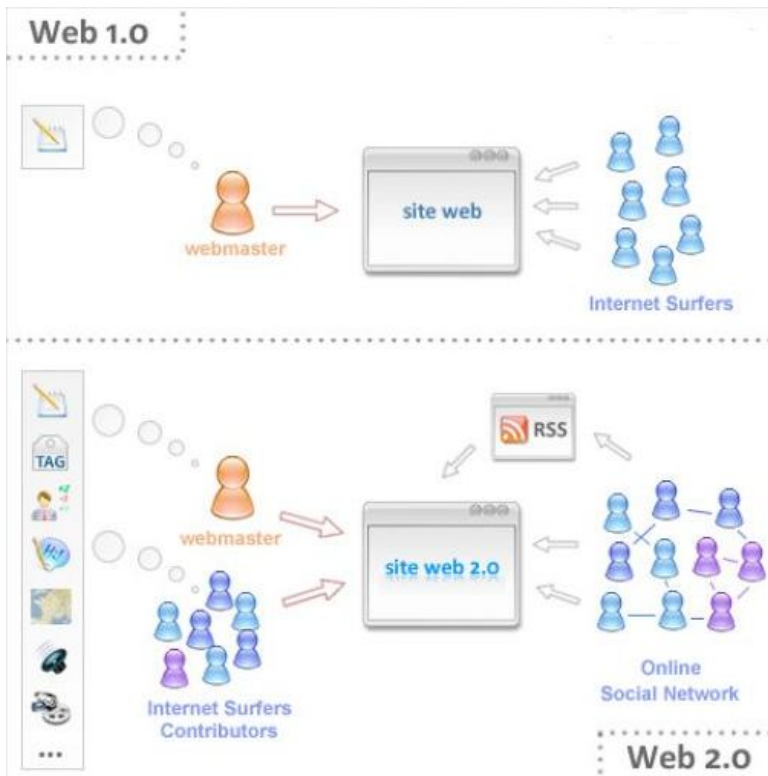


Figure 2: Web 1.0 vs 2.0

Source: <http://msjosay.hubpages.com/hub/The-Difference-between-Web-20-and-Web-10>

Social media are tools and technologies that enable to communicate - in places where they are congregating. Social media includes:

- **Blogs** (online journals, with entries appearing with the most recent first);
- **Wikis** (these websites allow people to add content to or edit the information on them, acting as a communal document or database);
- **Content communities** (communities which organize and share particular kinds of content like Flickr, del.icio.us and YouTube);
- **Forums** (areas for online discussion, often around specific topics and interests).

The social in social media also implies the tools, platforms and services that allow people to gather for social interaction. Social media allows individuals to gather and express themselves in a much more simple and immediate fashion. By giving people this capability, they not only have the ability to share ideas, opinions and other contents, but also (if they wish) gain notoriety, and expand their influence.

The ability to do so has altered the way ideas change hands, and how fast those ideas spread. At the same time, news and any information that would usually take days or even weeks to go from one location to another can now occur in seconds.



Figure 3: Key social media platforms

Source: Universal McCANN (2008) cited by Irene Lucena Rodriguez in Social Media in Tourism Behaviour

Gil Pizano, an expert in “business intelligence”, claims that the spreading of an idea, or of news occurring somewhere in the world can no longer be completely blocked by any organization. As long as one person is able to connect to the internet and express his or her view about a situation or simply about an idea, and want to share it, then the information will get out into the world. For example, last year during the Iranian elections when there were people disagreeing with the “official” election outcome, the Iranian government attempted to control the communication and the images of what was occurring in Iran. They were never able to control all the information and images being seen by the world in ‘real-time’. In another example, when an earthquake rocked the country of Haiti, not only were images from the torn country in the aftermath of the quake being seen around the world but commentaries and opinions of what people were seeing were being read and heard (from Haiti). Sites such as *Facebook*, *Twitter*, *YouTube* and *FriendFeed* allow people to share ideas on not just news, but also on products and services that before social media, many people would not have even heard about them.

Without any doubt, social media has changed how society works, irrespective of whether it involves the sharing of an idea, the delivery of news, or the availability of a product or service. Society today is experiencing a transformation, which cuts borders and oceans making possible for people over the other side of the ocean to communicate with the ones on another side. Social media will empower people to speak out and nothing will be able to control or suppress it. If a person wants to express their opinion, share their music or art,

or simply say hello to another human being in another country or culture, social media will allow them to do so.⁵

5.3. *Social Media in Tourism*

Besides, the commercial use of the internet or web, like reservation systems, the social media is playing an important role in the communication of the travel and tourism sector as well. The spread of facts, messages, opinions through *Twitter*, *Facebook* and other social media acquired importance when they were taken advantage of to report emergencies, accidents and catastrophes. Today, consumers are using those social media to keep abreast of the tourism products and destinations. Destinations and other tourism industry participants are also learning to work with social media and market themselves better.

The development of the information communication technologies (ICT's) and the Internet has changed the way people interact and behave with each others in the day-to-day life. Tourists seek the so-called Social Media platforms in order to find other users experiences and opinions, to share photos, videos, ideas and create new relationships.

Being the result of an experience industry, the tourism product is "intangible" by nature, thus, it creates a high demand for reliable information when making purchasing decisions. In consequence, tourists are looking online for quality and easily available information sources to satisfy their needs.

Opposed to traditional marketing, social media platforms offer reliable and trustworthy information from peer tourists who have already consumed "the product" and share their experiences with the others.

I tried to integrate social media in this project to help resolve the widely-spread problem of personal pollution habits for tourism purposes. This project proved that social media offer today a wide range of free and easy use services, and, what is the most important, is easiness of dissemination of data among users and of reaching target audience.

⁵ A whole Network-Society theory provides the breakthrough publication of Castells, M. (1996/2000): *The Rise of the Network Society, The Information Age: Economy, Society and Culture*, 2nd ed. Oxford

5.4. *Considerations about environmental concern, action and attitudes to the environment*

To eliminate an environmental problem, it is important to understand what lies in the way of resolving it. Therefore, it is crucial to get insight into barriers between environmental concern and personal attitudes, or alternatively: attitudes on a personal level. According to Blake (1999), there are three barriers to environmental action: individuality, responsibility, and practicality.

First **individual** barriers are the ones lying within the person: attitude and temperament. Blake claims that these barriers are especially influential in people who do not have a strong environmental concern. For example, need to fly from the US to visit families in Europe each year overrides feelings of responsibility about keeping air travel to a minimum to minimize global warming.

Blake's second barrier, **responsibility**, is very close to the psychological notion of 'locus of control'.⁶ People who don't act pro-environmentally feel that they cannot influence the situation or should not have to take the responsibility for it.

The third barrier, **practicality**, Blake defines as the social and institutional constraints that prevent people from acting pro-environmentally, regardless of their attitudes or intentions. Blake lists such constraints as lack of time, lack of money, and lack of information.

All these barriers prevent us from behaving in an environmentally responsible way. Due to these barriers people do not perceive immediately most environmental degradation, slow ecological destruction and complexity of this process.

A member of the Executive Committee of the Children Youth and Environments Center for Research and Design and co-editor of the *Children Youth and Environments Journal* Chawla finds in her research entitled "Life paths into effective environmental action" that there is no single experience that sensitizes people's awareness, but a combination of factors. Among the most frequently mentioned are:

- Childhood experiences in nature
- Experiences of pro-environmental destruction
- Pro- environmental values held by the family

⁶ **Locus of control** is a theory developed by Julian B. Rotter in personality psychology referring to the extent to which individuals believe that they can control events that affect them.

- Pro-environmental organizations
- Role models (friends or teachers)
- Education.

During adolescence and early adulthood, the most influential factors were from education and friends (Chawla, 1999: 17).

Based on these findings, namely education and influence of friends during adolescence and early adulthood, this project will engage the target group **educationally**, so that young people contribute to the project, as well as influence each-other in the course of this process by commenting and discussing.

Though there are barriers between environmental concern and action, the surveys indicate that many people do care about the environment. The telephone poll, conducted for The Associated Press and NBC Universal found that 60 percent of those surveyed felt either a "great deal" or "a lot" of personal responsibility to protect the environment, while 37 percent rarely, if ever, even thought about the impact of their actions on the earth's health.

According to Eurobarometer report (2008) on Attitudes of European citizens towards the environment, Europeans attach overwhelming importance to protecting the environment. Almost everybody says that it is very or fairly important to them (96%) and they are inclined to rank the issue as very important (64%) rather than fairly important (32%).

But unfortunately, there is no study or poll on the personal attitudes of the population towards environment and pollution. This area seems to be neglected as unimportant, which appears, at least, incomprehensible, given its toll on daily life of the population itself and the tourism industry as well.

6. The need for empirical data: Survey

Considering the lack or inexistence of empirical data on the personal attitudes of the Azerbaijani population towards the environment, pollution and tourism, I propose to undertake a survey in order to poll young people on the issue, and to determine to what/which extent young Azerbaijanis care about the environment and tourism.

The aim of this survey is to collect empirical data and of the attitudes and actions of young people in Azerbaijan. The questionnaire addresses key questions including:

- Are young people concerned about their personal pollution level in Azerbaijan?
- Do young people think that the following four problems exist in Azerbaijan: *Spitting on public places, Leaving trash on the beaches, Throwing out the litter into the sea, Throwing cigarette-ends on the streets without putting it out?*
- Do young people commit personal pollution themselves?
- Do young people feel affected or do they think they affect others by personal pollution?
- Do young people do something for a better/cleaner environment in their city?
- Do young people see any link between environment and tourism, and do they think more things should be done in regards to personal pollution and cleanliness in order to develop tourism?
- Do they think individual actions can make a difference or not?
- Do young people consider anything as most effective to tackle personal pollution habits?

The findings of this study can provide further direction for the project.

6.1. *Some survey preparation points*

This project will be targeting young people in Sumgait and Baku. There are several reasons for choosing this sample. Despite the absence of previous broad research on youths' attitudes on environmental issues, two key reasons call for paying close attention to trends in this age group's views. First, the theory of generational replacement (Carpini 2006; Ryder 1965) argues that changes in adolescents' attitudes are important markers of long term social change. Second, young people's environmental concerns also deserve attention due to the exemplary role of young people as active agents in protecting the environment. Another reason for choosing young people is the high level of use of the internet, which, for this sample, facilitates an easier access to the target group.

When undertaking any research, it is essential to obtain data from people that are as representative as possible for the studied group. "Sampling is an extremely complex topic but the selection of an appropriate sample is central to the success of any research project." (Clark et al., 1998: 89). When researching a certain theme, it is impossible to make direct observations of every individual in the population under study. This is why data are collected from a subset of individuals – a *sample* – and the obtained data are used to make inferences about the entire population.

To be able to cover sample required for the research, and to achieve simplicity, a **snowball sampling** will be used. "Snowball (or chain referral) sampling is a technique used to identify potential participants when appropriate candidates for the study are hard to locate. It involves using referrals from initial participants" (Altinay et al., 2008: 97).

"It is essential that you pre-pilot your questionnaire to identify any ambiguities in your questions and to identify the range of possible responses for each question" (Williams, 2003: 248). Therefore, the survey on personal pollution habits of Azerbaijani youths and tourism had been tested among students of my former university – Azerbaijan University of Languages. They were asked to fill in the questionnaire and report any shortcomings or difficulties whilst doing this. Some minor changes regarding the wording (for ex., There are two translations for word "personal" in Azerbaijani – "şəxsi" and "fərdi". The respondents recommended to use "fərdi" instead of "şəxsi".) of the questionnaire were suggested which helped to improve the questionnaire.

The classes of *Electronic Business and e-Marketing Technology* of the second semester of the Master Course in Innovative Tourism Development were very useful when developing this online questionnaire in *Google Docs*.

As soon as the online questionnaire was ready, I started sending it out to my friends through *Facebook*. I asked them to identify other young people of their age and disseminate questionnaire's link according to snowball sampling.

6.2. *Report of the Survey on "Personal Pollution Habits of Azerbaijani population and Tourism"*

Survey on personal pollution habits of Azerbaijani youths and their view on how it affects tourism has been conducted on the basis of snowball sampling.

This survey was developed to address gaps in available information on pollution habits of Azerbaijani youths and tourism for further progress of the project.

An online survey was developed and administered in March 2012 among young people aged 18 to 26, in Sumgait and Baku cities. The focus of the survey was to assess the young people's environmental attitudes, the level of concern about the environment, personal pollution habits, opinions about pollution, pollution and tourism, opinions about solutions for the existing problems and education's role in resolving those problems.

205 respondents took part in the survey, with the number of male and female being almost equal: 104 (51%) males and 101 (49%) females. This would help to achieve gender equality of responses, so that both genders had opportunity of equal response.

6.3. *Environmental concern*

The first question was about the level of concern youths attach to the personal pollution level in Azerbaijan.

The majority of 18 to 26 year old respondents were highly concerned about the level of personal pollution habits:

- 50% of the respondents were quite **very concerned** about the personal pollution level in Azerbaijan.
- 36% of the respondents were quite **a bit concerned** about the personal pollution level in Azerbaijan
- 22% of the respondents were **moderately concerned** about the personal pollution level in Azerbaijan
- 4% and 2% of the respondents were **little concerned** and not at all concerned about the personal pollution level in Azerbaijan

On average, the youths judged the level of personal pollution level in Azerbaijan quite high and this demonstrates a high level of concern for environment among the youths. If we jump to the question no. 13 about relation between personal pollution and tourism it can be seen that overwhelming majority of 86% percent see a link between personal pollution of the population and tourism. Only a small fraction of 14% does not consider any link exists between both.

The responses from these two questions have secured positive results that the youths are aware of the relation between personal pollution and tourism and understand that pollution negatively affects the development of tourism in the country.

The second question about the individuals can play a role and contribute to the reduction of personal pollution:

51% of the youths believe that they can make a difference in this regard and contribute for improvement of the conditions. Only a fraction of 10% do not believe in the ability to make a difference, and the remaining percentage of young people is in between these two groups.

6.4. *Pollution and Habits*

The third questions was put to reveal if youths are aware of the existence of personal pollution habits like: *Spitting on public places, Leaving trash on the beaches, Throwing out the litter into the sea, Throwing cigarette-ends on the streets.*

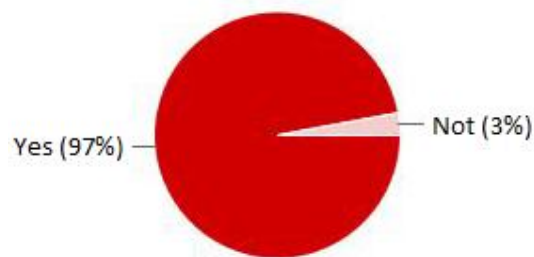


Figure 4: Existence of personal pollution habits

The overwhelming majority of 97% of the youths appeared to admit that these personal pollution habits do exist in Azerbaijan.

Questions no. 4 and 5 are about if personal pollution of the respondents affects others and if others' personal pollution anyhow affects them.

78% of the respondents claim that the personal pollution of others affects them, whereas only 22% claim they are not being affected anyhow by this.

Interestingly enough, 55% consider that their personal pollution affects others, whereas 45% think their habits do not affect anybody.

Sixth question is asking respondents' opinion on their level of commitment not to cause personal pollution:

- Only 26% feel **very committed** about personal pollution
- 35% feel quite **a bit committed** about personal pollution
- 24% feel **moderately committed** about personal pollution
- 10% feel **a little committed** about personal pollution
- And only 5% feel **not at all committed** about personal pollution

On average, most of the young people feel committed not to cause personal pollution. But the answers to this question are contradictory to the question no. 1 which is about the level of concern for personal pollution in Azerbaijan. According to the responses to the question no. 1, 50% of the respondents are very concerned about the personal pollution level in Azerbaijan, whereas the question no. 6 demonstrates that only 26% of the respondents feel very committed not to cause personal pollution. This comparison between question no. 1 and question no. 6 reveals a gap between concern for personal pollution and commitment not to cause personal pollution.

The next three questions directly ask whether the respondents commit personal pollution or not.

To the question whether the respondents do spit or do not spit in the public places – 89% responded negatively, and only a fraction of 11 % responded positively.

To the question whether the respondents do leave trash (plastic bottles, cigarette-ends and so on.) on the beaches and public places – 95% responded negatively, and only a fraction of 5% responded positively.

To the question whether the respondents do throw trash (plastic bottles, cigarette-ends and so on.) into the sea – 96% responded negatively, and only a fraction of 4% responded positively.

The results of these questions contradict with the results of question no. 5 about if personal pollution of the respondents affects other people, where 55% of respondents consider that their personal pollution affects others. According to the responses to the question no. 5, 55% of the respondents indirectly confirm that they somehow pollute the environment, but when put direct questions about their pollution habits overwhelming majority of respondents responded that they do not pollute the environment anyhow which casts doubt on the validity of the responses.

6.5. Attitudes

Question no. 10 asks respondents if changing environmental attitude for the better will make a difference:

- 79% indicate it will make a difference
- 17% indicate May be it will make a difference
- 3% indicate they do not know if it is going to make a difference
- Only 1% does not believe it will make a difference at all

The next question about what does make you feel seeing other people polluting the environment:

- 74% believe they feel disgusting at this sight
- Only 1% accept it as normal
- The others do not feel that disgusting but do not accept it either

Question no. 12 about respondents' actions for a better/cleaner environment in your city:

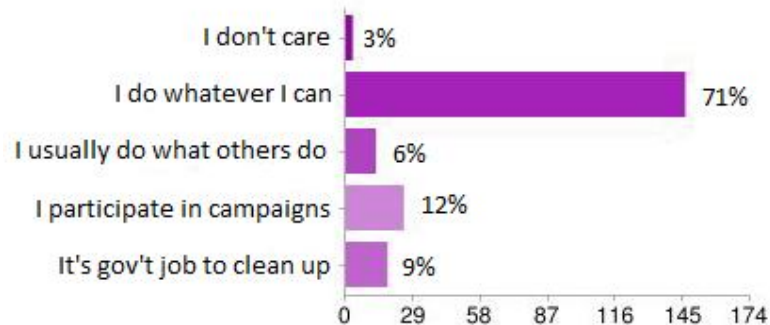


Figure 5: The level of concern for a better/cleaner environment in hometown

As seen from the Figure 5, the majority of young people - 71% claim to do whatever they can. But this is a vague answer which does not help identify what they really do. Not always people do whatsoever they are able to do.

6.6. *Personal Pollution and Tourism*

Asked whether they see any relation between personal pollution and tourism, 86% of the respondents confirm that personal pollution and tourism are connected, which is positive because if young people understand the importance of cleanliness of the environment for tourism they will be willing to do more in this regard to change things for the better.

Question no. 14 is about what the respondents think tourists feel about dirty, stinking, polluted places:

- 86% think tourist feels disgusting about these places
- 11% think tourist feels indifferent about these places
- And only 3% think tourist feels normal about these places

These answers also show the consciousness of young people about the importance of not polluting the environment in order to develop tourism.

Question no. 15 is about if young people care about tourists' reactions:

- 90% indicate they care

- Whereas 10% indicate it is not important to them

To the question no. 16 if more things should be done to be environmental and clean so that the country can develop tourism, overwhelming majority of 97% of the respondents agree, whereas only 3% do not believe it will work.

6.7. *Answers about reducing personal pollution*

Asked about which of the following would be the most effective way(s) of tackling personal pollution habits of the population, the respondents answered the following way:

- Providing more information on environmental issues – 20%
- Ensuring better enforcement of existing environmental legislation – 7%
- Introducing heavier fines for offenders – 47%
- Introducing stricter environmental legislation – 13%
- Offering higher financial incentives (e.g.: tax breaks, subsidies) to industry, commerce and to citizens who restrain from personal pollution – 2%
- Introducing and increasing taxation on environmentally damaging activities - 9%
- None of these - 2%

Majority of respondents 47% are in favor of introducing heavier fines for offenders and 20% are in favor of providing more information on environmental issues and enlightening the people.

To the question on the importance of education in tackling personal pollution habits of population, 60% consider education very important in dealing with this issue and only 3% deemed it not at all important to this end. Others attach less importance to the education in tackling this problem.

7. The video script generation process

After collecting data through questionnaire, the initial phase of the project came to an end. The results were as expected and proved this project to be of importance.

As a continuation of the project, it was the turn of conceiving an impressive “story” for an educational intervention to impact personal pollution habits. But writing a gripping story for a short video movie appeared to be not as simple as it seemed. When I got down to work I came to understand how difficult it was. By drawing several sketches for the video, I realized that they would be of no or little strength for the target public.

This was the moment of stagnation which, at the end, was overcome by changing the original concept of the whole project: the idea of individually authoring the script was abandoned and substituted by widening “the circle”; either by creating a special blog or by creating a *Facebook* group.

Considering a more practical and versatile solution, a *Facebook* group was created and inaugurated, on March, 2012.⁷ Afterwards, I started inviting the selected people. An appeal to the (invited) participants explained the purpose of the group and the project in Azerbaijani and English languages:

My name is Tarlan Arzumanov. Currently, I am enrolled in Master course of Innovative Tourism Development, Polytechnic Institute of Viana de Castelo, Portugal. Within this course, I am working on my diploma project – Changing behavioral patterns – what education can do for tourism. In this project I analyze the possibilities of changing personal pollution habits of the population to improve tourism in Azerbaijan.

As first part of my project, I conducted a questionnaire to collect data among youths for my project. As a second part of my project, I am planning to make a video. This video will target population and help change their personal pollution habits. The purpose is to remove the personal pollution habits of population and contribute to the development of tourism in the country. I would like to involve people interested in environment and tourism and what you should do is to share your ideas about the video.

Criteria for the video story:

- *Linked to personal pollution habits (namely, spitting, leaving trash on the beach, throwing trash and cigarette-ends on public places);*
- *Linked to tourism;*
- *To be 1.5 minutes in length;*
- *To include several participating characters (dialogue and so on);*
- *To be smart, intelligent and funny;*
- *To provide solutions to change people's personal pollution habits.*

As an example, “Use me” video⁸ made in India may serve. The video should be adapted to Azerbaijan and follow the above-mentioned criteria.

⁷ Which can be accessed by <https://www.facebook.com/groups/414982995194279/>

⁸ Which can be accessed by <http://www.youtube.com/watch?v=iWNc3RPYR1k>

The best idea (video script) will be screened and presented to the Azerbaijani population to improve the situation regarding personal pollution. Everybody is invited to participate and contribute for this good cause.

I also contacted one member of green organization and asked to add people interested in environmental pollution. Thanks to everybody's efforts, the group grew to a considerable extent. Participants started sharing their ideas and stories, most of them studying, working, or having lived in countries other than Azerbaijan, allowing to compare Azerbaijan's culture with those of different countries.

One of the first contributors was Ali Ahmadov, who came up with a nice allegory where *ants* encountered a pollution problem which affects their daily life, tourism business, health. The story has some specific Azerbaijani features. Appealing for advice to elderly people is something that faded away into history, but in outlying mountainous villages is still in force, advice by the elderly to hold a flashmob to drag attention represents modern world which is being felt in Azerbaijan now. The surprising advice, given after the elderly's council: "Hold a flashmob to drag attention", represents the modern world felt in Azerbaijan right now.

Allegory:

Ants in the park are going about their daily life. Some work, some take a rest, and some take a walk in the park enjoying the day in the lawn.

One man passing by them finishes his cigarette, and threw it into the grass right close to the ants. As the cigarette was not extinguished it continued to emit smoke. The nearby ants started choking and coughing.

1 Ant - *These people have exceeded all limits. As if it is not enough to pollute themselves, they are also polluting us every day.*

2 Ant - *It is unbearable. One of my children is still in the hospital, the other one cannot go out into the street to play normally.*

3 Ant - *My hotel is losing a lot of money because of this pollution. Recently, I had a group of tourists from one Georgian company, who came to have fun and take a bit of rest from their work. Guess what happened, they went out and unfortunately their director got stuck in the chewing gum. They all immediately left and complained a lot about pollution. Now we will have bad word of mouth advertising abroad. It is not possible to do tourism business here.*

4 Ant - *It is unacceptable. Last week my 70 year old father got stuck under the candy cover thrown by a baby. It took us 3 days to find him. He almost died there.*

5 Ant - *It cannot go on like this. We have to do something.*

2 Ant - *But what we can do? How to make them understand the damage they are causing?*

4 Ant - *I do not have a clue. But one thing we could do is to go to the elderly. May be they have something to advise.*

They altogether go to the elderly. A group of elderly ants wearing glasses with white hair is reciting the rosary.

3 Ant – Dear elderly, we have a complaint about the damage which is caused by the personal pollution habits of the human population. Some have been affected in terms of health, my tourists have run away, and even some have had problems which almost cost them their lives. What do you advise us to do to deal with this?

The wisest elderly – My dears, people often forget what is good and what is bad for them. All creatures have this characteristic. As one proverb says “Repetition is a mother of knowledge”. We just need to remind them what is bad and what is good.

3 Ant – But how can we do that?

The wisest elderly – We can do it by holding an enlightenment campaign like flashmob to drag their attention to the problem.

4 Ant – Yes, we can hold a flashmob put into the spotlight the problems. We can make posters which will bear mottos like: Stop personal pollution!

Pollution does not damage only you, your tourism industry and your health!

Pollution also affects us, animals living here, and the environment where we live in!

1 Ant – Yes, we can do this. Let's go speak to others. We have to speak to others and hold a nice campaign.

2 Ant - Yes, let's go. We have a hard job to accomplish. But in the end, we will make them change! Change for the better!

Afterwards, the group participants shared their ideas about this story and the theme in comments. Then other stories came in. My former colleague Aysel Abbasova contributed with her idea about the personal pollution and the solution to this problem by suggesting to install a system of remuneration for trash collecting and delivering and introducing waste processing plant to treat the waste and produce things that could be sold.

Azerbaijan is one of the favorite touristic destinations. It has a lot to offer: beautiful eastern stories which are capable of astonishing everybody with its sacrament, museums in the very centre of the city which will take you back in time and see the history with your own eyes! Is not it a wonder? The lovers of sun-tanning and swimming are invited to the beach! In other words, to develop tourism this country has everything but...

People of this country do not appreciate and take care of the beauty of their country. People threw trash out of the houses, smoked everywhere leaving cigarette-ends behind, spat. Gradually, the streets had become full of trash. The beaches also became useless. Sputum which could cause infectious diseases, food remains left after resting, cig-butts which contain over 200 harmful chemical elements have caused the beaches to be shut.

Interest in the country as a tourist destination has started fading and soon has been lost at all. Government has lost one of sources of income. To turn things around, the government has started to construct waste processing plants. It was necessary to clean up the city and it was decided to pay a little sum of money to the citizens who collected and delivered the trash. The plans started producing bags, souvenirs and other things which tourists love so much.

The water has purified thanks to the artificial methods and natural forces.

Fines have been applied for polluting roads and beaches. Smoking has been banned in public places.

Interest has started resuming and the number of tourists increased. Due to the low cost of bags, souvenirs, and other things cost low, they were sold off rapidly.

There were cases when 2 girls took one bag in order to buy and could not agree and tore it into two parts. In brief, women)

Kanan Hajiyev, whom I knew from university and with whom I worked for a while in ANS PRESS Publishing House, delivered a story based on one Soviet movie.

2 person of middle age are talking in the street. One young guy passes by cracking sunflower seeds and throwing them on to the street. One of the man: Look at him, so young and polluting the streets. The second one responds: Yes, they seem not to have anything sacred and even do not understand how many people and efforts are needed to keep the streets clean. Moreover, the cleanliness is important for all of us. First one says in response: Recently, I witnessed one funny episode. Second man asks: What kind of episode? First man: "I was sitting in boulevard and enjoying the weather. There were a lot of people and foreigners, probably tourists as they all had cameras. All of a sudden, one young guy attracted attention of everybody. He threw the plastic bottle of water after finishing it and the bottle rolled up to the tourists who were enjoying the Caspian Sea. When the bottle reached the tourists, everybody expected it would embarrass him and he would take the plastic bottle and threw it into the trash bin. But he continued his way. All, including tourists shook their heads disapprovingly. And here a whistle cracked in the air. It was a guard of the park. He called the guy and asked him to take the plastic bottle from the ground. The guy grumbled a lot and did not want to take the bottle. But in the end he surrendered and took the bottle and trotted away and the guard went in the other direction. After covering some distance, the guy again threw the plastic bottle on the ground. Shortly, another whistled cracked in the air and the guy immediately took the bottle from the ground and hurried away." But you know what is funny? What? asked second man? It was not a park guard who whistled, it was just a boy who was riding a toy car and honking the whistle. Second man: hahaha! This guy has taken his lesson. They should understand that they cannot behave like that and pollute the public places.

Then Shahin Novruzov, medical student of Azerbaijani Medical University shared his story. It did not connect with tourism directly but dealt with pollution and importance of taking care of the environment.

There was once a little grey planet that was very sad. The people living there hadn't looked after it, despite them having all the inventions and space ships you could ever need. They had contaminated the whole countryside so much with rubbish and pollution that there were no plants or animals left.

One day, a little boy was walking on the planet, when he passed a cave and noticed a small red flower inside. The flower was very sick - almost dying - so the boy carefully dug up the flower, with roots, soil and everything. Then, he started looking for a place where he could look after it. He searched all over the planet, but everywhere was so contaminated that there was no place the flower could possibly live in. Then he looked up at the sky and noticed the moon. It seemed to the boy that maybe the plant could survive there.

So the little boy put on his astronaut suit, and climbed into a space ship. He put the little red flower in the back, and off they went to the moon.

Far away from all that pollution - and with the boy visiting it every day to tend it - the flower started to grow. The flower was so well cared for, that it had soon germinated, giving birth to others, and these other flowers spread onto other flowers. Before long, the whole moon was completely covered with flowers.

That's why, whenever the little boy's flowers open up, for a few minutes the moon takes on a soft red sheen, like a warning light. Maybe it's telling us that if you don't look after your planet, a day will come when flowers will only be able to grow on the moon.

Another idea came from my schoolmate Nasimi Eldarov who is presently studying in Germany, and who compare his experience in this country to Azerbaijan. He wrote a story about three men talking about pollution, and one of them experiencing its effects during the conversation.

Background: 3 middle-aged friends (Asif, Firuz and Rashad) are playing backgamon at the table which is near to the residential building. Two youths are passing by, eating sunflower seeds and throwing the uneaten parts on to the street. 3 friends who are playing backgammon look at each other with displeasure.

Asif: Where is this nation heading?

Firuz: Whatever fostering they received at home, they display outside.

Rashad: Come on. Play your game. Why should we care about others' actions?

Background: The game continues. After a little bit, one cigarette-end falls from one of the floors of the residential building on to the head of Rashad.

Rashad: It is over the limits. To throw the cigarette down the balcony. What kind of people are they!

Firuz: Come on. It was you who was just claiming "we should not care".

Rashad: But they cannot exceed the limits that much. If they pollute here and there, damn it. But throwing the trash on to the head of the people is exceeding limits.

Firuz: They exceeded their limits long time ago. Smoking and throwing cigarette-butts from the above floors, throwing the trash on to the street, scattering the empty plastic bottles everywhere – all these are old problems. If it goes on like this, they will disgrace us in front of tourists who will come to see Eurovision.

Asif: You are right. My father did his military service in Eastern Europe during former Soviet Union. He was always telling that the streets are very clean and the parks are very heart-warming there. Since then he prohibited me to throw anything on to the street. And I got into this habit. The tourists will get shocked by what they are going to see here and will not return any more.

Firuz: This problem is solvable and in fact must be solved. For the well-being both of us and of tourists.

Rashad: It is highly unlikely to change. This nation will continue being like this.

Firuz: Enough of your pessimist thinking. Of course, if nothing is done it will continue like this.

Rashad: All right, what do you suggest?

Firuz: I think applying penalties is the best way. If there is a penalty for every spitting, trash thrown on to the street and afterwards spend the gathered amount on the cleaning, some results can be achieved. What do you think, Asif?

Asif: I think more attention should be paid to education and enlightenment. There is a need to convey to the people the consequences of pollution. They should understand that they both spoil their living environment and make tourists run away.

Firuz: I stand on my point. I think penalties can produce better results. How do you ground your suggestion about education and enlightenment?

Asif: Let's assume that we apply penalties. A person who got fined one time, will not necessarily avoid doing it but will take more precaution when doing it second time. But educated or enlightened person who understands the usefulness of cleanliness for society, tourism and, in general, for everybody will always voluntarily avoid this.

***Firuz:** Your point of view is right. I agree with you.*

***Rashad:** Eeee... You have nothing to do. You speak in vain. Nothing is going to change.*

***Background:** At this time empty plastic water bottle falls on to the head of the man. Asif and Firuz cannot stand but smiling.*

I have also received ideas by email from my acquaintances. One of them Sabina Ismailova, student of Northern State Medical University, Russian Federation, shared her idea about the personal pollution based on the hygiene factor.

It happened in one of the beaches of the city.

Director of the beach resort is standing and smoking. An employee next to him is spitting right on to the sand. Finishing the cigarette, the director threw away without extinguishing it and this fell under the feet of a tourist!

Tourist 1 - aaaaaaaaaaaaa! What the hell? What is this? Cigarette?! What is going on here? Man, are you crazy? People come here to rest and you are littering! Where is person in charge?

Director - I am in charge! And I am doing whatever I want! And goes to his office..

Tourist 1 – I am shocked.

Tourist 2 – Hello. I totally agree with you! You got burned, but I stepped on somebody's spat and now I have a rash all over the body, some kind of dermatitis! As if I came not to rest but to take part in a survival game! How are they living here?! Look at the guy who is crippling. He stumbled into stick in the sand and broke his leg..over there is the girl with a cut on the foot, she got it from broken glass. There is another unfortunate guy who also has rash on his skin!

Tourist 1: - Terrible!! I have been to many places but nowhere had I seen such things! Something should be done! People! We have to make this director to resolve this issue! He must put things in order here!

All victims gathered together and went to director!

Tourists altogether - We demand you put things in order!

Director – I will not do anything! It required a lot of money! And everything is in order!

Ad interim, director turned away and proceeded to his office and stepped on to the banana cover, slipped and fell breaking his arm! It made his understand that his clients are right.

He hired employees to clean the litter, installed trash bin and introduced fines for violation of the rules.

*As the Russian proverb says - **A peasant needs thunder to cross himself and wonder.***

After collecting a set of good arguments for a story-script, the best one had to be selected. The *Ant's Allegory* was chosen as being the most adequate and original. Its author Ali Ahmadov was contacted and asked to make some changes so that tourism issues would be more highlighted. A 3-scene-video-plan was the final result, in the first scene of which problems of pollution are identified by local ants; the second shows some tourists' experience during their visit in Azerbaijan, and the third scene offers solutions by appealing to the council of the elderly for advice.

Allegory

First scene

Ants in the park are going about their daily life. Some work, some take a rest, and some take a walk in the park enjoying the day in the lawn.

One man passing by them finishes his cigarette, and threw it into the grass right close to the ants. As the cigarette was not extinguished it continued to emit smoke. The nearby ants started choking and coughing.

1 Ant - *These people have exceeded all limits. As if it is not enough to pollute themselves, they are also polluting us every day.*

2 Ant - *It is unbearable. One of my children is still in the hospital, the other one cannot go out into the street to play normally.*

3 Ant - *It is unacceptable. Last week my 70 year old father got stuck under the candy cover thrown by a baby. It took us 3 days to find him. He almost died there.*

4 Ant - *It cannot go on like this. We have to do something.*

2 Ant – *But what we can do? How to make them understand the damage they are causing?*

4 Ant - *I do not have a clue. But one thing we could do is to go to the elderly. May be they have something to advise.*

They altogether decide to go to the elderly.

Second scene

Sunny nice day. Hotel director is receiving tourist ants from Georgia. He is showing them their rooms and let them rest a little bit as they have a tour around the city afterwards. Some time passes and Georgian tourists get together for a tour. First, they go to see the symbol of Baku – Maiden Tower.

1 tourist ant (head of the group) – *We should visit this gorgeous monument. It has been there for centuries. It is a must-see of Baku.*

Others – *Of course, then let's go!*

They head for Maiden Tower. Head of the group is leading them and goes in front when they come to the point of the boulevard where it is possible to see the Maiden Tower, everybody gets amazed and hurriedly head to the monument. When within few meters of reach, one member of the group gets stuck, he cannot understand it but ants coming from behind crash with him. (As they were amazed with the view of the tower and did not look what is in front). Member of the group looks puzzled and looks at his feet to understand what is wrong and sees that he got stuck to the chewing gum thrown after being chewed. He tries to get rid of it but unsuccessfully. Other group members come to his help and try to get him out of it. After long efforts, they manage to do it. But the ant gets so exhausted and feels bad and they had to take him to the hospital. After some time the ant comes to himself and decides to leave the hospital and they decide to continue their journey to Shirvanshahs Palace. Enthusiastic about the journey to the marvel of the Old Baku they happily go out of the hospital. At the very time when they leave the building of the hospital somebody from the upper floor throws out the empty plastic water bottle which heats the head of another ant and he loses consciousness and other ants take them back to the hospital.

Head of the ants – *What's wrong with you today? You seem to attract misfortune today.*

Several hours pass. The ant regains its consciousness and says:

2 Tourist ant – *I feel well. I think we should continue otherwise we will lose a day. And I do not want you to lose a day because of me.*

Head of the group – *Ok. You are right. We should not get pissed off because of those incidents. We have to enjoy our time.*

They leave the hospital and walk some 80 meters away when head sees Flame Towers and gets so amazed that does look down his feet and stamps on to banana cover and slips over and falls down breaking one leg. The ants immediately rush him back to the hospital. When he comes to himself, first, he cannot understand where he is. Other ants calm him and explain. In a fury, he says:

Head of the group – *Ok. We have had enough. Instead of a nice day of rest, we received injuries and spent all the day in hospital. That's enough. I do not feel it is safe to walk around here. We are going home.*

They gather together and carefully watching their way leave the hospital and make their way to the hotel. Head of the member is using supporters to walk as his leg is in gyps. On the way back to hotel, they meet local ants who had the same kind of adventures as the tourist ants and are on their way to the elderly. Tourist ants tell the local ants their adventures.

Third scene

Local ants promise to mention the problems encountered by the tourist ants to the elderly. They say goodbye to each other. Tourist ants go to the hotel to pack and go back and local ants go to see the elderly. The local ants arrive. A group of elderly ants wearing glasses with white hair is reciting the rosary.

3 Ant – *Dear elderly, we have a complaint about the damage which is caused by the personal pollution habits of the human population. Some have been affected in terms of health, and revenue. We have just seen some tourists running away because personal pollution habits of the population made them spend all day in the hospital, and even some locals have had problems which almost cost them their lives. What do you advise us to do to deal with this?*

One of the elderly – *In the past, everything was vice versa. Everything was clean and tidy. A lot of tourists were coming from all former Soviet republics to rest here because of clean and healthy environment, good climate, hospitable people and good service.*

The wisest elderly – *My dears, people often forget what is good and what is bad for them. All creatures have this characteristic. As one proverb says "Repetition is a mother of knowledge". We just need to remind them what is bad and what is good.*

3 Ant – *But how can we do that?*

The wisest elderly – *We can do it by holding an enlightenment campaign like flashmob to drag their attention to the problem.*

4 Ant – *Yes, we can hold a flashmob put into the spotlight the problems. We can make posters which will bear mottos like:*

Our Yard – Our Home!

Let's not pollute it and keep it clean!

Unclean city – Unhealthy city!

Clean city – Healthy city!

Let's take care of our health!

Dirty monuments – No tourism – No income!

Clean monuments – More tourism – More income!

Let's care about our pockets!

1 Ant – Yes, we can do this. Let's go speak to others. We have to speak to others and hold a nice campaign.

2 Ant - Yes, let's go. We have a hard job to accomplish. But in the end, we will make them change! Change for the better!

7.1. Feedback: Report of the Survey on “Video Story Assessment”

The initial idea was to yield something tangible (e.g. a video story) and afterwards to demonstrate it to the target audience and survey its impact. But due to the lack of resources to shoot a video, it was decided to survey the impact of the chosen (video) story. The video story assessment survey has been conducted on snowball sampling.

An online survey was conducted during the month of May, 2012 and covered the young people aged 18 to 26 in Sumgait and Baku.

107 respondents took part in the survey. Some of the key findings of the survey follow:

The first question was put to know whether the respondents liked the idea or not. The overwhelming majority of **89%** of the respondents **liked** the story.

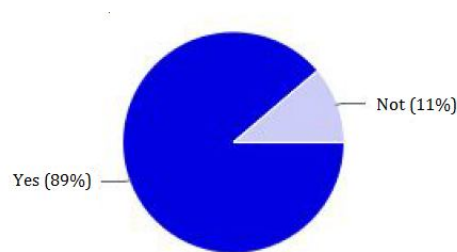


Figure 6: Video story assessment

The second question was put to find out whether the story could make any personal impact in the reader, asking - *Do you think the story would affect your behavior?* - **73%** of the respondents believe the story **could** make a difference in them, and only **27%** think they are not going to be affected by the story.

To the question *Do you believe this (video) story could change things for the better and help tourism to develop in Azerbaijan?*, **73%** of the respondents think the video story **could** make a difference for the better, whereas **27%** are **discouraged** about this.

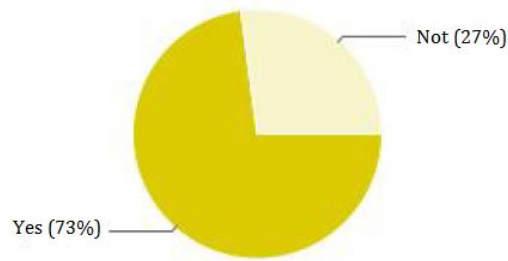


Figure 7: Can video story make a change for the better?

Asked about a possible participation in the flashmob, as offered in the story, **59%** of the respondents answered **positively**, with **41% refusing** this possibility.

7.2. Results

In general, the survey concluded with positive results, namely with the majority of respondents believing that the story could make a change for the better. It is also a positive result that the majority of the respondents think the video story could make a contribution to the development of tourism in Azerbaijan, which is the main aim of the story and the project overall.

8. Conclusions

This project was a pioneer into the field of personal pollution habits of the population and tourism in Azerbaijan. Consequently, there have been limitations to this project. But the project helped to shed light to previously unanswered questions.

One of the important findings of the project is that the people are *willing* to take action in order to fight personal pollution habits to develop tourism and general cleanliness in the country. Another important finding is that it is possible to target the population easily online and that educational interventions – and for that stands the movie-story – can contribute a great deal in influencing the attitudes of the population⁹.

The most important finding of the research is pointing out how useful and important *social media* are in the implementation of tourism-related projects. Without utilization of social media, it would be impossible to reach the target audience, to collect data from such a distance to Azerbaijan, to have people contributing with ideas to the project.

It is my hope that the project helped to *influence*, at least, the attitudes of the limited number of people who have taken part in the project during these months. As proverb says “Many a little makes a mickle”. Small number of seeds sown today will reap benefit tomorrow. Hopefully, the unrealized part of project, namely the shooting of the educational video in the future will boost the scope of the project and it will reach more people triggering a change in their attitudes.

It is my belief that the collected data and concluded results are of interest to the environmental organizations functioning in Azerbaijan. After returning home, one possibility to present the findings could be to contact some environmental organizations and offer my collaboration.

Given these modest results, and looking back at the initial objectives, although modified and altered by the circumstances, we can conclude that the project achieved its main objectives with success.

⁹ See p. 35, where 73% of the respondents confirm that a real movie would have impacted their behavior and helped tourism development in Azerbaijan.

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Annex 1

QUESTIONNAIRE on Personal Pollution Habits of Azerbaijanis and Tourism

Good day, Sir/Madam. My name is Tarlan Arzumanov. I am doing Master in Innovative Tourism Development, Polytechnic Institute of Viana do Castelo, Portugal. I am originally from Azerbaijan and interested in developing tourism in my country. This is why, as part of my final paper, I intend to conduct a survey within my project to find out personal pollution habits of Azerbaijan's population and their view on how it affects tourism. I kindly request you to participate in this survey. It will take about 5 minutes, and will be kept anonymous.

1. How concerned are you about the personal pollution level in Azerbaijan?

Not at all concerned	A little concerned	Moderately concerned	Quite a bit concerned	Very concerned

2. As an individual, you can play a role and contribute to the reduction of personal pollution:

Totally disagree 1 2 3 4 5 6 7 Totally agree

3. Do you think this four enumerated problems exist in Azerbaijan: *Spitting on public places, Leaving trash on the beaches, Throwing out the litter into the sea, Throwing cig-ends on the streets without putting it out?*

Yes Not

4. Are you being affected anyhow by personal pollution of other people?

Yes Not

5. Other people are being affected anyhow by your personal pollution habits?

Yes Not

6. How would you describe your level of commitment to not committing personal pollution?

Not at all committed	A little committed	Moderately committed	Quite a bit committed	Very committed

7. Do you spit on the ground in public places?

Yes Not

8. Do you leave trash on the beaches?

Yes Not

9. Do you throw trash into the sea?

Yes Not

10. Changing environmental attitude for the better will make a difference?

Yes, I agree Not, I do not agree
 May be I do not know

11. What make you *feel* seeing other people polluting the environment?

Disgusting 1 2 3 4 5 6 7 It is normal

12. What do you do for a better/cleaner environment in your city?

- I do not care
- I do whatever I can
- I usually do what other people do
- I participate in cleaning campaigns
- It is government's job to clean it up

13. Do you see any relation between personal pollution and tourism?

- Yes
- Not

14. What do you think how tourists feel about a dirty, stinking, polluted places?

- disgusting
- indifferent
- tolerant

15. Do you care about tourists' reactions?

- not at all
- I don't know
- quite a lot

16. Do you think more things should be done to be environmental and clean so that the country can develop Tourism?

- Yes
- Not

17. In your opinion, which of the following would be the most effective way(s) of tackling personal pollution habits of the population?

- Providing more information on environmental issues
- Ensuring better enforcement of existing environmental legislation
- Introducing heavier fines for offenders
- Introducing stricter environmental legislation
- Offering higher financial incentives (e.g.: tax breaks, subsidies) to industry, commerce and to citizens who restrain from personal pollution
- Introducing and increasing taxation on environmentally damaging activities
- None of these

18. In your opinion, the importance of education in tackling personal pollution habits of population:

Not at all important 1 2 3 4 5 6 7 Very important

19. Please indicate your gender:

- male
- female

Comments and suggestions:

Thank you for taking part in the survey. I highly appreciate the time you spared to fill in the form to help me in my Master project.

Annex 2

Video story assessment questionnaire

Please read the story below which is part of my project "Changing behavioral patterns: what education can do for tourism". Initially, it was planned to shoot a video for the story but unfortunately, this failed due to the lack of support from design department of IPVC. I would be very grateful if you read the story through and fill in 5-question questionnaire in the end to help me gauge the effectiveness of the story (video is planned to be shot in the future) to impact people's behavior. It will take about 2 minute of your time and will be kept anonymous.

- 1) Did you like the story?
 - a) Yes
 - b) Not

- 2) Do you think the story would affect your behavior?
 - a) Yes
 - b) Not

- 3) Would you participate in the flashmob as offered in the story?
 - a) Yes
 - b) Not

- 4) Do you believe this (video) story could change things for the better and help tourism to develop in Azerbaijan?
 - a) Yes
 - b) Not

- 5) Would you suggest anything to make the story better?

Comments and suggestions:

Thank you for taking part in the survey. I highly appreciate the time you spared to fill in the form to help me in my Master project.

Annex 3

Comments of the respondents on the survey “Personal Pollution Habits of Azerbaijanis and Tourism”

State and population should work hand in hand. I do not litter the city but should confess that there are not enough trash bins in the city. With wishes of clean city, healthy breath and civil state – Successes.

Organizations involved in this may attract youths to campaigns. I and youths around me are very concerned about this problem and we can do our best to help with this problem. We can hold trainings and cleaning campaigns. I held cleaning campaigns in my region Tovuz even Americans joined me and I am sure of its effectiveness. Because we can explain individually to everyone laughing at us when seeing us to collect trash that we are doing it for them. We did like this and as a result, a lot of people gathered around us, and over time those people understood the importance of not littering.

It is impossible to change the people, they are like this. You either have to eliminate them or reconcile with this, choose another project.

I like your initiative and readily participated in the survey. It is one of the issues worrying me. I believe civil people should not behave like this. But government's irresponsibility plays a great part too. For ex., if there are enough trash bins on public places, people will not have to search trash bins and throw it wherever they can just to get rid of them. When I was overseas as a tourist, cleanliness of the city attracted my attention very much and affected the way I think about the place. This is why, I think this is very important for tourism.

Wish you success. It would be interesting to know the results.

Environment is important not only for attracting tourists to the country but also for living in a cleaner society.

Not in a single country, all population is educated or cultured and it is also true for Azerbaijan. This is why, I believe along with enlightening the population about environmental issues, social ads should be made and circulated on television several times a day. I like applying higher penalties to environmental polluters and consider this important.

These kinds of ideas should be taught from childhood. Major part of Azerbaijani youths think only about cars, girls and sex. Briefly, I want to say that there are issues

more important than protection of environment and keeping clean. (Take into account that I personally organized and participated several environmental projects. Thank you!

Mob will remain a mob. Only people will change. Signature: Sahib Madat

In question no. 17, it is possible to select and apply several variants. Because these are interrelated laws, I think. Ensuring better enforcement of existing environmental legislation, Introducing heavier fines for offenders and then informing the people about this and explaining them the bad impacts, then introducing stricter environmental legislation and introducing heavier fines. One more thing, I think, it is necessary to increase national spirit in people and they should be explained that not only inside of house but outside of house also belong to us. That's, every piece of this country belongs to its citizens. Everybody should work to keep it beautiful.

If, at least, everybody learned not to throw the paper of what s/he is eating and would teach this to his/her children, I assure you there would be huge changes. And if uncultured people do not throw the trash out of window. State bodies should clean the trash bins regularly, and population should not collect money and pay for this.

It is very interesting and important theme to do.

Attitude to the environment depends on the bringing up of a child in the family and society he belongs to. When parents teach the children to tell black from the white, they should also teach them that polluting the environment is bad.

I think the survey result will not be good, because cleaning is maintained only in the center of the country and of course, as control is in place there, the places are also clean. For ex., trash bins can be seen mostly in parks in Sumgait and Baku, in other places it is difficult to find trash bin. If a high penalty is applied in Azerbaijan for throwing trash and chewing gum on the ground as in Singapore, it will be possible to achieve cleanliness. I think no training or campaign is needed for this, because if a person does not comprehend that s/he has to maintain cleanliness outside, on the street, on the public place, no explanation is needed. Thank you for the survey. Regards, Naiba Mirzayeva

I think this is not only a problem of society, but as you mentioned, it is a problem of every individual. Each individual has to try to curb this problem at least for his health. Litter and spit on the ground are a direct source of illness. Reacting to somebody's pollution to the environment is also something. As a member of a society, it is

necessary and important that everybody try to change it from inside. Good luck to you!

Nobody should say that nothing will change if I do not throw trash, everybody should be responsible.

Hello. I hope to help you by filling in this questionnaire. But I would like to share my opinion on one thing: In my opinion, culture is more important than education. The more cultured people are the more they will keep away from this kind of pollution habits. That's it. I wish you success.

Annex 4

Comments and suggestions of respondents to the video story

Everything is fine. I always try to keep environment clean, but never took into account the ants 😊

First, I would like to clarify my answer to second question: it will not affect my behavior because I never do such things.

I think that if story was shot it would seem more successful. In general, in my opinion, humans are selfish beings. Nobody cares about the life of the ants. If you demonstrated the harmful impacts on humans, it would be more effective. Using allegory can be very successful if shot.

My suggestion is to speak to the responsables of Children Theatre and staging this story. It is very successful project.

As the children are the future of the society and as they are more sensitive to the deductive stories than the adults, I would suggest staging this story and start enlightenment right with the children.

I am sure it will be successful. I wish you success in your project as well.

The wise conversation by the ants reminds of cartoon. I would advise to improve the scenario and to have the conversation among human beings. Would be more effective.

The story will not change anything in my behavior as I am sufficiently attentive and careful towards the environment 😊

The idea about the ants is superb. Good luck

The part with the elderly is superficial.

The polluters should be condemned by others. PR should be paid more attention to. May be we will improve.

I suggest to mention the impact of the pollution not only on the ants but on the other animals as well.

I think if such topics get more spotlight, it will influence the society for the better. But one thing is that society begins from family and if a child is raised in a normal cultural way, this kind of problems will not exist. Let's start our society from family and form it at the highest level.

You have touched upon a very actual issue. Good luck

Everybody should take the issue seriously, because this is important for all of us.

If shortened a bit and gaps filled, the story would be more attractive and less tiring.

To be honest, I do not believe any story would influence our people. To mean everybody would be unfair, but I think it depends on person. The story touched me, for a moment, though it is funny, but I put myself into the shoes of the ants. Simple example: when my working table is untidy or my colleague's table is untidy, I cannot not stand it. I do my best not to pollute the environment. I do not know, it is a bit difficult. Good luck to you.

More promotion should be conducted in this direction.

The streets after Eurovision were in an awful state. All these are result of poor culture. Serious measures should be taken in this regard.

Work should be done with the people for them to understand the importance of this issue.

State should conduct more enlightenment campaigns.