

Tourism

The Growth of Tourism

Social and economic factors

- People are becoming more affluent
 - More women working
 - Higher income
- Holiday leave time has increased from 2 weeks in the 1950s to 4 – 6 weeks
- Aging population so more pensioners going on holiday

Improvements in Technology

- Faster more affordable flights

Expansion of Holiday choice

- Package holidays
- National Parks
- Ecotourism
- Extreme Tourism
- Exotic locations

Tourist attractions

- Most people visit cities to experience the culture associated with museums, art galleries, architecture or shops and restaurants.
- Lots of people also experience a 'pull' towards beautiful landscapes such as the Alps.

The Economic Importance of Tourism in Contrasting Areas of the World

Poorer countries

- Foreign exchange
- Small businesses
- Taxes
- Jobs
 - 30% of the Barbuda population work in the tourism industry
- 80% of Barbuda's GDP comes from tourism

Wealthier Countries

- Jobs
 - Multiplier effect

Gambia – Case Study

- Gambia is located in West Africa and is surrounded by Senegal
- Gambia gets 17% of its GDP from tourism

- The number of tourists visiting the Gambia has risen dramatically since 1965 from 300 per year to 100,000 in 2013

Dubai – Case Study

- Dubai is one of the United Arab Emirates
- It is located on the Persian Gulf coast
- Tourism was developed in Dubai because they knew they would run out of oil in 10 years and their whole economy was based on oil.
- So they developed tourism to fall back on
- The average stay in Dubai is 4 days, because it is so expensive and is often used as a stopover destination on long haul flights

Issues in Dubai

Water

- Small amounts of ground water
- Use desalination plants to get their water from the gulf

Construction

- Dust damages environment
- The recession slowed investment

Natural Environment

- The gulf has been affected by oil spills
- Sea level rise could damage the city
- Sustainability of the natural environment has yet to be achieved

Immigrant Workers

- Work conditions can be poor
- Unacceptable gender imbalance

The Growth of Tourism in the UK

- Tourism makes up 8% of the UK's GDP
- 1.3 million people work in tourism
- Tourism earns more than 80 billion pounds each year
- More people going abroad for their holidays

Butler Life Cycle Model

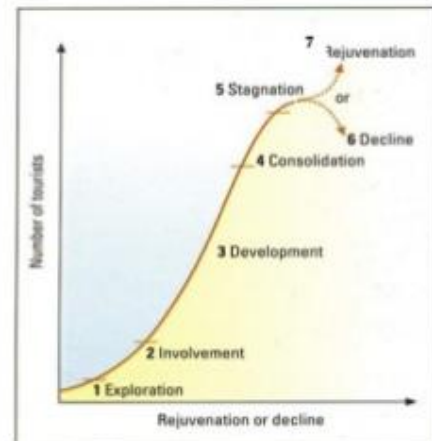
How can Geography explain the rise & fall of a tourist resort?: Butler's Life Cycle of a Tourist Resort:

Which statement's for which stage?

Task:

- ✓ In pairs, read each of the statements.
- ✓ Put the correct stage number next to the descriptions below.

Stage?	Description
5	Facilities & services decline as they become old & run-down. Negative impacts of tourism can be seen by visitors who consider the destination spoilt. Host community resent tourists who have taken over the town.
2	Visitor numbers start to increase. Host community provides services e.g. hotels, transport & tourist events.
3	Visitor numbers continue to increase due to natural & cultural attractions. Host community promote area & package holidays; and is now recognised as a tourist destination.
7	In decline, some destinations successfully target a <u>niche market</u> (by rebranding or regeneration, involving substantial investment to improve facilities & amenities.
4	Number of tourists increase at a slower rate. Access & transport to resort have been improved. Tourism is now a major employer for the host community. Tourist facilities beginning to impact on environment & changes cause resentment.
1	A small number of tourists attracted to relatively unspoilt resort. Host community regard tourists as small source of income which has no impacts on the area.
6	Tourist numbers fall dramatically. High unemployment in tourism affects local economy and resort image suffers.



Discuss & click to reveal ans for #1 / ans complete remaining - click to reveal further ans

Coastal Resorts

Exploration

- Seaside became fashionable among the rich and royals in the early 19th Century
- This was because of the 'health giving' properties of sea water and air

Development

- A rail network and cheaper accommodation made seaside resorts more popular with the 'masses'

Consolidation

- Between 1945 and 1965 was the peak of the British seaside resort

Stagnation and decline

- Tourist numbers fall as foreign holidays become more popular

Blackpool – Case study

Rejuvenation

- Blackpool applied for the license to become the home of the first super casino in Britain
 - They lost to Manchester
- Blackpool illuminations – August to November
 - Attracts tourists outside tourist season

- Blackpool tower has been updated and renovated
 - Glass floor attracts tourists, as does Strictly Come Dancing special filmed in the ballroom
- Pleasure beach updated offering more rides (Pepsi Max) offering adrenaline thrills
- Blackpool has promote themselves as a conference location
- New airports

The Advantages of Tourism for Blackpool

- Multiplier Effect
- Better Services/ Infrastructure for locals
- 20,000 jobs
- Economy 1 billion in worth

The Disadvantages of Tourism for Blackpool

- More traffic (congestion, pollution)
- Visitors may bring anti-social behaviour
 - Hen and Stag-do location
- Damage to the environment
- Urban Sprawl
- Blackpool might lose its appeal
- More Rubbish
- “Tacky” reputation

Torquay – Case study

Sheets in book

National Parks

Lake District – Case study

The Impacts of Tourism on the Lake District

Positive Impacts

- Boost the economy
- Creates Jobs
- Conversation measures more likely
- Creates demand for services and goods (multiplier effect)

Negative Impacts

- Traffic congestion (on narrower roads)
- Pollution from cars
- Increased litter and waste
- Second homes push up the price of houses and decreases demand for services year round
- Conflict between tourists and locals
 - Boats speeding on lakes
- Jobs tend to be seasonal and low paid
- Footpath erosion damages landscape

Solutions

See pages 308 to 309 of textbook

Mass Tourism

Jamaica – Case Study

- Jamaica is located in the Caribbean
- Tourism is the second biggest industry in the country

Tourist Attractions in Jamaica

- Negril Marine Park
- Montego Bay
- Dunn's River Falls
- Ocho Rios
- Negril
- Sandy Beach
 - Seven mile beach
- Heat 30°C to 20°C
- Bob Marely

Problems with mass tourism in Jamaica

- High Crime Rate
- Many tourism business are owned by foreign companies, so most profits end up abroad
 - Economic Leakage
- Great morass wetland has been drained from hotels
- Some tourism staff are foreigners
 - They send their profits abroad
 - Economic Leakage
- Clearance of mangroves has led to beach erosion
- Tourism jobs are often seasonal
 - Skilled Jamaicans leave to work abroad
- Areas have been built up; congested, polluted and damaged the environment
- Honeypot sites – overpopulated
- Dunn's River Falls
- Coral reefs have been damaged by jet skis

Strategies to manage mass tourism in Jamaica

- Limit the development of mass tourism to existing resorts
 - Ocho Rios
- Involve local people
- Spread small scale tourism to other parts of the island
- Tourists are encouraged to buy local food and crafts from Jamaican traders
- Eco-lodges
- Education about negative environmental impacts

Extreme Tourism

Why people visit extreme environments

- Adrenaline Rush
- Fulfilment
- Sense of achievement
- Boasting rights
- Extreme Activities

Antarctica – Case study

Why are more people going to Antarctica

- One of the few unspoilt places on Earth
- More tour operators going to Antarctica
- The Comfort Factor
 - You do not have to be super fit
- Growing market of young people and retired people with money
- Somewhere different
- Ecotourism

Threats from Tourism

- Cruise Ships
 - Spill Oil
 - Harmful for krill
 - Krill is the base/bottom of the food web
 - Ruins pristine water
 - Release of waste/sewage
- Lots of tourists
 - Over 40,000 tourists 2008
 - Litter
 - Congestion of cruise ships
 - More cruise ships
 - Tourists may leave lasting negative impact a footprint on moss can last 20 years

Measures in place

- All tour operators are members of IAATO which directs tourism to be safe and environmentally friendly
- Visitors are not allowed on SSSIs
 - Bird Island on South Georgia
- 50 countries signed the Antarctic Treaty in 1961 which protects Antarctica from:
 - Drilling for oil
 - Pollution
 - War
 - But only lasts until 2048
- The Polar code limits the number and size of ships visiting Antarctica
 - Ships with more than 500 people cannot land

- Only 100 tourists are allowed onshore at any given time

Ecotourism

Galapagos Islands – Case Study

- The 50 volcanic Galapagos Islands are situated 1,000 km off the west coast of South America in the Pacific Ocean
- Around 90% of the islands are designated as a National Park or marine reserve. The whole area is also a biosphere reserve and whale sanctuary. It was made the first ever Unesco World Heritage Site in 1979.
- The islands are among the most fragile ecosystems in the world
- Today there are strict rules for the tourists that visit. They are only allowed to arrive in small ships that tour islands and can only go onshore at specific locations in limited numbers.
- These small tour boats are owned by locals.

Benefits

- Environmental - the Galapagos Conservation Trust receives about £25 from every tourist that visits. This pays for conservation work on the island
- Economic - local people get paid to be guides and small businesses have been started up. For example the small tour boat companies. Local people also run guest houses and provide other services

Problems

- Honeypot sites - even though tourism is controlled, some sites are overused and are showing signs of environmental stress
- Pollution - oil pollution from boats can affect the fragile marine ecosystems

Yachana Lodge, Ecuador – Case Study

- It is situated next to the Napo river in the Amazon rainforest
- It has:
 - Hot water
 - Small rooms that overlook the river
 - Local materials used to build
 - 12000 hectares of protected rainforest

Environmental Benefits

- 1200 hectares of Amazon rainforest are protected
- Educates tourist on how to protect environment
- Local food ensures it is sustainably sourced

Social Benefits

- Local indigenous people receive jobs as guides and staff
- Raises awareness of the area, helps to engender respect of the area, and places these people live

- Gives children and opportunity to receive and education through the Yachana eco-lodge school

Economic Benefits

- More money and work is provided to the area resulting in greater affluence
- No economic leakage as the tourism company is locally based

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