

Tourism

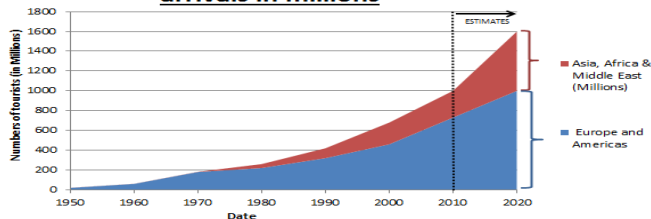


Tourism – an **ECONOMIC activity** where people visit another area for various lengths of time. Reasons/types – culture, adventure, city break, outdoor activities, beach, mountains, sports & sporting events, career break.

Global Tourism - Huge rise – 20 million 1950 to 1000 million in 2010

- Still mainly to Europe and America although increasing in other areas e.g. Africa
- More important (greater share of GDP) to LEDC's even though MEDCs may make more actual cash from tourism
- Reasons for growth
 - **Travel technology** e.g. budget airlines, motorways
 - **More paid holidays** – so more people can afford the time and money to go on holiday
 - **Greater disposable income** – i.e. more money left over after buying essentials like food and paying the bills
 - The media & TV programmes e.g. Benidorm, Ray Mears

A graph revealing approximate tourist arrivals in millions

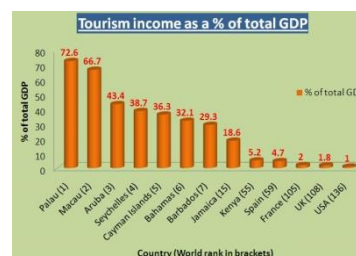


Tourism potential

- Types – city breaks, beach, mountain, activity, cultural
- Package tours – flight, hotel, transfers, some excursions all arranged and paid for in one go - started mass tourism
- France most visited country – has everything – culture, cities beaches (hot weather), winter sports

Economic Importance

- **MEDCs** – make a lot of money from tourism but % GDP small
- **LEDCs % GDP from tourism can be 50% +** - can make them vulnerable e.g. Tunisia
- Tourism generates Jobs and FOREX, short term jobs in construction and longer term jobs in catering, cleaning, farming, souvenirs, tours etc.



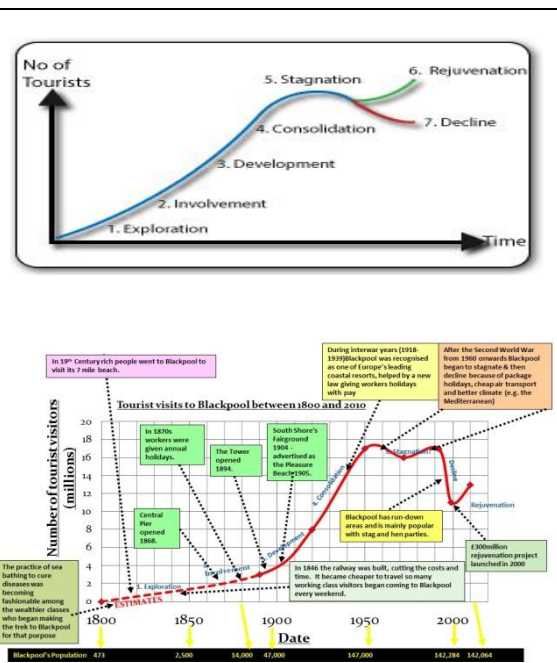
The UK - Easy to get to and travel around – flights into international airports, channel tunnel, good transport infrastructure
Lots of types of tourism

- Beach tourism – often not hot enough
- Mountain/hill tourism – mainly for hiking, not often cold enough for skiing
- City breaks – London, Newcastle
- Activity tourism – white water rafting, rock climbing, zip-wire
- Cultural tourism – Stonehenge, museums
- Ecological tourism – National Parks, sites of Special Scientific Interest (SSSIs)

Coastal resorts declining but 6th most visited country in the world

The Butler Model (tourism life cycle model) – FITS BLACKPOOL WELL – Blackpool in stagnation/rejuvenation stage

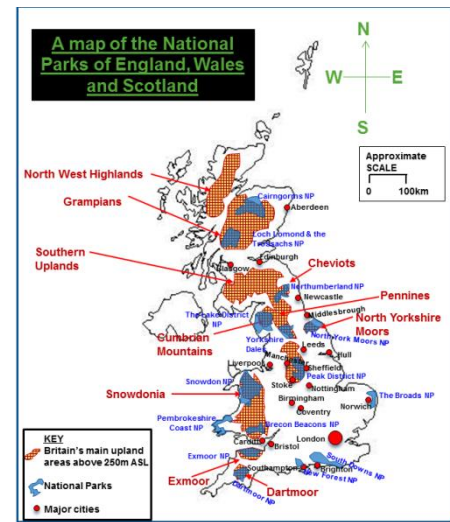
1. Exploration - early stage, handful of people visit - adventurous	Sea bathing in Blackpool in 18 th C
2. Involvement – local people start to get involved, hotels, restaurants etc.	In 1846 the railway was built, cutting the costs and time. Cheaper to travel so many working class visitors began coming to Blackpool every weekend.
3. Development – local councils and big companies start to develop resources etc. and number of tourists goes up	The Blackpool Tower opened 1894.
4. Consolidation – ever increasing amounts of attractions added to the resort	South Shore's Fairground 1904 - advertised as the Pleasure Beach 1905.
5. Stagnation – number of tourists stays the same, reputation starts to decline due to negative features of MASS TOURISM	1960s onwards - package holidays, cheap air transport and better climate (e.g. the Mediterranean) cut number of visits
6. Decline / rejuvenation - resort goes down in popularity or a project is put in place to improve it.	£300 million regeneration project launched 2000. Spanish Steps on coast, Brilliance lighting scheme in CBD, St John's Square, Houndshell shopping centre



National Parks in UK

- Created to **protect Britain's best scenery** by limiting development and offers access to the countryside for UK city-dwellers
- Land owned by farmers, National Trust and other people** – only small % owned by the National Park authorities
- National Park authorities work with land owners to protect landscape
- Conflict** often arises e.g. between farmers and tourists e.g. shoot dog

CASE STUDY – LAKE DISTRICT. Mountainous region in NW England. 15.8 million Visitors per year. People visit for scenery, boating on Lake Windermere, Beatrix Potter Museum, Pencil Museum (!), cycling, outdoors activities etc. **ISSUES** – Traffic (89% go by car on winding roads), people buying second homes so not enough property, visitor numbers cause footpath erosion and litter issues, conflict between tourists and locals/landowners. **SOLUTIONS** – Drive less see more scheme, promoting public transport, speed boats speed limited to 12mph, Uplands Footpath Restoration Scheme – money spent on stone pitching to repair eroded paths.



Mass Tourism in the TROPICS

Thousands of people go to the same resort at the same time

- Most popular, cheapest, package deal – makes the tourism EASY
- Opposite to sustainable, ecotourism and extreme tourism

Advantages	Disadvantages
Jobs for locals	Lots of money goes out of the country
Income for councils	Seasonal jobs
Improved infrastructure	Pressure on local resources and infrastructure
Cultural understanding	Cultural pollution
	Land lost from farming

CASE STUDY FROM JAMAICA - over 3 million tourists a year and growing. Makes 20% of GDP and employs 220,000 people. People visit beaches like Montego Bay, chilled out Negril, Bob Marley Museum and to play golf. 2 international airports at Montego Bay and Kingston, so accessible. Tour boats/cruises also stop over. **ISSUES** – overcrowding, cultural pollution, water management, pollution, sex and drug tourism. **SOLUTIONS** – ECOTOURISM in Blue Mountains and on coast e.g. Great Huts resort – low density, solar panels, educational tours of coast and mountains, use of local guides and products. **COMMUNITY TOURISM** – tourists stay with locals in their houses



Extreme Tourist Environments - Difficult and dangerous environments e.g. deserts, rain forests that people want to visit for ADVENTURE and ADRENALIN RUSH.

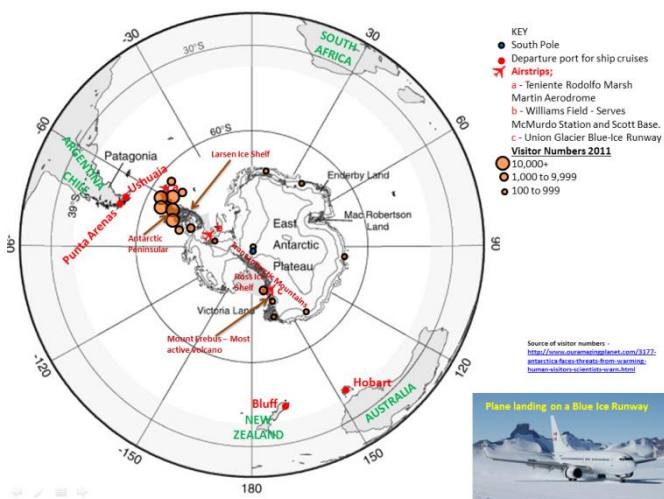
- Risky, physically demanding activities e.g. white water rafting
- Expensive so appeals to younger rich people - a **niche market**

- Expanded in popularity recently

CASE STUDY – ANTARCTICA - extreme because of ice and extreme cold – record low of -89°C. Can visit South Pole, Transantarctic Mountains, islands, volcanoes, skiing. People can fly but most go by boat, go to see penguins, wilderness, seals, whales etc. **THREATS** – tourist numbers going up, tourists unsettle wildlife, oil leaks from boats, boats sinking due to ice collision, waste from tourists. **SOLUTIONS** – IAATO (International Association of Antarctic Tourist Operators) regulates tourism but not compulsory – boats limited to 500 and seasonal. Permits needed. Antarctica protected by UK (Antarctica Act) and US law

Sustainable Tourism – stewardship and conservation

Sustainable development meets the needs of present generations without compromising future generations. So sustainable tourism has low numbers and is **sensitive to environment**, educates the visitor BUT the people in the



area can still make **MONEY**

- Ecotourism – environmentally friendly tourism
 - Those involved protect the environment
 - Some profits go back to protecting the environment
 - Low tourist numbers
 - Locally sourced food
 - Environmentally friendly accommodation
 - Low impact on the environment

Stewardship – regional, national or international approaches

Conservation – local approaches, BOTH use tourism to help the environment or with the protection of the environment in mind.

CASE STUDY – THE GALAPAGOS ISLANDS - 1,000km from Ecuador in Pacific Ocean. Collection of islands with unique wildlife like turtles and iguanas. Charles Darwin and theory evolution key here. Visitors pay \$100 park entry fee to visit, boats of maximum 16 tourists and locals heavily involved. Tourists get education before going. BUT – oil spills and waste damage environment, tourists disrupt animals and islands population is increasing due to tourism.

