

*Wildlife Tourism as a Form of Ecotourism: The case of the Sacred Monkey Forest Sanctuary of Ubud, Bali***Summary of the Case**

This case study describes the impacts of wildlife tourism and two issues of carrying capacity at the site of the Sacred Monkey Forest Sanctuary in Ubud, Bali, Indonesia. This special place is owned and operated by the village of Padangtegal and all income generated from tourism to the monkey forest stays in the village and the monkey forest. The Sacred Monkey Forest Sanctuary offers a combination of ecotourism, wildlife tourism, and cultural tourism within the larger context of its location in Ubud, Bali. Several sacred temples are located at the site and hundreds of wild macaques (monkeys) that tourists enjoy watching and feeding, live in the forest. This case reviews the potential problems that may arise as the resident monkey population continues to grow and more tourists visit the Sacred Monkey Forest Sanctuary.

Teaching and Learning Objectives

Below are the teaching and learning objectives for this case.

1. **Teaching Objective:** Provide students with an opportunity to gain an understanding of macaque tourism, a specific type of wildlife tourism, and to increase their understanding of ecotourism in general.

Learning Objective: Students will be able to clarify and illustrate definitions and types of wildlife tourism and ecotourism in general in their own words.

The case achieves this objective by:

- Use of language related to wildlife tourism and ecotourism and its many forms;
 - Monkey Forest Ubud as an example of a wildlife tourism and an ecotourism destination.
2. **Teaching Objective:** Offer students current information about current problems the Monkey Forest Ubud management team is facing and provide opportunities to address stakeholder issues.
Learning Objective: Students will be able to describe the current problems facing the management team of the monkey forest and brainstorm possible solutions. The case achieves this objective via:
 - Providing recent information from 2015 and 2016 (tourism facts and figures) and 2016 (macaque population);
 - Providing some of the considerations and issues the forest management team needs to focus on as the forest expands, including the wishes and needs of different stakeholder groups.
 3. **Teaching Objective:** Stimulate student discussion regarding human-macaque interactions, specifically, and human-animal

interactions, in general; and the differing levels of coexistence between humans and animals.

Learning Objective: Students will be able to critically examine different dynamics and levels of coexistence between humans and animals and how they impact one another. Specifically the case notes the following:

- The Sacred Monkey Forest is one of several places where humans coexist with macaques;
- Students may explore other places where humans come into contact and conflict with animals.

Suitability for Use

This case is suitable for use by instructors and students in undergraduate and graduate courses related to tourism, wildlife tourism, ecotourism, primatology, ethonoprimateology, and human-animal interactions, in settings where the instructors want to provide students with opportunities to expand their knowledge of tourism's impact on wildlife and humans' and animals' impacts on each other.

Sources and Methods of Collecting Information for the Case

Information for this case was collected via observations, personal communication with Monkey Forest Ubud's general manager, and reading website materials, books, and articles related to the topics presented in the case study.

Teaching Approach and Suggested Sequence of Timeframe

Instructors may use this case in various ways. These involve using the case as:

- an individual assignment
- a group assignment
- a combination of individual and group activity
- a class discussion

As an individual assignment, the case study can be read and the discussion questions answered. During class, students could discuss and compare their answers. For a group assignment, students can read the case study and answer the discussion questions. Groups could be asked to find another example of wildlife tourism and write their own case study. A class discussion can be facilitated through assigning the students to read the case study and answer the discussion questions. Then over one or more class sessions, students could discuss and dissect the case. This could also be completed in a class scenario where the monkey forest case study is one of two or three examples of wild-

life tourism, or more general ecotourism, read by the class and then discussed. The following questions might be asked to generate interest in the general topics related to the case.

Questions to Generate Interest

- What is sustainability?
- What is sustainable tourism?
- What is ecotourism?
- What is wildlife tourism?
- What other forms of tourism fall under the umbrella of ecotourism?
- What are some of the positive impacts of the current management structure of Monkey Forest Ubud?
- What are the potential drawbacks of wildlife tourism?

Topics and Questions for Discussion

What do you think are the major issues involved with wildlife tourism at the Monkey Forest Ubud and with wildlife tourism in general?

Answers will vary and this question could provide an opportunity for a general forum in which to discuss a number of ecotourism issues. Wildlife tourism issues include those mentioned in the case such as negative human-wildlife interactions, damage to resources, pollution, crowding and other carrying capacity issues, etc.

Who are the stakeholders, public and private, that need to be included in the future plans for managing the Monkey Forest Ubud and what sorts of concerns might each group have and why?

Answers will vary. As noted in the case, the stakeholders include all parties with an interest in the forest. For the purposes of sustainable tourism, the parties can include the present visitors, future visitors, present host community, and future host community (Byrd, 2007) and groups such as “investors, legislators, government agencies, environmentalists, the media, the scientific community, competitors, special interest groups, the general public, and local communities” (Manwa, 2003, p. 46). Their concerns may include issues raised in the previous question and also involve more specific issues related to environmental, economic, and socio-cultural aspects of management of the monkey forest.

How can the staff members at the Monkey Forest Ubud deal with the increasing number of macaques?

Answers will vary. The monkey forest management team could implement non-lethal strategies to help control the macaque population through birth control measures, hysterectomies of the female macaques and/or vasectomies of the male macaques. The management team could also opt to translocate several in-

dividuals to other forest areas in Bali. It is highly unlikely that the forest management team would try to implement lethal measures given the forest’s governing doctrine of Tri Hita Karana and its standing in conservation and research communities.

What are some positive impacts of the Monkey Forest Ubud expansion? How can the management team of the Monkey Forest Ubud maximize these positive changes?

Some of the positive impacts of the forest expansion include an increase in the number of visitors to Monkey Forest Ubud and in turn increased revenue for the village of Padangtegal. Additionally, the forest expansion may also provide increased incentive to conduct conservation, research, and educational agendas.

What are some negative impacts of the Monkey Forest Ubud expansion? How can these negative changes be minimized by the monkey forest management team?

Although an increase in the number of visitors to Monkey Forest Ubud can be considered a positive impact of the forest expansion, it also has negative impacts. Some of the negative impacts include exceeding carrying capacity, degradation of the environment, pollution, and increased burden on the trash removal, sewer systems, and other resources due to the increased number of visitors. In addition, the expansion of the forest provides the macaques with new areas to explore and to come into conflict with tourists. The expansion is spilling over into the neighboring village; however, that village is not reaping any of the financial benefits and therefore, this situation may lead to conflicts between the two villages.

How can the management team ensure that the Monkey Forest Ubud expansion is done in a sustainable manner? What issues must be considered?

Answers will vary. It is important for the management to consider the natural environment and how the forest expansion and disruption will affect the macaque population within the Sacred Monkey Forest. It is also vital for the management team to improve informational and educational materials for visitors around the forest, distributed upon entrance, and on their website. Enhancing the trash and recycling containers throughout the monkey forest to facilitate easier disposal of various items is necessary as well.

What types of conflict between humans and macaques occur at the Sacred Monkey Forest Sanctuary? What other types of conflict occur between humans and wildlife around the world?

Answers will vary. There are several types of conflict between humans and macaques in the Sacred Monkey Forest Sanctuary. One type of conflict involves the acts of aggression by the

macaques ranging from mild forms such as simple threats; moderate forms such as lunging at, chasing with no contact, or physical displacement; and more severe forms involving physical contact including bites. Another kind of conflict involves humans either intentionally or unintentionally antagonizing the macaques. A greater understanding of macaques could decrease both kinds of conflicts.

Wildlife viewing is popular in many places, including across the United States (U.S.), and unfortunately, conflicts between humans and wildlife are not uncommon. These conflicts in the U.S. involve interactions between tourists and a variety of animals such as wolves in Yellowstone National Park (e.g. Montag, Patterson, & Freimund, 2005), black bears and other wildlife in the Great Smoky Mountains National Park (Gray, 1993), and manatees in Florida (Sorice, Shafer, & Ditton, 2006).

Around the globe, wildlife tourism is also popular. Viewing wildlife is particularly popular with tourists in Africa and issues often revolve around observing the animals termed the “big five.” These species include elephants, buffalo, rhinoceroses, lions, and leopards and while they are the most popular with tourists, they are also seen as the most expensive to preserve (Lindsey, Alexander, Mills, Románach, & Woodroffe, 2007.).

What are some of the benefits of the current management structure of Monkey Forest Ubud?

The greatest benefit to the current management structure of Monkey Forest Ubud is that the local community reaps all of the benefits. Additionally, given the structure of the management team, in that it is composed entirely of members from the community, there is great incentive to ensure the success of the monkey forest through the protection of the natural environment and macaques of the monkey forest, as well as the culture of the Balinese people.

What are potential downsides of wildlife and macaque tourism?

Answers will vary. Some of the potential downsides to wildlife and macaque tourism are the degradation of the natural environment and potential harm that may come to the wildlife as a result of close proximity to humans. Additionally, the close proximity of humans to wildlife such as macaques can increase the potential for injuries to humans. In the case of the Monkey Forest Ubud, it is common for both guards and tourists to experience being bitten by macaques. Although in many of the biting incidents, it is the fault of the human and it usually involves withholding food or getting too close to an infant or juvenile macaque.

What suggestions do you have for the stakeholders to help the Monkey Forest Ubud have a successful future as a wildlife sanctuary and a sustainable tourism attraction?

Answers will vary. Answers need to consider a framework for planning and managing wildlife tourism and the goals of wildlife tourism, including sustainability and maximizing benefits (Higginbottom, 2004, p. 5). Costs and benefits of macaque tourism at the monkey forest need to be identified (Ballantyne, Packer, Hughes, & Dierking, 2007) and strategies for managing people as well as animals need to be considered (Burns & Howard, 2003). Identifying the needs and wants of all stakeholders and developing plans that include guidelines for visitors to the monkey forest might serve as starting points for further discussion about what these specialists might do to assure the future of the monkey forest (e.g. Nerd Nomad, 2016).

What experiences have you had or heard about with regard to wildlife tourism that involved both rewards and challenges and how do you think that this type of tourism can be sustainable?

Answers will vary.

Suggestions for Additional Reading Material

- Ballantyne, R., Packer, J., & Falk, J. (2011). Visitors' learning for environmental sustainability: Testing short-and long-term impacts of wildlife tourism experiences using structural equation modelling. *Tourism Management*, 32(6), 1243-1252.
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- Montag, J. M., Patterson, M. E., & Freimund, W. A. (2005). The wolf viewing experience in the Lamar Valley of Yellowstone National Park. *Human Dimensions of Wildlife*, 10(4), 273-284.
- Nerd Nomad (2016). Getting attacked by monkeys in monkey forest Ubud, Bali. Retrieved from <https://nerdnomads.com/monkey-forest-ubud-bali>
- Sorice, M. G., Shafer, C. S., & Ditton, R. B. (2006). Managing endangered species within the use–preservation paradox: The Florida manatee (*Trichechus manatus latirostris*) as a tourism attraction. *Environmental Management*, 37(1), 69-83.