

IGCSE Revision

Tourism



Objectives:

3.4 Tourism	<ul style="list-style-type: none">• Describe and explain the growth of tourism in relation to the main attractions of the physical and human landscape• Evaluate the benefits and disadvantages of tourism to receiving areas• Demonstrate an understanding that careful management of tourism is required in order for it to be sustainable
<i>Case study required in 3.4</i>	<ul style="list-style-type: none">• An area where tourism is important

The growth of tourism

Tourism trends

Tourism is one of the world's fastest growing industries with the Middle East and Asia experiencing the biggest growth. Find out about the reasons behind these trends.

The growth of tourism

In 2010, 940 million people were recorded as arriving in a country from abroad because of tourism. This is worth \$919 billion dollars, making tourism one of the world's largest industries.

Tourism is also one of the world's fastest-growing industries. In 2010, the Middle East and Asia had the greatest growth of tourists. Europe still has the greatest number of tourists - nearly 500 million in 2010.

	1990	1995	2000	2005	2008	2009	2010
Europe	261.5	304.1	385.6	439.4	485.2	461.5	476.6
Asia and the pacific	55.8	82.0	110.1	153.6	184.1	180.9	203.8
Americas	92.8	109.0	128.2	133.3	147.8	140.6	149.8
Africa	14.8	18.9	26.5	35.4	44.4	46.0	49.5
Middle east	9.6	13.7	24.1	36.3	55.2	52.9	60.3

	% change
Europe	3.3%
Asia and the pacific	12.7%
Americas	6.4%
Africa	7.3%
Middle east	14.1%

The tourism industry therefore is very important to economic growth as well as the environment.

Tourism can help a country's economy and infrastructure. For example it provides jobs. Some countries such as the Caribbean have tourism as their main source of income.

Reasons behind the trends in tourism

There are many factors that help explain the growth in tourism:

- **More affluence** - since 1950 people have become wealthier. There is more disposable income. People also now have paid time off work for holidays.
- **Greater awareness** - through advertising or television programmes people are more aware of how and where they can spend their free time.
- **More car ownership** - more families own a car. This gives greater freedom to choose when and where to spend time.
- **Improvements in technology** - travelling today is much quicker. Motorways and aircraft have helped reduce the time it takes to get to different countries. Travelling by air has become more accessible as you can book on line and choose more budget options.
- **More leisure time** - people have paid holidays from work (on average three weeks per year are paid). Also people who are retired remain active for longer. There is also a trend to take more than one holiday in a year.
- **More choice** - in the past seaside holidays and package holidays were the most popular. The industry is seeing more people look at ecotourism and more unusual holiday destinations.

Types of tourism

Tourists can be divided into different categories. This can be on the basis of which types of places they like to visit or the type of activities they like to be involved in.

- **Beach holidays**, e.g. in Spain and the Maldives. People can relax on the beach or take part in water sports.
- **Outdoor adventure**, e.g. skiing and walking in the European Alps or the Rocky Mountains of North America.
- **Cultural/historic**, e.g. people like to visit historic sites, art galleries and museums in cities such as Rome and Paris. In cities like New York and London they can go shopping or see shows.
- **Ecotourism**, e.g. small numbers of people go trekking in the Amazon rainforest or on whale and dolphin conservation holidays in Scotland. This type of tourism is designed to be **sustainable**
- Sustainable tourism provides tourism opportunities for visitors and jobs for locals while protecting the environment and culture from damaging change. This means that in the future, people will continue to enjoy and benefit from them. A common slogan is "**Take only photographs, leave only footprints**".

Tourism attractions

Tourism contributes to a country's economy but can have a negative impact if not properly managed. LEDCs can become especially dependent on tourism, which is risky if tourists suddenly stop coming.

The human and physical resources found in a particular place often influence tourism to a particular destination. **Human resources** are tourist attractions that have been made by people, such as the Eiffel Tower in France. **Physical resources** are the attractions that have been made by nature such as beaches or lakes.

Popular tourist activities

- According to a recent survey of British people travelling within the UK, the activity that people like to do the most while on holiday is **walking**. Walking allows people to enjoy the physical resources of the countryside such as hills, rivers and lakes.
- The second most popular activity was visiting **heritage sites**. This includes historical buildings and sites of historic significance. These are human resources.
- The third most popular activity was **swimming**. People like to swim at the beach or in lakes (physical resources) or swimming pools (human resources).
- Other popular activities were visiting art exhibitions, watching performing arts and visiting theme parks (all human resources).

Attractions in different countries

Types of man-made tourist attractions in the UK include:

- art galleries
- architecture
- cultural monuments
- museums
- local traditions
- food and drink
- music and drama
- important historical or political sites

The table below shows that tourists in the UK are attracted to many different types of man-made tourist attractions.

Examples of tourist attractions abroad



The Eiffel Tower, Paris

The **Eiffel Tower in Paris** is an example of a **cultural monument** and a place of architectural interest. As well as admiring it from ground level, tourists can go to the top and see a great view of Paris, including the River Seine (physical resource) and many beautiful buildings (human resources).



Guard Tower at Robben Island

Robben Island in South Africa is an example of a **historical** or political site. Many people who visit South Africa go to Robben Island to see where Nelson Mandela spent most of his 27 years in prison. People are interested because Nelson Mandela's struggle and sacrifice helped end Apartheid in South Africa.

Physical tourism attractions

Physical resources are the natural features of an area which might attract tourists, such as:

- **the physical landscape** - such as beaches, mountains, rivers, lakes and glaciers
- **ecosystems** - such as rainforest or tropical grasslands
- **weather and climate** - most tourists seem to like it warm and dry

Impacts of tourism

Advantages of tourism

- Tourism brings much needed investment into an area. If it is an LEDC, the foreign currency is very important to the local people.
- Tourism provides employment for many local people, ranging from working in the hotels to selling trinkets on the beach. Without the tourist industry some less developed countries would have a much greater unemployment problem.
- The money that tourism brings in can be used to improve the infrastructure of the area. New roads, airports and facilities can be built, which cater for the increasing number of tourists, but also benefit the local residents.
- Income from tourism may be used to help conserve the natural environment that is the reason why visitors come in the first place.

- The country can benefit from overseas investment, primarily in the tourist industry, but also in other related industries.
- Tourism may help to preserve local cultures and communities, as they become a tourist attraction. This is certainly the case with some Masai tribes in Kenya and Maori's in New Zealand. Both use the visitor's interest and curiosity in their culture to become a tourist attraction.

Disadvantages of tourism

- In many resorts in LEDC's very little of the money paid for the holiday actually reaches the country. The holiday company, travel agents, airlines and hotel companies swallow most of it.
- The jobs for the locals are often badly paid, with very poor working conditions.
- The huge number of tourists coming to see it could easily damage the environment. It is very easy for a country to see the short-term economic gains of mass tourism without really taking heed of the long-term environmental damage going on.
- Increasing numbers of tourists brings problems such as littering, pollution and footpath erosion. All of these take time and money to clear up.
- Overseas investment, in things like luxury hotels, can mean that the money goes back to the country of origin. These hotels may also take trade away from local guesthouses and hotels.
- Local cultures could be devalued by tourism. They may almost become a freak show, where the visitors begin to look down on the locals as different.

The benefits and disadvantages of tourism for receiving areas

Tourism in an LEDC: advantages and disadvantages

Countries rich in **physical resources** - such as warm climates, beautiful beaches, rare ecosystems, and abundant plant and animal life - are often sought-after holiday destinations by people from MEDCs. Tour operators and developers invest in these locations in the hope that they will become as popular as European resorts.

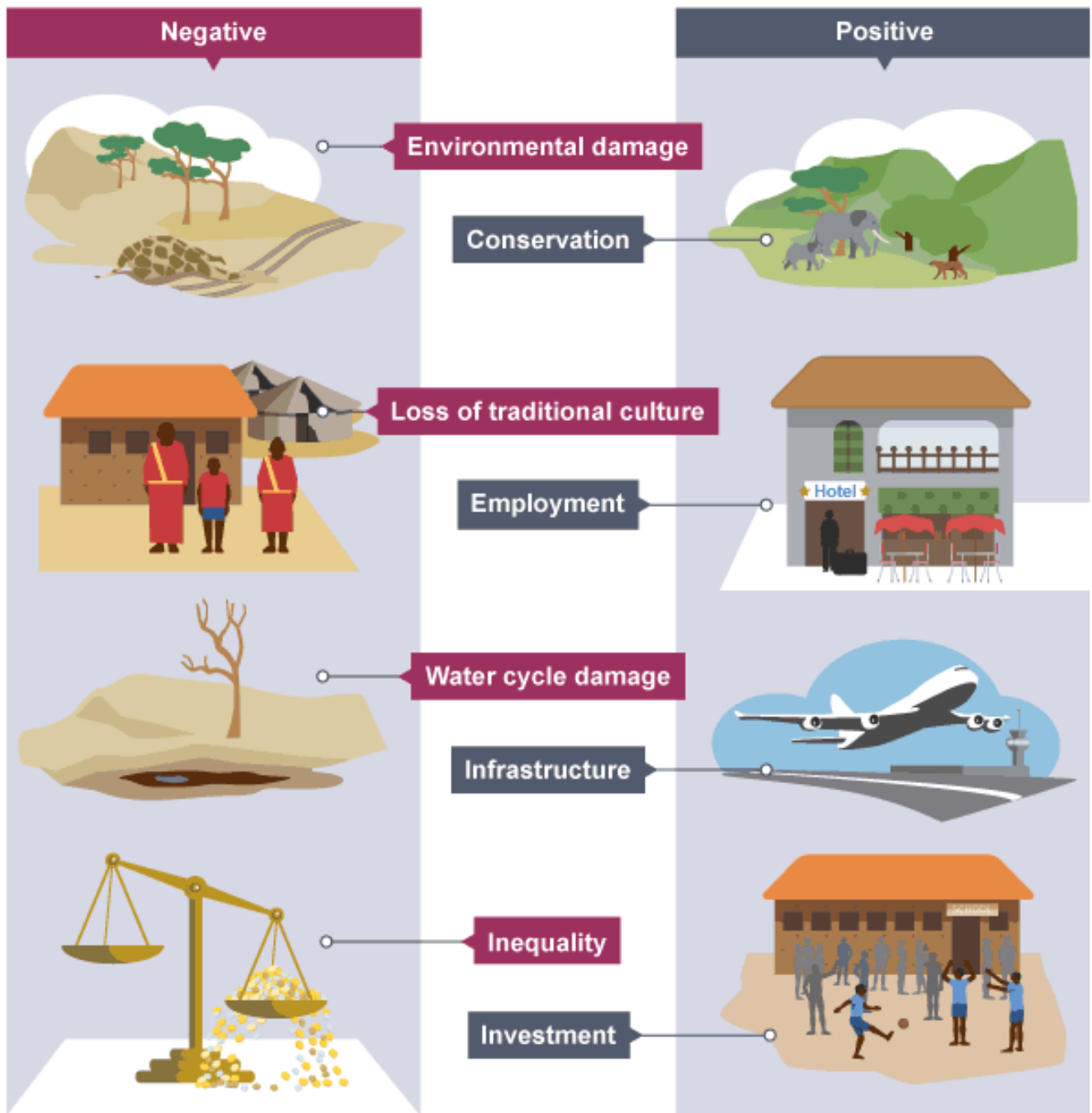
Places such as **Kenya** in East Africa, where tourists go on safari, or **Bali** in Indonesia, visited for its beautiful beaches, all benefit financially from tourism. However, tourism in LEDCs needs to be carefully managed to prevent harm to the environment and disruption to local communities.

Advantages	Problems
Foreign currency spent by tourists can be invested in improving local education, health and other services.	Profits go to foreign companies, such as tour operators and hotel chains, rather than to the local community.
Jobs for local people are created and people can learn new skills in tourism services.	Foreign companies may bring foreign workers to do the skilled jobs; so local people only do low skilled, poorly paid work.
Construction creates jobs and develops skills for local people.	House prices rise when foreign companies and investors buy property for hotels and holiday homes. This often makes houses too expensive for locals.
Local infrastructure is improved as water and sanitation facilities, roads, buses, taxis and airports are provided for tourists.	Important projects for local communities might be sidelined as infrastructure developments are focused on tourists.
Visitors get an insight into local customs and traditions.	If the aim of activities is to entertain, rather than educate tourists, this may belittle the local people.
Tourists see beautiful landscapes, wildlife and plants. They can also be educated about the dangers to fragile ecosystems in the modern world.	Pollution and disruption to wildlife habitats could occur if tourism isn't sustainable.

Tourism in an LEDC – case study Kenya

Tourism in LEDCs needs to be managed in order to prevent problems for the environment and communities of the host countries. Discover how conservation is managed in the Serengeti.

Case study: conservation and management in the Serengeti



Tourism brings income to Kenya and gives tourists a greater understanding of the area's animals and plants. The **Serengeti** is especially popular for safari holidays, which give tourists a chance to observe the annual migration of the wildebeest and zebra.

Tourism can also have negative impacts on the area. These need to be managed carefully to ensure that the natural environment isn't damaged for future generations.

Positive impacts of tourism

- **Conservation** - tourism has supplied the economic incentive to set up national parks and conservation areas which protect wildlife.
- **Employment** - tourism has generated jobs, improving the living standards for local communities.
- **Infrastructure** - roads, airports and other facilities have been built.
- **Investment** profits from tourism have been invested in education and other programmes for local communities.

Negative impacts of tourism

- **Environmental damage** - roads and tracks for safari jeeps can erode grass cover, damaging plants and animals and disturbing local habitats. The removal of trees and other vegetation for the construction of roads can lead to soil erosion.
- **Inequality** - often the profits of tourism are reaped by wealthy landowners or the hotel and travel companies in MEDCs.
- **Loss of traditional cultures** - the Masai's way of life and traditional farming methods have been disrupted by the setting up of the Serengeti National Park.
- **Water cycle damage** - diverting water for tourists can exploit local water reserves, leaving local people, plants and animals short of water. Tourist hotels sometimes dump waste into rivers.

More Kenya notes from DVD

Tourism in Kenya

Background information

2000 1,036,628 visitors arrived in Kenya and tourism receipts totaled \$257 million. Between 2009 and 2010 tourism grew by 15% and after agriculture most of the population works in this industry.

Developments in transport (i.e. more/ cheaper/ faster planes and technology (better knowledge from internet etc.) have meant that tourism in Kenya is accessible to far more people. The Kenyan government also realize the importance of tourism so have invested in infrastructure.

Positives

- Biggest foreign exchange earner
- Money from tourism is used to protect the environment
- National parks (such as Amboseli) have been set up to protect the environment- entrance fee pays for management (the entrance fee in 2018 is \$60 and the park beings in approximately US\$2 million per year). They use the money for schemes such as digging ditches to keep tourists away from animals.
- Jobs created- primary working directly with tourists and secondary (i.e. larger market for tourists)- create a multiplier effect
- The Maasai sell their crafts to the tourists



Negative

- Water is being used for swimming pools etc.- this is a scarce resource in the area due to drought etc. Locals have to pay a high cost for the water.
- Wages are low (the average Kenyan tourist worker would have to work for 8 years to earn enough to have a week in one of the Kenyan resorts).
- Much of the ownership is by TNCs- leads to economic leakage
- People walk on the coral and damage it
- Tourism is vulnerable to external shocks (such as recession and terrorist attacks). If the Kenyan economy becomes too reliant on tourism it will suffer badly if visitors stop coming.
- In Amboseli the protection of the national park has led to overgrazing by animals leading to dust storms and soil erosion. This is also made worse by safari trucks. This has meant that wildlife has left the park and impacted farmers as the animals such as elephants are trampling their crops
- The nomadic Maasai herdsman have had to leave the parks and have been forced to settle- this is having an impact on changing their culture
- The Maasai could be seen to be 'selling' their culture to tourists- zooification of culture.



Management

Bamburi nature park is located in the former Bamburi cement factory. They have used tourism money to re-develop the devastated landscape into an ecological reserve. Casuarina trees were planted which were the only species which could penetrate the reclaimed land and tolerate the saline conditions. This gives local children the chance to see wildlife and is a sanctuary for endangered animals.

Olare Orok conservatory Tourism in the Conservancy is limited to a maximum of 94 beds which equates to ratio of one game viewing vehicle for every 2,100 acres- this allows for a better view and less disturbance of the wildlife. This formula maximizes the client wilderness experience and minimizes the environmental impact of tourism. Built upon a partnership with local Maasai landowners, Olare Orok management has worked with the local people who agreed to move their homes and cattle, leaving the wildlife completely unimpeded. In the lodging the tents are powered using solar energy and are made to have minimum disturbance. The Maasai are employed as guides who help enrich experience by educating tourists about the local environment and culture.

Sustainable management of tourism – eco-tourism

Ecotourism encourages visitors to a country to leave a small carbon footprint, to the benefit of local communities and environments. It has become an increasingly popular option for many people.

Ecotourism is a type of sustainable development. The aim of **ecotourism** is to reduce the impact that tourism has on naturally beautiful environments.

Any tourist destination can be harmed by increased levels of tourism. If areas are damaged or destroyed, they might not be available to future generations.

The ecotourism approach

- Ensuring that tourism does **not exploit the natural environment** or local communities.
- **Consultation with local communities** on planned developments.
- Making sure that **infrastructure** improvements benefit local people and not just tourists.

Ecotourism now has the backing of the United Nations, which made 2002 the International Year of Ecotourism.

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Guidelines for ecotourists

Ecotourism sets out guidelines for how tourists should behave when visiting fragile environments:

- **Protect the environment** - keep to footpaths, don't leave litter or start fires.
- **Don't interfere with wildlife** - don't scare or feed the animals.
- **Protect resources** - don't take too many showers or use air conditioning.
- **Support local communities** - stay in locally owned accommodation and buy produce from local people.
- **Eat local food and drink** - avoid products that have been imported from MEDCs.
- **Respect local customs and traditions** - some communities are offended when tourists wear inappropriate clothes in religious places, strip off on the beach or behave in a rowdy manner. Locals appreciate tourists who try to learn the language and show an interest in their culture.

Ecotourism is increasingly popular and many people appreciate remote locations, small numbers of tourists and less sophisticated facilities. If a resort becomes overdeveloped then they will choose alternative destinations.

Example exam questions

*(d) Explain the **positive** and **negative** impacts (effects) of tourism in Low Income Countries (LICs).

Use examples in your answer.

(6)

- Explain the social impacts of tourism (7 marks)
- Explain the economic impacts of tourism (7 marks)
- Using examples, explain how tourism can be managed in a sustainable way (7 marks)