

Influences on Global Travel and Tourism

Impacts of Tourism

Revision Notes (B)

DEFINITIONS

Sustainable Tourism = Tourists can enjoy visiting a destination and their visit brings positive economic, environmental and social benefits to the country.

Economy = Money and jobs.

Social = Peoples' lives.

Environmental = Surroundings. May be man made or natural.

Impact = Something that happens because of tourism.

HIC = High Income Country e.g. UK, USA.

LIC = Low Income Country e.g. Chad, Madagascar

NEE = Newly Emerging Economy.

1 Positive impacts of tourism on the economy

- The greatest effect is the multiplier effect i.e. money spent in an area gets re-spent in that area as people spend their wages. This continues to boost the local economy.
- Tourism creates jobs. Hotels, airports and local attractions all require staff to function properly. Sometimes tourism creates jobs directly e.g. hotel and other times indirectly e.g. woman involved in building a motorway.
- Inbound tourists i.e. tourists from another country are particularly important as they bring foreign currency e.g. \$(US) or £(UK) to a country.
- When money is spent on peoples' wages or in hotels, airports and shops the government is able to tax this money. The taxes the government gets from tourists can be used to improve schools, hospitals, roads etc ... for local people.

2 Negative economic impacts on local/host communities

- Often money spent in an area goes to large multinational corporations e.g. Hilton Hotels and not to local people.
- Many jobs in tourism are low paid and involve working unsociable hours.
- In poorer countries involved in tourism workers often are not supported by trade unions and may not get sick pay, maternity pay or paid holidays.
- Often tourism is seasonal and people become unemployed at other times of the year.
- Leakage. Money spent on e.g. all inclusive holidays to big tour operators is often taken out of the country.
- Areas that have a lot of tourism often see an increase in prices of food, accomodation, services. This can have a bad effect on local people e.g. In some areas people can no longer afford to buy a home because they have become too expensive and have been bought by tourists as second homes.

3 Positive social impacts of Tourism on local communities

- Many tourists spend generously when on holiday. The money helps to create jobs and brings much needed money into the local community. This is likely to cause increased happiness.
- The government is able to gather more taxes. These taxes are spent on improving the infrastructure of the host country e.g. better roads, more schools, more hospitals, bigger airports etc that benefit local people.
- Improved infrastructure e.g. better roads often benefits local people and tourists.

Tourists often learn more about hosts communities and local ways of life e.g. in Kenya tourists observing how local Maasai people dress and dance on visits. This can bring a deeper understanding between communities of tourists and locals.

4 Negative Social Impact on local/host communities

- Local people have to work long hours to keep gift shops open for tourists.
- Local areas often lose their traditional culture and way of life. Benidorm in Spain used to be a small fishing village. Now it is an area of huge development and many high-rise hotels.
- Some tourism may exploit local people e.g. tourists visiting extremely poor areas just to see what they are like e.g. tourists visiting the favelas of Rio = slum tourism.
- Tourism can lead to increased crime e.g. tourists could have their wallets stolen or some tourists may buy drugs when abroad on holiday.
- Due to tourism some members of the host community may begin to dress and act like tourists. Perhaps younger members of the community begin to not wear traditional forms of clothing?
- In some tourist resorts of often young people e.g. Faliraki in Greece an increase in tourism can lead to more fighting, graffiti, litter, noise pollution and other anti-social behaviour.

5 Positive environmental impacts of tourism

- Tourism can benefit the environment. It raises awareness of environmental issues e.g. just how fragile tropical rainforests, oceans or the Arctic are.
- Some tourists may be motivated to travel for reasons of conservation.
- Ecotourism is where tourists travel to a spectacular, relatively underdeveloped destination e.g. the amazon rainforest. Some of the money raised through tourism goes towards the conservation of the host area e.g. anti poaching patrols across Africa.
- Some areas become specially protected e.g. National Parks to preserve them as wonderful places for tourists to visit e.g. the Lake District. National Parks are set up in many countries in the world.
- School children often become educated about environmental/conservation issues when going on school trips to global locations including Cambodia, Kenya etc ... Children often learn about different cultures!
- Urban greening can improve tourism numbers and experiences in cities e.g. Bristol has over 300 green spaces or Central Park in New York.
- Old industrial areas e.g. the canals in Bristol are cleared up and the facades of old industrial buildings kept to ensure they are attractive for locals and tourists. New modern and attractive buildings are added. This is known as regeneration and improves the environment for tourists.

6 Negative environmental impacts of tourism

- The world's population is going up tremendously quickly.

1950 – 2.5 billion
2050 – 8.5 billion (projected)

This puts a tremendous strain on the environment particularly when people do so much travelling.

- Habitats can become destroyed. Tourism in Greece has pushed loggerhead sea turtles off beaches.
- Many species are at threat from extinction e.g. mountain gorillas, giant pandas and elephants.
- Research in 2018 suggested tourists travelling was responsible for 10% of all carbon emissions! Tourists from rich countries are the main source of the problem.
- Air pollution, noise pollution and water pollution are all significantly increased due to tourism.
- Cruise ships are a significant source of water pollution often due to the huge amount of untreated waste they dump as untreated sewage at sea.
- Overcrowding in popular areas can be a very significant issue e.g. in the Galapagos visitor numbers are severely restricted.
- Traffic congestion is a significant problem as people try to reach the best destinations ...
- Environmental degradation e.g. the introduction of lots of new golf courses in southern Spain changes the natural landscape and requires phenomenal amount of often limited water from the region.
- Erosion e.g. footpaths to honeypots become eroded and scar the landscape!

7 How infrastructure development can benefit local people

- Even the best tourism destinations need good and appropriate infrastructure behind it.
- Infrastructure includes buildings such as hotels, airports, ports, roads, railways, power stations, reservoirs, sanitation works and telecommunications such as wifi.
- These are the things that make a country work and they have the potential to benefit both locals and tourists.
- They have to be appropriate however. For an isolated and wonderful remote village in Nepal it won't be appropriate to building a motorway next to it. This is likely to ruin the very reason people want to visit the village in the first place. This would be noisy and visually unappealing. It would bring too many tourists and not be sustainable. However a sensible road may really benefit both locals and tourists alike.
- Investing in infrastructure is very expensive so it's normally something that governments do. Note that if there is a motorway to be built in Nigeria it may be that the Nigerian government fund it our it may be another very rich government e.g. USA or China.
- The other way big infrastructure projects are financed is by Transnational Corporations (TNCs) also known as Multinational Companies (MNCs) e.g. IBM or Microsoft.

8 Engaging local communities and partnership projects

Tourism can be superb for a local community but to be really successful there has to be a tourism strategy and the needs of both tourists and local people need to be considered. To be successful any tourism plan has to:

- take into account local peoples' wishes.
- encourage local people to input into the tourism vision.
- help local people gain employment through the local tourism industry.
- ensure new infrastructure projects are appropriately shared between tourists and locals.
- support local tourist businesses.

The Travel Foundation (TTF) is a voluntary organisation that works to improve the lives of local people in tourism related areas. They do a lot of work in Jamaica, for example some of the projects they have been involved in include:

- a) bringing local Rastafarian villages into tourism. Some villages have signed contracts with TUI. Tours come to the local villages from the cruise ships. They see how the Rastafarian community live. One part of the tour visitors often enjoy is the "spiritual" drumming sessions.
- b) working with the craft market in Montego Bay, Kingston, Jamaica. TTF worked on helping the traders improve the quality of the products sold (e.g. wooden toys, clothes etc ...) and helped them with customer service training to ensure customers always received a warm welcome. This type of training means customers are more likely to return to the market again or tell their friends to visit boosting the money received by local people.
- c) TTF worked on developing a walking map of Montego Bay. In that way tourists got to visit areas of Kingston they might not have visited before and this has a benefit on shops and restaurants that would not have benefitted from tourism before.

9 Tourist taxes and how they can help fund community projects

Tourism can boost the economy. It helps to bring money and jobs to an area. The government then taxes this money and uses it to build schools, hospitals, roads and pay pensions. Jamaica has a population of 2 million people but receives 2 million tourists a year! This brings in a lot of tax for the government.

There are different types of tax. Four of them are written below:

Valued Added Tax (VAT) The government gets a % of every product that is sold e.g. a tin of biscuits sold in a shop gives the government money.

Departure Tax. Every time a plane or ferry leaves a country the company has to pay a departure tax for each passenger.

Fuel Tax. Every litre of fuel sold is taxed. Huge amounts of tax is paid by aircraft carriers.to governments in taxes.

Hotel Tax. This tax is applied in many countries but not the UK. Every night somebody sleeps in a hotel room a tax has to be paid to the government.

Taxes can help community projects

The Galapagos are islands 600 miles off the coast of Ecuador in South America. They are famous for Charles Darwin researching there before he published his “origin of the species” in the 1830’s. This was his theory of evolution and explained to us how life has evolved on our planet. Many people want to visit the Galapagos and see the amazing animals such as the whale shark, the giant tortoise and the marine iguana.

It costs a lot of money to visit the Galapagos (18 islands/population 35,000). The government collects taxes because it is expensive it:

- a) discourages mass tourism.
- b) raises income for local community projects. 40% of all the money raised goes directly to the Galapagos. It is used for:
 - i. conserving the different ecosystems.
 - ii. promoting international cooperation to preserve the islands.
 - iii. funding scientific research.

Hence the taxes collected by the government directly benefit the Galapagos Islands.

10 Employment in tourism

Lots of different jobs in tourism. This makes it appealing.

Tourism is very important for Lower Income Countries (LICs) as it can bring lots of revenue.

Opportunities for local people

12 million people are employed in business related jobs in the UK.

The Travel Foundation (TTF) a voluntary organisation that works in tourism to help poorer countries and people develop believes that for an organisation/destination to be sustainable it must employ local people in facilities e.g. hotels and as guides.

Climbing in the Himalayas involves local Sherpas. They need to be paid properly and not be expected to carry too much!

Access to higher paid jobs?

A criticism of many tourist related jobs is that they are low paid. Better paid jobs in tourism may include:

- Head of Housekeeping
- Hotel Manager
- Head Chef
- Interpreters
- Casino Manager
- Conference and Event Organiser
- Pilot

In the Bahamas almost 50% of all the jobs are tourism related.

One advantage of jobs in tourism is people can learn skills e.g. IT that can lead to better paid jobs.

Jobs in tourism can allow young people without any qualifications to learn vital work skills such as teamwork, communication skills and problem solving.

Two routes to a successful job in tourism are:

- a) to get qualifications before you come into tourism that then allows you to enter at a high level and
- b) start at the bottom and work your way up e.g. you begin as bar staff and become bar manager.

Training staff is good for the people involved but also the business itself as they are then able to do a better job and make the business more profitable.

11 Managing the Environment in Tourism

How can tourists visit places and make a positive contribution to the environment?

Visitor Management

Someone has to manage the destination to ensure that it is looked after properly ...

Restrict visitor numbers

In fragile environments e.g. Antarctica or the Galapagos Islands the number of visitors that can attend is carefully managed e.g. no ships are allowed in Antarctica that have more than 500 passengers. No more than 100 passengers are allowed on the Antarctic shoreline at once. All waste and litter has to be removed.

Controlling movement of people

Often history properties in this country will “rope off” an area of the property that visitors can see but not go to. This preserves that part of the property.

Queuing systems that use fences can provide safety for tourists and protect the environment. Too many people can cause accidents e.g. In 2015 there was a terrible stampede in Mecca in Saudi Arabia that killed hundreds of religious tourists.

Directions of flow

Sometimes attractions like museums or the Great Pyramid of Giza encourage tourists to walk in one direction. Internal corridors are very narrow in the pyramids and this is the way that it is controlled.

Maximum visa time limits

Examples include:

- In the USA British passport holders can stay for up to 90 days under the Visa Waiver program.
- In Canada it is 6 months for most British passport holders.

12 Traffic Management

One of the biggest issues facing destinations is traffic management. If this is done properly it can also improve air quality.

Restricting Traffic

London has the congestion charge. You are not allowed to drive in the centre of London unless you pay £11.50 each time. All of the money raised is invested back into London's transport systems.

Other ways that traffic is managed in cities includes encouraging the use of public transport, bus lanes, park and ride schemes, bike borrowing schemes and encouraging pedestrians by not allowing traffic in city centres.

Most big cities have an underground or metro system to move large amounts of locals and tourists around.

90% of all journeys in Hong Kong are by public transport. All signs are in both English and Chinese which is helpful to many tourists.

Investing in public transport is seen as vital for many big cities. It's been estimated that a single bus journey takes 50 car journeys off the road so it's much better for the environment.

Adequate parking facilities

Parking charges in city centres can often be very expensive to encourage people to not bring cars into the city centre.

Smaller/less popular destinations are less likely to need a lot of car parking.

Some car parks are council owned and some are owned by private companies.

Park and Ride

e.g. Cambridge. You can drive to the edge of the city and park and then take a bus into the centre of the city.

Alternative types of transport

e.g. New electric buses in London will not create any pollution!

Car sharing is also a way of helping the environment as it reduces the amount of car journeys!

13 Visitors, Education and Local Communities

Sustainable Tourism

Sustainable tourism is the concept of visiting somewhere as a tourist and trying to make a positive impact on the environment, society, and economy.

Some of the things sustainable tourism seeks to achieve are:

- Tourists to buy local gifts and produce.
- Tourists to respect local culture.
- Tourists to save energy where possible.
- Tourists to protect and respect the heritage/history of a destination.
- Tourists to be financially fair.

All-Inclusive

A big problem for a lot of destinations is the rise of All-Inclusive holidays.

An all-inclusive resort is a vacation resort that includes at a minimum lodging, three meals daily, soft drinks, most alcoholic drinks and possibly other services in the price.

Cruise Ships are another example of a type of All-Inclusive holiday. A tourist spends £3000 on a week's holiday of the West Indies with TUI or Jet2 or Cunard or P & O. Almost all that money goes to the company and not the people on the islands e.g. Jamaica that they visit.

Voluntary organisations e.g. The Travel Foundation (TTF) and Governments of destination countries are trying to ensure that more of the money comes to the country and the people themselves. If people eat in local restaurants they get a more authentic experience but the profits go to the locals, don't leak out of the resort and help the multiplier effect of the country.

Some tourists go abroad and want to eat in McDonalds or KFC. This doesn't help local people.

Rickshaws

Are common in countries such as India and South Africa. They are a convenient way for locals/tourists to get around very busy streets as they are small.

Advantages

- Authentic way to travel. It is how millions of Indians get around.
- Doesn't produce pollution.
- All the profits go to the local drivers.
- Significantly helps the multiplier effect. Good for sustainable tourism.

There are many techniques that organisations use to try and increase visitor spending. At National Trust properties both the gift shop and the café are often near the entry and the exit so all customers have to pass through and be tempted by what is on offer!

Sometimes organisations will work together to increase the spend they both get e.g. in the past Alton Towers had branches of both KFC and Burger King within its site. This helped either organisation.

14 Visitor Education

Crucial for the sustainable management of a destination.

Education helps visitors understand how destinations can be preserved e.g. World Heritage Sites like

Access to higher paid jobs?

A criticism of many tourist related jobs is that they are low paid. Better paid jobs in tourism may include:

- Stonehenge – UK
- The Great Barrier Reef – Australia
- The Galapagos Islands – Ecuador
- Great Wall of China – China and
- Pyramids of Giza - Egypt

World Heritage Sites can be either natural or man-made.

How do you educate tourists who visit these sites?

- a) Have clear script that you deliver to visitors.
- b) Ensure tourists know the destination has World Heritage Status i.e. it is one of the top destinations in the world for cultural tourists.
- c) Make understanding the site easy e.g. have a website.
- d) Use different types of media e.g. social to get your message across.
- e) Use storytelling to explain the importance of the site.
- f) Train tourism professionals to deliver key messages about the site/destination.
- g) Keep in contact with tourists after they have visited. They may be willing to donate money for the continued preservation of the site.

How can visitors contribute to looking after the local environment?

- a) Believing/dressing appropriately.
- b) Buy local produce/support local businesses.
- c) Go on a volunteering holiday that allows people to work on conservation projects in places as diverse as the Amazon or Australia.

14 Planning and Legislation

Legislation = Laws

Regulations = Rules

To develop a destination appropriately you need to talk carefully about planning and legislation.

If planned correctly new developments can be sustainable and have many benefits for host countries.

Building Regulations

A set of rules that ensure buildings are built to the correct standard. They relate to both new buildings and existing ones that are altered.

Most countries will have building regulations but they will be tighter and stricter in rich (HICs) such as the UK or Japan. Rich countries in earthquake zones often have very specific rules about their buildings to try to ensure they don't collapse during tremors e.g. deep foundations with rubber in allows buildings to sway rather than collapse in Japan. The poor quality of building regulations in Low Income Countries (LICs) e.g. Haiti or Nepal means hotels and other attractions often collapse during earthquakes.

Planning Permission

In almost all countries you need to obtain Planning Permission before you build things such as hotels, roads and visitor attractions. Planning Permission is normally given by local government and you have to complete a form talking about your new building or extension.

Often one of the biggest challenges to obtaining planning permission is the locals themselves and including locals in tourist development planning is very important.

UNESCO World Heritage Sites

Many of the worlds most beautiful tourist destinations are UNESCO World Heritage Sites. If the UN is not happy about new developments e.g. road being built near sites like the Pyramids or Great Wall of China then they will say they are not a World Heritage Site any longer and this could be devastating to the tourist development of that site.

15 Size and location of developments

Often it is easier to get planning permission in towns or cities if the development is on a brownfield site e.g. A town site that has become derelict and needs redevelopment. This can lead to the regeneration of the area.

Maintaining local styles

Is very important.

- In the centre of New York a new skyscraper might be appropriate.
- In an English Village of great beauty it maybe important to build with local stone and thatch.
- Copenhagen in Denmark. Even in the centre of the city all buildings are low rise (never above 6 storeys). New buildings must be built in a Danish style.

Encouraging Sustainability

Sustainable design is very important. New hotels and other buildings could:

- Have well insulated roofs and walls.
- Energy generated from renewable sources e.g. wind/solar.
- Energy efficient lightbulbs and lights that turn off when a person leaves the room.
- Rainwater tanks.

Consumers are becoming more aware of the fragility of our planet and are often looking for these types of features in tourist destinations they are considering staying at.

16 Controlling resources and protecting natural areas

Controlling the use of resources is an essential part of being a sustainable tourist. Tourists often have high expectations of their holidays and this means there is a huge demand on resources like energy, food and water.

Waste Management

Good if it can be recycled. Often though it gets sent to landfill to be burned or buried. Very bad for the environment!

Biodegradable is a good word. Products that naturally disintegrate.

The world has just woken up to the huge problem of plastic! It doesn't break down so other uses for plastic have to be found. In India some roads are now being made with recycled plastic!!

Energy

Huge amounts of energy are required by the tourist industry. Oil is still essential for planes but more electricity is now being generated using renewable e.g. solar, wind, tidal energy.

Water Supplies

Water is plentiful in some areas of our planet whereas other areas are very water stressed. Climate change is only adding to the problem as is the fact that the total population of our world is going up so rapidly. Some areas e.g. Southern Spain take precious water for golf courses/swimming pools and don't leave enough for farming and wildlife.

Many organisations now try to collect rainwater so it can be recycled more effectively e.g. used to water hotel lawns and gardens/flushing toilets.

Many hotels ask customers to not have towels washed every day.

Baja Lodge, Amazon Rainforest

Offers ten low-impact houses in the Amazon rainforest. The design of the properties has aimed to be self-sufficient in the way that they use resources and the construction of each beach house has used almost entirely local materials, including the timber and thatch.

Managing demand in fragile natural areas

The Galapagos Islands limit visitor numbers to help preserve the islands and the wildlife. One of the ways they do this is by charging very high prices to visit and then reinvesting the money into the islands themselves to aid conservation/preservation.

The size of cruise ships to Antarctica is carefully monitored. They can't have more than 500 guests on board. No more than 100 people can land on Antarctica at any one time. All waste has to be taken out of Antarctica and there are rules about how close you can get to wildlife. You also have to stay with your guide.

The Great Barrier Reef in Australia is zoned and tourists can only visit some of it. Activities such as fishing are banned in some parts of the reef.

17 Wildlife conservation and education

WWF = World Wide Fund for Nature aims to educate people about living in harmony with nature. This, of course, includes tourists. Educating tourists can play a key role in wildlife conservation.

Wildlife

Some holidays are based on viewing animals e.g. safaris in Africa to see the elephants, lions and giraffes etc.

Whales watching in Antarctica.

Some people don't think tourists should have any interactions with animals e.g. they hate tourists swimming with dolphins for example.

18 The Natural World

Many of the worlds' most beautiful places e.g. polar region, deserts and tropical rainforests are difficult to access and relatively unpopulated. However, many tourists are becoming more and more adventurous and this means numbers are going up in places like Antarctica. This puts pressure on the natural environment. One issue that can occur is non-native invasive species being introduced by human beings. Visitor education is very important. Cleaning boots and clothes to ensure seeds from elsewhere in the world aren't brought into the new environment is very important.

Volunteering

Some holidays encourage tourists to volunteer in conservation projects e.g. the "Mighty Roar" allows tourists to volunteer in places like Costa Rica and India on particular projects to help local wildlife.

Guides

Using local guides can be really helpful. In Egypt only Egyptians can be guides. Local people often have the expertise and knowledge to make a big contribution to tourists' knowledge. Using local people is good for sustainable tourism. It provides employment and economic benefits to local people!