This revision guide has been written to give you an overview of what is required for the tourism topic. I would suggest that you learn what is written here, but you shouldn’t neglect materials written in your exercise book either.

Section A: The global growth of tourism has seen the exploitation of a range of different environments for holidaymakers

![World Tourists (millions)](chart)

1. How has World Tourist Numbers increased?
   - World tourism has increased dramatically
   - The greatest growth appears to have occurred from the 1970s onwards
   - Growth is expected to continue in the future

2. Why has this growth in tourism occurred?
   - More holiday time – UK workers have at least 3 weeks a year - far more than years ago
   - Rise in real wages – people have greater wealth and more disposable income
   - Better transport - particularly cheap flights due to jet planes through companies like Ryanair and Easyjet have enabled many more people to go on ‘short-haul’ journeys. Regional airports make it quicker. Car ownership has enabled people to visit places in the UK, but also has enabled people to drive to nearby countries
   - Fashionable/ Lifestyle – people now see a holiday as a necessity rather than a luxury
   - Advertising – people are exposed to magazines, holiday programmes, brochures etc.
   - Increase in technology - last minute internet deals etc

The increase in the 1950/60s was to do with the rise of ‘all-inclusive’ or package holiday. This combined with cheap air travel, enabled people to visit the Mediterranean. Technological improvements have enabled people to travel to more long-haul destinations too, such as the Caribbean, as air fares have reduced.

3. How might tourist number increase in the future?

Tourist numbers are forecasted to reach 1.6 billion by 2020. This will continue to be fuelled by people from MEDCs going abroad (often just as cheap to go abroad as it is to holiday at home!), but crucially developing countries will start to have people wishing to go on holiday – i.e. Chinese people are going to Thailand, Sydney and Paris as they have more money. They are expected to be the number source of tourists by 2020! ‘THE NEW TOURIST’.
4. What areas are particularly suited to development as a result of tourism?

<table>
<thead>
<tr>
<th>Environment</th>
<th>Examples</th>
<th>Who goes there</th>
<th>Why?</th>
</tr>
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</table>
| Cities      | London, Paris, New York, Las Vegas | • Young adults (singles and couples)  
  • Recently retired people | Excitement, shopping, nightlife, sightseeing and culture (art, food, theatre etc) |
| Mountains   | Lake District, Alps, Himalayas, Rockies, Andes | • Sightseers  
  • People who enjoy the natural environment  
  • Mountain bikers, climbers, walkers, skiers | Natural beauty, physical challenge, winter sports |
| Coasts      | Blackpool, Jurassic Coast (Dorset & Devon), Miami, Maldives | • Water sports enthusiasts  
  • Young people families  
  • Retired people  
  • Walkers | Sun, sand and sea! Water sports and outdoor activities, natural environment. |

5. How far do we go?
- **Domestic destinations** = located in the tourist’s own country
- **Short-haul destinations** = can be reached by a flight of less than 3 hours. For people in the UK, this means the Mediterranean and places in Europe
- **Long-haul destinations** = greater than 3 hours flight. Often include tropical destinations such as Jamaica, Kenya and Thailand

In the UK, 52 million domestic holidays are taken. 47 million short haul and 13 million long haul flights are taken a year. The top destination for people from the UK is Spain – 20 million of the 60 million foreign holiday makers go there! The USA is Britain’s favourite long haul destination.

6. Why is tourism important to areas of the World?

Many LEDCs rely heavily on tourism. It can make a huge difference to their economies through the creation of jobs. The income gained can also be used to invest in infrastructure (bridges, roads, improved water supplies etc). These can allow a country to develop as a result. This can be measured by seeing what percentage of GDP (Gross Domestic Product) is created by tourism. Some examples are provided below:

- **Caribbean** – St. Lucia relies heavily on tourism – 37% of GDP.
- **Europe** – this varies between countries. 16% of GDP in Spain, whereas only 6% in Romania.
- **Gambia** – 17% GDP. This is high for Africa: often GDP figures for tourism are below 10%.
- **Maldives** – 30% of the GDP, which is very high! Tourism is very important there.

Section B: Effective management strategies are the key to the continuing prosperity of tourist areas in the UK

7. Why is tourism important to the UK?
There are a number of reasons:

- 8% of GDP
- 1 in 20 people (1.3 million) work in jobs related to the tourist industry
- An increase in visitors to museums, galleries, castles etc means that they make money and can be kept open, which means that local people can enjoy them too. Many parts of the UK are ‘unspoiled’ and many people like to visit these areas. Places such as these (many within National Parks) are maintained and managed as a result of the income gained from these people.
- Tourism also helps improves the UK’s image around the World. We have a reputation for beauty and history. Heritage tourism (visiting historic aspects of a country) is important as a result. The Royal family is very popular for foreign tourists with millions each year visiting Buckingham Palace – just think of the interest that resulted from the marriage of Prince William and Catherine Middleton.
- Liverpool was designated ‘European City of Culture’ in 2008 and as a result a new audience of people was attracted to the city. Investment was made in the area providing new facilities and housing, which just goes to show what tourism can do for a country!

8. What affects visitor numbers to the UK?

Visitor numbers can vary. These can depend on external factors (beyond the UK’s control):

- Exchange rates = Visitors convert their currency into pounds. If their currency is strong, they will get more pounds when they convert their money. This will make Britain appear cheaper and they will come. If their currency is weak compared to the pound, Britain will appear more expensive and less will come
- Security = Terrorism. Attracts can put people off (July bombings in London 2007?)
- State of the global economy = if the economy is doing well, people will have more money and will be more likely to travel abroad; the UK would be a beneficiary of this.

9. How can the development of a tourist area/ resort be modelled?

The Butler Model is used for this purpose. It plots the ‘life cycle’ of an area and shows how the numbers of tourists can be expected to change over many years. This diagram is shown on the right.

Initially, there are few numbers of tourists (exploration), but then when locals realise that they have a good place to visit they become involved (stage 2). Mass development then occurs, but after a while people can become fed up with going to the same location (e.g. Spanish resorts) and the resort starts to stagnate. At that point, visitors could fall (decline), but equally things could start to grow again if investment is made. For example, in the 1980s, Portsmouth and Southsea rebranded from being a beach holiday resort to one that focussed on the maritime history; numbers grew as a result.

10. What case study can be used for a UK tourist area/ destination?
We have studied the Lake District National Park. National Parks were set up after the 2nd world war with two aims:

- To preserve and care for the environment
- To provide a place for recreation and enjoyment

These aims seem to work against each other! The Lake District has over 8 million people visiting each year, yet only has 42,000 residents - this is mainly due to location. Many cities are nearby and the M6 motorway means that it is accessible.

**Why go there?**

- Human: Windermere, Kendal, Keswick, Ambleside and the various activities that can be enjoyed in the area.
- Physical: The actual lakes and mountains – i.e. Lake Windermere (England’s longest lake), Derwent Water, Scafell Pike (highest mountain England), Helvellyn.

People use the area to cycle, rock climb, educate, walk, hang glide, but all these activities cause conflict.

**Why is tourism good for the Lake District?**

- 20,000 people employed in the area full time and 35,000 on a seasonal basis
- £600 million spent a year
- Tourism keeps post offices, shops and buses busy – these are then kept open for locals
- Food demand keeps local farmers in business. Farmers can also benefit from opening campsites and by turning old building into holiday apartments.
- Money from parking charges can be used to invest in roads and leisure centres etc. which will benefit locals

**What are the problems?**

- Congested roads with too many cars and slow moving caravans- locals can’t get around easily and disrupts emergency services
- Some towns have become completely changed by tourist shops. Locals may have no trouble finding walking boots in Ambleside, but might struggle to buy a loaf of bread but if they do the prices are often high!
- Visitors buy 2nd homes which pushes up house prices. Locals are pushed out of the area - local services like schools can close as a result.
- Tourists walk over farmers’ land damaging crops and leaving gates open
- Tourists disrupt the peace and quiet – particularly on the lakes with water sports

**What have they done about it the Lake District?**

The government-funded lake District National Park Authority (LDNPA) look after the interests of the park and the people within it. ‘Cumbria tourism’ also attempts to promote sustainable tourism growth.

The National Trust buys land to preserve it, often by keeping it as farmland which local farmers manage.

**What other solutions have been suggested to promote sustainable tourism?**

- National Park entry charge? Reduce congestion, but could it discourage visitors?
- **Limit visitor numbers?** Perhaps limit numbers or prevent people from walking in some areas? This would reduce the environmental impact, but how will it be monitored? Limits peoples’ freedom?
- **Repair worn out paths?** Local stone could be used and it would keep popular paths open. However, it can be expensive and the stone footpaths can look a little odd?
- **Build bypasses?** This would relieve pressure on busy towns and reduce pollution. But, the glacial valleys can mean that there is not enough space – also cost is a real problem?
- **Improve public transport?** More buses and trains? Make the railway line double track? Very expensive, may require subsidies to keep the services running?

**Part C: Mass tourism has advantages for an area, but strategies need to be in place to reduce the long term damage**

11. What is ‘mass tourism’?

Mass tourism is where large numbers of tourists visit the same destination. Most are to short-haul destinations such as Spain, but long haul destinations such as Jamaica have become more popular since the 1980s.

12. How does it happen?

Tour companies arrange special flights – called **charter flights** – to transport people to the destination. Often, these holidays include flights, airport transfers and accommodation – these are called **package holidays**. If food is also included, then this type of holiday is called ‘**all-inclusive**’.

13. What case study can be used for mass tourism?

Your tropical destination is **Jamaica**.

You can see from the map and the climate graph that Jamaica is ideal for tourism. It’s hot all year, but it does have rain (like many tropical places).

Sun, sea and sand are the main reasons for going to Jamaica and a number of resorts have been developed:

- **Ochos Rios** – Dunn’s River Falls nearby, beaches
- **Montego Bay** – Golf courses, fine dining, beaches
- **Negril** – white sandy beaches – ‘7 mile beach’, fine hotels etc.

Many locations have ‘all-inclusive’ hotels with their own beaches. Many tourists never venture outside of the hotel. What is the problem with this do you think? Who is benefitting from this arrangement?

What are the economic positives and negatives of tourism in Jamaica? (tourists spent $2 billion there in 2008!)
What are the environmental positives and negatives of tourism in Jamaica?

Examine the map above. Can you identify the positives and negatives? One of the things you will see (and in the Lake District) is that many locations seem to be very popular indeed. These places are called ‘honeypot sites’ and are where many tourists are drawn to, like bees round a honey pot. For example, near Ochos Rios is Dunn’s River falls; that huge numbers of tourists can cause problems.

How can tourism be made more sustainable in Jamaica?

- Jamaica is poor – GDP US$8,000 per year (UK $36,000) and they are desperate to raise living standards
- 45% of all income from abroad comes from tourism
- Tourism is therefore vital to the economy

Giving up on tourism is therefore not an option therefore. To try to make things more sustainable, they have followed a number of strategies:
14. What are extreme environments?

Extreme environments are places where people find it difficult to live. There are no farms or cities – they are wild and inhospitable. Places such as deserts, rainforests, and mountains are often deemed to be extreme environments.

15. What case study can I use for extreme tourism?

Antarctica.

16. Why is Antarctica an extreme environment?

- Centred at the South Pole! Very cold – lows between -30 and -60°C are common. They can creep just above zero at the coast!
- The wilderness – hardly anyone is there and no buildings (apart from scientific research stations). Icy landscape. Nobody has lived there since 1897, but some occupy research stations during the year.
- It is the highest continent in the World and is also huge – 1.5 times bigger than the USA.

17. Why go to Antarctica and how has it been possible?
Ease of access and comfort (more tour operators and comfortable cruise ships used to explore the continent).

Growth of ecotourism (people want to visit wild places because of the attraction of the natural environment, but people don’t want to harm it). Financial factors (‘grey market’ – more affluent retired people)

In 1992, 6,700 visited Antarctica: 45,000 went in 2009 – 6 x as many! Once there, people can:
- Fly over the ice in helicopters
- Rock/ ice climb
- Cruise inlets on small boats
- Hike
- Scuba
- Kayak

18. What impact does tourism have on Antarctica?
- Disturb wildlife – affect breeding, feeding of young etc.
- Ship accidents – can happen in treacherous icy waters. Wrecks can leak oil, which pollutes the sea and beaches; this harms the wildlife considerably. The Canadian ship ‘Explorer’ (left) sank in 2007 and leaked oil into the sea.

However, the impact of tourism is fairly limited at the moment as tourist numbers are not that high (cost is prohibitive for many: £25,000 for a 7 day trip?). Also, numbers are limited and controlled internationally. Having said that, numbers are on the increase and the fragile environment will be put under more threat.

19. What has been done to look after Antarctica?
- The Treaty of Antarctica. This has been in force since 1961. Nearly 50 countries signed up to this to protect Antarctica from mining, drilling, pollution and war – at least until 1948. This treaty could now be extended to incorporate tourism.
- Research. Scientists examine ice, the sea, weather and plants etc. If they can raise awareness of what is going on in Antarctica (and tourists visit their research stations) then protection of the environment will become increasingly likely.
- Tourism. The International Association of Antarctica Tourist Operators (IAATO) was set up in 1991. Guidelines were provided in areas such as how many people can be let on shore and how people could conduct whale watching etc. Tour operators are not allowed to leave anything behind – no rubbish! Also, used water on the cruise ships has to be taken back and not dumped in the sea. In 2010, the British government suggested to those who signed up to the Antarctic Treaty that a new agreement covering tourism was needed. We want to limit the numbers of tourists and also prevent hotels from being built. A successful agreement would allow tourism to develop sustainably.
- Shipping regulations. After 2011 ships have not been allowed to use heavy fuel oil, which is the most polluting.
- Polar Code. From 2013, the Polar Code will limit the size and number of ships going to Antarctica. Ships with more than 500 people won’t be able to land and only 100 tourists will be allowed ashore at any given time.
20. What are adventure holidays?

Before moving on to the next section, it is worth noting that a holiday to Antarctica would be classed as being ‘adventurous’. Adventure travel is a type of tourism, involving exploration or travel with perceived (and possibly actual) risk, and potentially requiring specialized skills and physical exertion. Holidays such as these - as well as others such as ecotourism – have increased in popularity due to a number of factors, but the main thing is that people want to try something different. People have got fed up with going to Spanish resorts every year and rise in real wages, holiday time and operators actually providing such experiences has enabled it to happen. New Zealand is a particularly popular destination for this sort of holiday – white water rafting, bungee jumping, glacier walks etc.

Part E: Sustainability requires the development of ecotourism

Tourism can bring many benefits to a country, but it can also bring many negative impacts too. People are now becoming increasingly aware of this and are trying to still experience tourism without necessarily causing any damage. Some key terms:

- **Sustainable**: meeting the needs of the present population without damaging the environment & local community for future generations
- **Ecotourism**: holidays that have little or no damage to the natural environment & local community
- **Stewardship**: caring for the environment of a place as though it was our own. It means carefully looking after plants, animals and people who live there.

21. What is ecotourism?

Ecotourism places an emphasis upon protecting the environment, but also involves local people in making decisions that affect their land and living. The role of the locals is what makes it different from other tourism. Typical ecotourist destinations are places like coral reefs, game reserves and national parks.

22. What example of ecotourism can I use?

You have two: Kenya and North Island, Seychelles. Kenya (Kimana Camp) is discussed later.

Where: North Island, Seychelles

http://www.northisland.com/welcome.html (map on previous page)

What: Low impact, high end tourism. The aim is to turn the clock back 200 years and get rid of all non-indigenous species and to clean up the surrounding corals - the island is seen as a Noah’s Ark as species are re-introduced. Tourists can get involved by helping count species and clearing litter from the reefs when SCUBA diving. Tourists can catch dinner by going into the forest to collect vegetables and fruits and also go fishing. People arrive by helicopter, as there is no airport nor harbour so there is definitely no mass tourism.

The accommodation is made from materials found on the beach and in the forest. The 11 villas are by the beach and are extremely luxurious. All this comes at a price though- about 2,000 Euros per person per night! The proceeds from tourism helps the people continue their conservation aims for North Island.

23. Some groups haven’t done this, what else could I use for ecotourism?
Ecotourism in the Amazon.

**What are the issues there?**

**Global Warming** – cutting down trees means more carbon dioxide in the atmosphere. Far better to keep the trees there! **Flooding** – cutting the trees down for money means that more water reaches the river. Also, sediment no longer kept together by the roots gets into the river thus causing more flooding. Surely there must be a better way of making oney from the forest? **Indigenous peoples** – clearing the forest for money means that natives lose their way of life. **Tourism** – this will not happen if the trees are cleared as people want to see the forest and the species contained within. Communities need to see the value of their forest! **Ecosystem** – the rainforest is a fragile ecosystem. Clearing the trees can lead to extinction of plants and animals. Many potential future medicines could be lost.

So, there is a need for **STEWARDSHIP** and **CONSERVATION** there. This is where **ECOTOURISM** comes in! They can still make money from the forest without damaging it.

**What has been done?**

The Yachana ecolodge in the Amazon forest in Ecuador is an example of this. Essentially, it is a small environmentally friendly hotel that is surrounded by nature.

It is next to the Napo River, close the village of Mondana. It is set in its own 1,200 hectare section of rainforest. Every room has a view of the forest, with a private bathroom and a hot shower. Food is served in the dining room using **locally grown** products. Most of the **workers are locals** and work in the garden, kitchen and dining room. Amerindians are also employed as guides to show people the forest and local traditions.

Activities are done in small groups (low impact) and do as **little damage to the environment and local people** as possible. They educate people about the environment and the lives of local people. Activities include:

- Rainforest hiking
- Birdwatching
- Swimming in the Napo river
- Canoeing
- Visiting the local village
- Taking part in a traditional ceremony
- Visiting a local Biological research station

**24. How can ecotourism benefit people (focus on Yachana)?**

<table>
<thead>
<tr>
<th>Environment</th>
<th>Economy</th>
<th>People’s lives</th>
</tr>
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<tbody>
<tr>
<td>Trees not cut down as they are seen as an asset.</td>
<td>Employs mostly local people. Their wages are spent in local markets.</td>
<td>As a result of jobs, locals may have money to pay for consumer goods (TV, radio etc). Could this be negative? However, younger people welcome this.</td>
</tr>
<tr>
<td>Ecotourism on a small scale and small numbers means that little damage is done.</td>
<td>Local farmers have a potential new market: the tourists and the local workers who now no longer grown their own food.</td>
<td>Extra money can be invested in healthcare and education – results in higher literacy levels and life expectancy.</td>
</tr>
<tr>
<td>Trees not being cut down is good globally, as it can reduce the amount of carbon dioxide in the atmosphere.</td>
<td>Ecotourists spend their money in local villages. This puts money into the local economy.</td>
<td>Less people feel the need to move away.</td>
</tr>
<tr>
<td>Yachana Lodge recycles all of its waste and uses renewable solar power.</td>
<td></td>
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</tr>
</tbody>
</table>
25. How can ecotourism lead to sustainable development?

The flowchart on the right shows how this can happen. The crucial thing is that ecotourism values and conserves the natural environment and improves the well-being of local people (their standard of living and quality of life).

The old methods of cutting trees down did nothing but damage: soil and nutrients were washed away and farming wasn’t really an option as a result once the trees were removed.

Ecotourism has meant that the local people realise that keeping their forest actually makes them money! The forest is what people come to see, so any activities must make sure that no damage is done. This ensures that there is long-term prosperity for the area.