



Leisure, Sport and Tourism

Revision Notes Paper 2 (HL and SL)

Syllabus

Discuss the difficulties in attempting to define leisure, recreation, tourism and sport.

Leisure: Any freely chosen activity or experience that takes place in non-work time.

Sport: A physical activity involving a set of rules or customs. The activity may be competitive.

Tourism: Travel away from home for at least one night for the purpose of leisure (IB definition). I would argue that tourism does not have to involve a night away from home. I think people going on day trips should also be included in a definition of tourism.

Recreation: A leisure time activity undertaken voluntarily and for enjoyment.

Domestic tourism: Tourism within the country of residency.

International tourism: Tourism outside the country of residency.

Day trips (day tourism): Visits to places of interest e.g. the beach or a ruin, but without staying overnight.

Mass tourism or package holiday: Large-scale tourism when flights, accommodation, tours and transfers are booked together and often part of a group.

Sustainable tourism: Tourism that preserves primary tourist resources and supports the livelihoods and culture of local people.

Ecotourism: Like sustainable tourism, but with a focus on the natural environment.

Heritage tourism: Tourism based on historic legacy as its main focus e.g. natural landscape, historical buildings.

Honeypot: A location that attracts a large number of tourists. Sentosa would be considered a honeypot location.

(Economic) Leakage: Money that is lost from a tourist destination. This money is often taken overseas by TNCs e.g. Intercontinental or Hilton.

Medical tourism: When people travel to other countries to undergo medical procedures e.g. dentistry or plastic surgery. This is done either because medical standards are better in the destination, or because medical treatment is cheaper in the destination.

Primary tourist/recreational resources: Pre-existing tourist attractions that often exist naturally e.g. the weather, wildlife, beaches, indigenous people or mountains.

Secondary tourist/recreational resources: Facilities that have been purposefully built for tourists e.g. hotels, restaurants, golf courses and airports.

Safari: Tourism that goes to view wildlife in its natural habitat. Safaris are very common in Africa e.g. Kenya, Tanzania and Botswana.

Resorts: A settlement where the primary function is tourism. Resorts are normally associated with the coast. Large hotel complexes are considered to be resorts.

Sports tours: Trips that either go to play sport or view sport. Trips to the football World Cup or Olympics are becoming much more common.

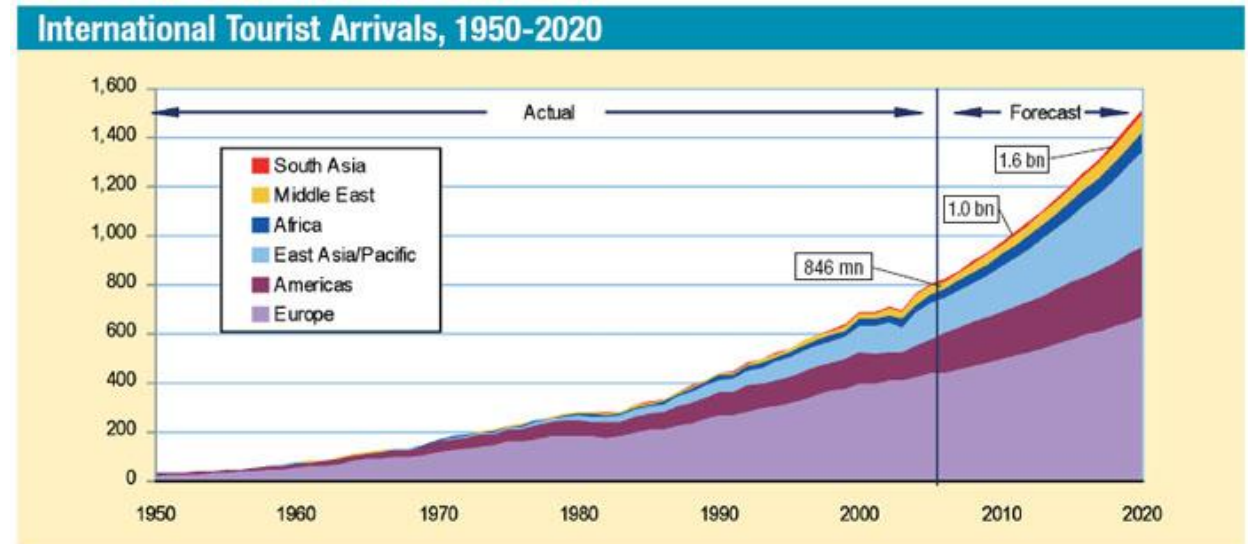
Health spas: Hotels or resorts that tourists visit for health treatments. This may include massages, detoxes or mud treatments.

All-inclusive: When tourists pay a hotel complex one price which includes all meals, drinks, entertainment, activities, etc. All-inclusive holidays are very common in the Mediterranean and the Caribbean.

Discuss the influence of accessibility, changes in technology and affluence upon the growth of these activities.

Low-cost (budget) airlines: Airlines that offer cheaper than normal flights, by removing add ons like airport check-in, in flight meals, checked baggage and pre-selected seats.

Factors Affecting The Growth of Tourism



Source: World Tourism Organization (UNWTO) ©

Economic Wealth: Even with the ongoing global economic downturn, the world economy is growing. This economic growth is being led by the so called emerging economies' e.g. China, Russia and India. With economic growth more individuals are removed from poverty and are able to afford to go on holiday. People can afford holidays when their disposable income increases. **Disposable income** is the amount of money left over after all bills are paid for.

Working Week: In recent years the working week has been reduced for many people. In MEDCs, most people now only work 5 days, having both Saturday and Sunday off. In the EU the number of hours people can work in the week, has been set at 48 hours. Increasingly some companies allow their staff to work **flexitime**. This means that they have a set number of hours they have to work, per week e.g. 48 hours, but they can choose when to work them. This might mean they work 9.6 hours a day or 12 hours a day for four days and have the extra day off. These changes in the working week has meant that more people now have time to take short holidays at weekends.

(Paid) Holidays: Most countries now have laws stating that companies have to give their employees paid leave. In the EU the minimum amount of paid holiday is 28 days. If you add on weekends, this is nearly six weeks of paid holidays. Because of the extra paid holiday more people now have the time and money to be able to go on holiday.

Transport: Over the past 50 years the relative cost of transport has fallen and the ease of moving between countries has increased. Car ownership has increased, new train networks have been built and new airports opened. In the last decade low-cost airlines have emerged and increased tourism. **Low-cost airlines** offer cheaper flights than normal airlines by removing added extras like airport check-in, in-flight meals, checked baggage and seat selection. The growth of transport has meant people can go on more holidays and also go on shorter holidays (weekend breaks).

Advertising: We are now saturated with advertising on bill boards, in magazines, on TV and increasingly online. These adverts make us aware of new destinations and persuade us to visit new places. There has also been a growth of TV programs just about holiday destinations.

Credit cards: The emergence of credit cards has made it much easier to pay for holidays and it has made it easier for people to buy things once on holiday. Credit cards can be used to pay for hotels and flights online and can be used to pay for things on holiday or take local currency out of ATMs. Credit cards remove the worry of carrying large amounts of money and the time of exchanging currencies.

Accommodation: In recent decades the quality and quantity of accommodation has improved. Accommodation can

vary from basic shared dormitories to luxury hotel suites. The increased variety and quality mean more people are now comfortable about traveling abroad.

Booking: Booking flights and hotels is now much easier. You can use a travel agent, but increasingly more people are going online to book their own flights and hotels and flights either directly or through agents. It is also possible to look at customer reviews (www.tripadvisor.com) so you can assess the quality of hotels, tours, etc.

Communication: Improved communication has not only made booking holidays easier, it has also meant people can now keep in contact much easier while abroad. This has removed the worry from many families. You can now update your status on Twitter or Facebook or send an e-mail or text to family letting them know where you are or what you are doing. It is now just as easy to communicate with your family half way around the world as it is from the next street.

Passports and visas: More and more people now have a passport. In previous years Chinese citizens were not allowed passports to travel overseas, now they are. It is now easier to get visas to visit new destinations. For example, British and Salvadorians do not need visas to visit each others countries.

Language: English is slowly become an international language - it is the most widely spoke second language. As the number of English speakers increase, more and more people are confident about going on holiday and knowing that they will be able to communicate. As the tourism industry develops the amount of multi-lingual guides is also increasing so it is possible to visit a foreign country and go on a tour in your native language.

New Facilities: New golf courses, swimming pools, sports stadiums, theatres, etc. are constantly being opened. This has increased the amount of leisure and sport, but also tourism. People now go on golfing holidays, sports tours or cultural breaks.

Retirement: Even though the retirement age may be increasing in some countries, most people now do retire. Retirement has been made possible with the introduction of pensions and a rising life expectancy. People are now living longer and are able to support themselves. This has meant that people now have more opportunities to travel after their working life.

Family Size: In most developed countries the fertility rate is declining. Smaller families now mean that it is much easier and much cheaper to take holidays.

Movement from Subsistence Farming: In years gone by many societies have been based on subsistence farming. This has meant that people have to grow and tend their own crops and animals. With the advent of commercial farming and supermarkets, people no longer need to farm so are free to go on holidays.

Population Growth: As the world's population grows, now about 7 billion, there are obviously more people who might go on holiday.

New Destinations: As communication and transport improve, it has become easier to hear about and travel to, more remote destinations. Destinations that once seemed out of place e.g. Antarctica or the Amazon Rainforest are now common destinations. With new destinations being discovered all the time, more and more people are going on holiday and visiting these places.

Changes in demand

Explain the long- and short-term trends and patterns in international tourism.

Demand for tourism as a whole or demand for individual tourist destinations has increased massively since the 1950s when mass tourism began. Since 2008 demand has been relatively stable mainly due to the global recession. People are also spending less money per day on holidays by opting for cheaper options. There have also been a number of dips in tourist demand, e.g. after 9/11 and in the SARS epidemic. Demand for tourism and tourist destinations can change for many reasons. These can be put into; social, economic, political or environmental reasons.

RISING DEMAND

SOCIAL FACTORS

- Smaller families making tourism more affordable
- Increase in leisure time (weekends and paid holidays)
- An increase in life expectancy allowing more time to travel after retirement
- New forms of tourism e.g. medical tourism or spas.
- Major sporting events e.g. Football World cup in South Africa
- Improving linguistic skills
- Increase in world population
- Increase in computer ownership and access to the internet

ECONOMIC FACTORS

- Increase in disposable income
- Growth of new low cost airlines
- The introduction of pensions making travel more affordable after retirement
- Increase in advertising
- Improvement in tourist infrastructure e.g. hotels
- Weakening of currency in tourist destination making travel cheaper
- Movement away from subsistence farming
- Wider use of credit cards.
- Increased car ownership
- Simpler booking methods e.g. Expedia online
- Single currency in Europe (the Euro)

POLITICAL FACTORS

- Removal of visa restrictions
- Government investment in tourist infrastructure
- Greater political freedom e.g. Chinese citizens
- Increased stability of area e.g Vietnam after the war the of the 1960s and 1970s

ENVIRONMENTAL FACTORS

- Creation of new national parks or the protection of certain areas.
- Natural landforms being designated a UNESCO site.
- Good reliable weather
- Natural beauty e.g. Sahara Desert, Himalaya Mountains or Great Barrier Reef
- Introduction of ecotourism and sustainable tourism

FALLING DEMAND

SOCIAL FACTORS

- Terrorist attacks e.g. Bali bombings aimed at tourists
- Ethnic tensions between locals and overseas visitors

ECONOMIC FACTORS

- Economic recession or loss of job

- Increase in cost of travel. Rising oil prices are add fuel levies.
- Weakening of domestic currency making international travel more expensive
- Credit crunch making finance harder to access.

POLITICAL FACTORS

- Political instability e.g. Libya
- Introduction of visas, tourist tax, exit tax
- Closing of borders e.g. Myanmar after failed 'Saffron Revolution' (now open again)

ENVIRONMENTAL FACTORS

- Natural disasters e.g. Thailand after 2004 Indian Ocean tsunami
- Environmental accidents e.g. Gulf of Mexico oil spill
- Rising sea levels possible flooding tourist destinations e.g. Maldives
- Outbreak of disease e.g. Swine flu
- Worries about personal carbon footprint

Butler's Tourism Model: The Butler Model is really a model to show a products life cycle. The model can be applied to any product. In tourism we usually apply it to a holiday destination.

1. Exploration: A new destination, with very few visitors. Usually adventurous travellers that have minimal impact.

2. Involvement: If the tourists like the new destination and the destination is happy to receive tourists, then there may be investment in tourist infrastructure and involvement by locals. Tourist numbers grow slowly.

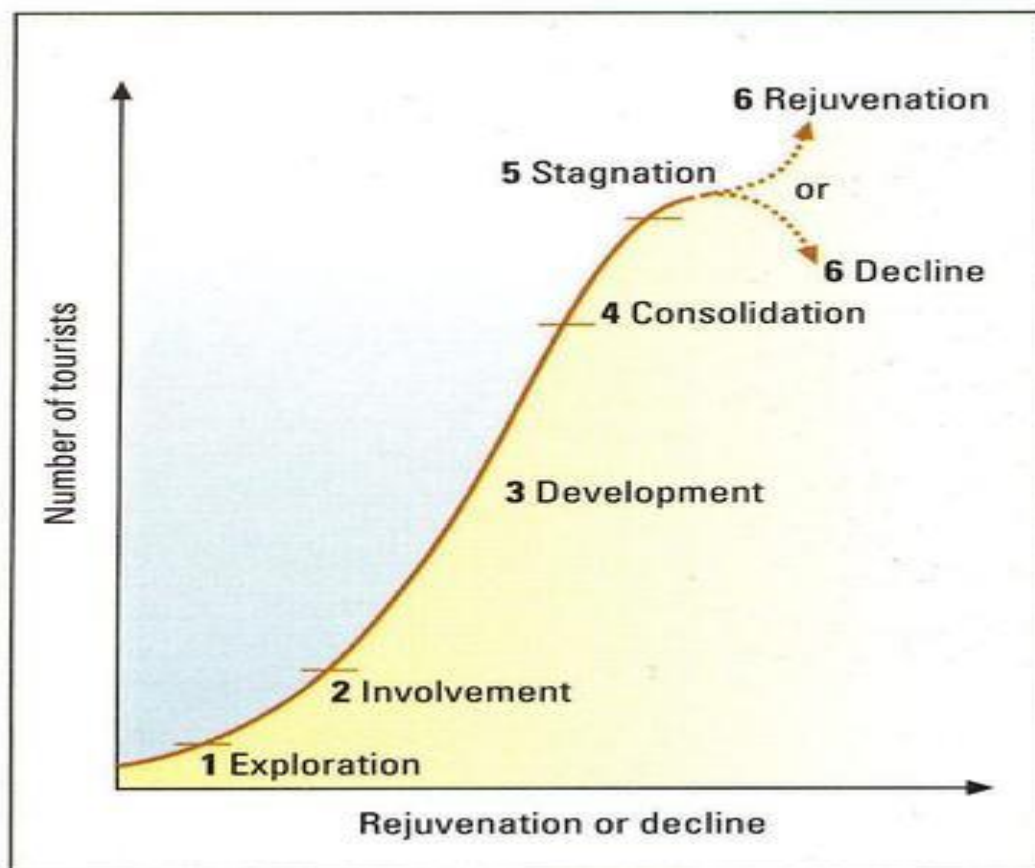
3. Development: Tourism becomes big business with further investment and involvement by TNCs. Holidays become more organised with package holidays arriving.

4. Consolidation: The area becomes reliant on tourism. Advertising and marketing attempts to maintain and increase tourism levels. Facilities like beaches, swimming pools and golf courses may become the domain of tourists causing some local resentment.

5. Stagnation: There is some local opposition to tourists, there is no new investment, tourists become tired of the same destination and growth stops.

6. Rejuvenation: Tourism is relaunched through advertising, tourists arrival from new markets increase, new transport links are opened or the tourism become more sustainable with local involvement.

6. Decline: There is no relaunch, locals remove their support, TNCs leave and tourism begins to decline.



Plog Model

The Plog Model is similar to the Butler Life Cycle Model, but instead of focusing on the product, it actually focuses on the people using the product. In the case of tourism, the tourists.

The Plog Model divides tourists into five different groups. The groups are:

Allocentrics: These are often hardened travellers who are constantly trying to discover new destinations. They will travel independently and use local transport. Allocentrics are the people who discover a new destination that has tourism potential.

Near-Allocentrics: Still adventurous travellers near-Allocentrics are constantly listening to the latest recommendation from Allocentrics and are quick to visit new destinations. Near-Allocentrics will also largely travel independently, but will travel in greater volume than Allocentrics.

Mid-centrics: The new destination is now fully known and publicised on the internet, in guide books, etc. The tourists now tend to travel in groups and on package holidays. The tourists will generally be take short breaks (weekend - fortnight) and expect developed tourist facilities. Allocentrics and near-Allocentrics stop travelling to destinations when the mid-centric arrive.

Near Pyscocentrics: The destination is well-established, but possibly overcrowded and unkempt. Many tourists stop going. The tourists who remain are ones that like consistency and don't like trying new things too readily.

Pyscocentrics: The destination declines further and the only people that carry on visiting are people who don't like change and want to know exactly what they are getting. Pyscocentrics may travel to the same destination for most of their lives.

Example of an area in decline: **Majorca** – a Spanish island, part of the Balaeric islands. Tourists from the UK, Germany and the rest of Europe flock to Majorca for its beaches, attractive scenery and nightlife. Tourists outnumber the local islanders. Tourists have caused a number of problems on the island such as drunken anti-social behaviour, vandalism, a rise in crime, traffic, litter, pollution, drugs and prostitution. There has been little control over development, so the attractive scenery has been spoilt by ill considered development. There is also the problem of tourists buying homes in Majorca pushing up the price of homes so that they cannot afford to buy a home. There is also the biggest problem which is the lack of access to freshwater on the island. This has led to water being imported from the mainland and occasional periods where the water dries up. Tourists use much more water than local people in showers, swimming pools and for washing clothes and dishes. Keeping the tourists looking attractive with grass and flowers also uses a lot of water. Golf courses are huge users of water in dry areas like Majorca. In addition to this Majorca has faced increasing competition from other tourist areas around Europe and further afield. All this has led to a decline in the number of tourist arrivals. Operators have lowered prices to attract more tourists as a result. However, this has led to more pyscocentric tourists arriving who tend to cause more damage due their lack of concern for the local environment and people.

Example of an area that has experienced rejuvenation = Sitges, on the North East Coast of Spain, close to Barcelona.

Sitges

Originally Sitges was a fishing village. However, with the opening of the railway line in 1881, it became easy for people from Barcelona to visit the town. At that time and into the 1970s, Barcelona, which lies 36 km to the north-east, was a very polluted city and Sitges was seen as a coastal settlement worth visiting.

1 Discovery

Sitges was at its 'discovery' stage at the end of the 19th century. At this time the town attracted many artists and intellectuals. The arrival of the railway in Sitges therefore enabled the town to develop as a cultural centre, and was a great place for the people of Barcelona to visit .

2 Growth/development

However, it was the development of international tourism and the invention of the package holiday in the 1960s that brought more people, many from outside Spain, to discover Sitges. This is when the major period of growth took place. This stage was accompanied by the building of larger hotels such as the Terramar and the Calipolis on the sea front, together with smaller, less prestigious hotels within the town. Restaurants and shops also increased in number to cater for the needs of the tourists in the main summer season, extending from May until mid-October.

3 Success

The success that this development brought enabled the economy of Sitges to grow. This growth was also aided by the number of people who migrated to Sitges, and people who bought second homes in the town. These included wealthy people from within Spain as well as foreigners from all over Europe and further afield. Of the migrants who live there today, 63% are of European origin and 30% are from Latin America. The increase in population has also meant an increase in retail services. There are over 150 clothes shops and 175 restaurants in Sitges, many of which are high status and serve not only the tourists but also the resident population.

4 Problem/stagnation

However, as for all tourist destinations, their success cannot be guaranteed. The spread of tourism across the Mediterranean and beyond means that there are now many more options available to the prospective tourist. So the problem' for Spain was that it had to compete in a much bigger market. For smaller settlements such as Sitges, the opening of new destinations saw a fall in inclusive-tour holidaymakers. When companies such as Thomson stopped

marketing the town, there was a surplus of beds available and a need to re-market Sitges to attract new, more independent tourists.

5 Decline or rejuvenation?

Since the late 1990s Sitges has had to adapt to the new situation. Rather than go into decline, Sitges aims to rejuvenate itself by investing in infrastructure to make the town more accessible, and to diversify from the reliance solely on tourists who visit in the summer months. This has been done by the local council and agencies together developing a Tourist Excellence Plan. The aim of the Plan is to develop a sustainable tourist model for Sitges. This will enable the town's 8,700 hotel beds to be more fully utilised throughout the year, and provide extra income for other businesses in the town. Sitges is still a favoured destination for artists and it is considered to be a tolerant, Bohemian place to visit and to live in. It has a large gay community, and a broad range of cultural activities take place in Sitges throughout the year which attract visitors to it. The Tourist Excellence Plan aims to build upon this and ensure that the town's facilities are used more effectively. A calendar of events shows how the organisers are trying to spread events throughout the year, which will attract tourists, both day and overnight visitors, to Sitges. The effect of such an array of activities is to bring people into the town both to use the facilities and to participate in an event or be a spectator. The town's closeness to Barcelona Airport and the rise in low-cost airlines such as Easyjet have also enabled Sitges to benefit from the growth in short-term breaks. Sitges is seen by many as an ideal alternative to staying in Barcelona, because of its beach and leisure facilities while allowing the tourist to visit the city of Barcelona, which is only a 40-minute train journey away.

It has also benefited from this locational advantage with regard to conferences: the two largest hotels in Sitges provide full conference facilities. These are mostly used outside the main tourist season and so are another way of enhancing Sitges as a successful coastal resort.

Changes in supply

Examine the changes in location and development of different tourist activities. Explain the growth of more remote tourist destinations.

Changes in supply

It is not always clear whether the demand for tourist destinations follows the supply of tourist destinations, or whether the supply of tourist destinations responds to the demand for tourist destinations. What is probably clear though is that the supply of tourist destinations and associated tourist services has changed with the advent of the internet.

Over the years the way the supply of holidays are accessed has changed dramatically:

Travel Agents - The traditional way to book a holiday. Like a shop you can walk in and discuss your holiday plans, budget, etc. with a travel advisor. They will then book your holiday for you. Travel agents can be independent and allow you to book through different travel companies or the travel agent can be the shop front for a travel company. Thomas Cook and TUI AG are two of Europe's biggest travel companies. TUI AG has about 3,500 travel agencies across Europe.

The phone - Most travel companies will have call centres. Travel companies usually provide travel brochures and increasingly internet sites. Customers who don't want to book online can then call and speak to advisor. In the past people may have phoned hotels directly, but this now happen less and less.

Post - This may now seem like a very slow way to book a holiday. However, before the internet and even widespread landline connection, you may well have had to write to a hotel to check on prices and availability. Before credit cards may have also been necessary to post a cheque.

Holiday Brochure - Many travel companies will provide brochures in shops or mail brochures to you. Some travel companies like Portman only used brochures to try and cut costs (no need to rent travel shops). All the tourists would be able to find their chosen holiday in the brochure they would still have to phone up to book or post a booking form.

CEEFAX - CEEFAX has now disappeared and been taken over by interactive services. However, ten years ago CEEFAX was still a popular way to locate holiday deals. CEEFAX was a service provided through the TV. Potential customers could view offers through CEEFAX and then phone up to make the booking.

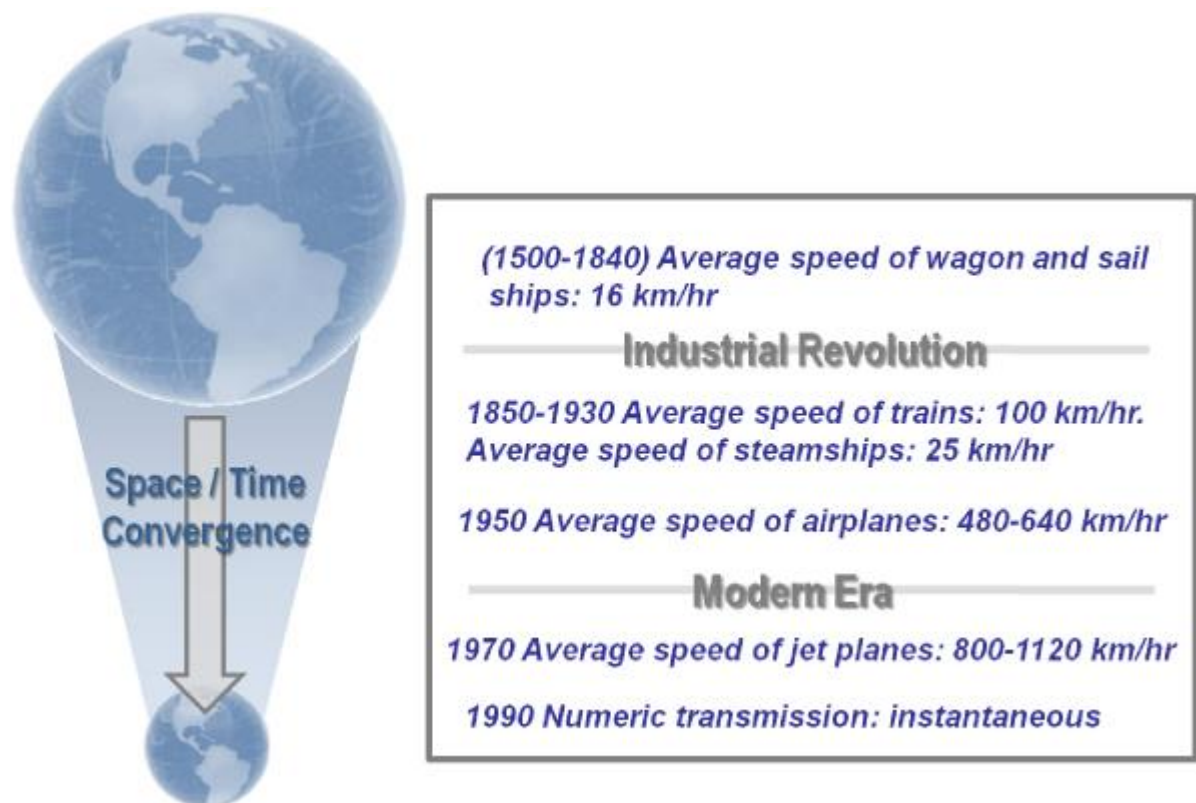
The Internet - Now one of the most popular way to plan and book a holiday. There are multiple way to book

through the internet. You can contact hotel and tour companies directly, you can through an agent or travel company. You can also chose to pay online. The internet in particularly has allowed small independent hotels and operators to enter the tourist market.

It is the internet that has caused the biggest changes and allowed the supply of smaller independent hotels, hostels and tour providers to be accessed and booked more easily. Before the advent of the internet, most booking would have been made through travel agents or by the phone using travel brochures.

There has been a massive growth in tourist related services. The availability, variety and speed of transport has increased as has the variety and availability of accommodation. Related services like dive centres and golf courses has increased along with advice and recommendation sites.

Transport: the supply of transport has grown massively in recent decades. The quantity, speed, size and type of transport have all increased. The increase in the speed of travel has effectively made the world smaller - this phenomenon is sometimes called space/time convergence. You will learn more about this in the global interactions section



Air Travel

The development of cheap commercial flights are partly blamed for the decline of the traditional British sea side holiday. Suddenly it became possible to fly to the Mediterranean and experience more reliable weather. Today the airline industry is still growing, especially in emerging markets like China, India and Russia.

The emergence of low-cost airline like Ryanair (now Europe's biggest airline), Easyjet, Air Asia and Air Arabia has made travel much more affordable for the masses.

As well as the emergence of low-cost airlines, traditional airlines are also growing their networks (while consolidating their positions with mergers). Delta airlines is the world's biggest airlines, but the mergers of Air France and KLM, British Airways and Iberia, Continental Airlines and United Airlines as well as TACA and Avianca has made some airline giants. Many airlines also forge alliances like One World and Star Alliance.

Railways

Railways was the main reason for the birth of the beach holiday in the UK. Before the development of the railways it was simply not possible to travel to the beach for a holiday in a limited period. Even though in the UK today, most people travel to the beach by car and the railway network has actually shrunk, in other countries the railways are seeing a huge boom.

By 2012, China is expected to have 110,000km of railways. It already has the world's fastest commercial railway, a maglev serving Shanghai airport. The train is capable of travelling at 431km/hr. It also has one of the world's highest railways travelling across the Tibetan Plateau to the city of Lhasa.

Cars

Car ownership is not strictly a tourism service (although hire cars do form part of the tourist industry). However, an increase in car ownership and affordability does allow more people to access holidays, particularly domestic holidays.

Again big growth markets for both the construction of roads and car ownership are the emerging markets. This year China is expected to become the second biggest car market in the world, overtaking Japan. In 10 years the numbers of cars on China's roads will double to nearly 200 million. At the same time the number of highways are also increasing (see India below). Although cars and roads are also used for business, shopping, etc. they play an important role in domestic tourism.

Cruise Ships

Traditionally cruises have been associated with the rich and the retired. However, in recent years cruises have become more popular with a broader range of socio-economic groups. Cruises have become more popular because of the variety of destinations on offer and the cost. In 2005 Easycruise was launched opening up cruises to an even bigger market. Easycruise was launched by the owner of Easyjet (one of the world's biggest low-cost airlines).

The world's biggest cruise company is Royal Caribbean International (US/Norwegian owned) who control 25.6% of the world market and has a fleet of 42 ships, including the world's two biggest cruise ships. The world's two biggest ships; MS Aluure of the Seas and MS Oasis of the Seas are both able to accommodate 6,296 passengers each. More recently the disaster of the Costa Concordia cruise liner off the coast of Italy has led to a decline in the cruise ship industry.

Accommodation: Once you have reached your destination, you obviously need somewhere to stay. For some this involves sleeping in a tent or caravan, for most this involves a hotel or some other permanent structure. Types of accommodation include:

Resorts: Resorts tend to be large-scale and often found by the coast. They cater for package holidays and are often all inclusive e.g. food, drinks, water sports and entertainment is included in the one price. Some resorts cater more for families, while others may cater for couples and honeymooners.

Hotel: Hotels come in many forms, ranging from large TNC owned brand hotels with hundreds of rooms to much smaller independent hotels (posadas) with maybe only three or four rooms. Before the advent of the internet small independent hotels would not have been able to attract international tourists. However, a lot of these small hotels now have their own websites and e-mail addresses and are reviewed on sites like TripAdvisor. In some tourists destinations the local tourism board may have set-up an internet site that you can book rooms through.

Hostel (Dorm): Hostels tend to be a lot more basic than hotels and aim for the more budget traveller e.g. back packer. Hostel rooms will often have shared bathrooms and sometimes shared rooms. Rooms that contain multiple occupants are known as dorms.

Bed and Breakfast (B&B): B&B's are usually a converted house and run by a family who usually still lives in the same house. They are small and intimate and offer a personal service. As their name suggest they provide a bed and breakfast. Breakfast is sometimes eaten with the family.

Boutique Hotels: Boutique hotels are becoming increasingly popular. They can be independent or owned by a multi-national. What makes them different is their size and individuality. They will only have a limited number of rooms and usually be designed along a theme making it unique.

Caravans: Some people own caravans which they tow behind their car and take with them. This is only possible in regions with good road networks e.g. Europe. Other times caravans are placed in one location, these are known as static caravans and are often not owned by individuals but rented.

Tents: Traditionally tents have been a budget option. However, recently permanent tent sites have emerged and

more luxury camping has caught on. Luxury camping has become known as glamping.

Even though the internet has undoubtedly increased the variety and availability of hotel accommodation, the world market is still dominated by a small number of international hotel chains. The world's biggest is the InterContinental Hotels Group (IHG), which includes brands like the Intercontinental, Holiday Inn and Crowne Plaza. In 2010 IHG had over 4,500 hotels in over 100 countries. IHG has a variety of brands so that it can target different socio-economic groups. Most of the hotels are operated under franchise.

Tourist Services: Tourist services are basically anything that tourists use while on holiday, this may range from tour companies, to money exchanges, to taxi companies to restaurants. I am going to look at the growth of two tourist related services. Both these services attract specific tourists, often on speciality holidays i.e. focusing on one activity.

GOLF COURSES

China has seen a massive growth in the number of golf courses. A lot of this growth is to accommodate the growing middle class in China, but it is also trying to attract international and domestic tourists to visit its resorts. China's first golf course only opened in 1984, but by 2009 it had over 600 courses. In the next five years it plans to build 14,000 new public courses. This figure excludes all the private courses that will be built at the same time. Mission Hill Golf Centre alone has 12 courses. Mission Hills invites tourists to stay for one and two weeks to play all of its courses. To promote the golf industry further China now hosts several major international golf tournaments including the Volvo China Open and the HSBC Champions Event.

DIVE CENTRES

Diving is becoming an increasingly popular pastime and is often done just on holiday. Divers will often go on holiday just to dive and may even stay on a 'live aboard', which is basically a floating hotel just for divers. PADI is one of the biggest providers of diving certification. It has seen massive growth in recent years and now certifies nearly 1 million people a year. It has over 5,300 recognised dive centres in over 180 countries

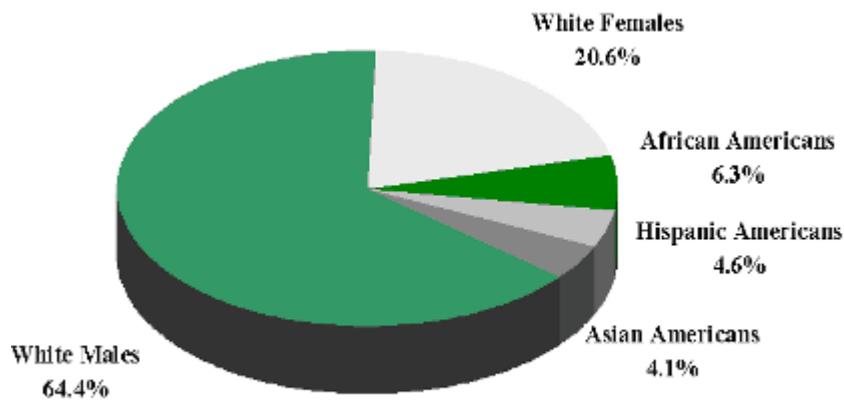
Travel Agents and Travel Recommendation Websites: Even though there has been a growth in independent hotels and tourist operators the majority of holidays are still booked through travel agents or tour operators. Tour operators like TUI AG actually decide in advance the number (supply) of package holidays that are going to be offered. They have to decide the supply in advance because they need to book flights, hotels rooms, tour guides, coaches, etc. These predictions are not always correct. If they supply too many holidays then prices will go down and if they don't provide enough then prices will go up.

Along with the growth in tourism that has been a growth in travel review websites. By far the biggest is TripAdvisor which is actually owned by a travel agent (Expedia). Review websites allow tourists to make a more informed choice and also allows small independent websites to compete with large companies providing they offer a good service and have good reviews.

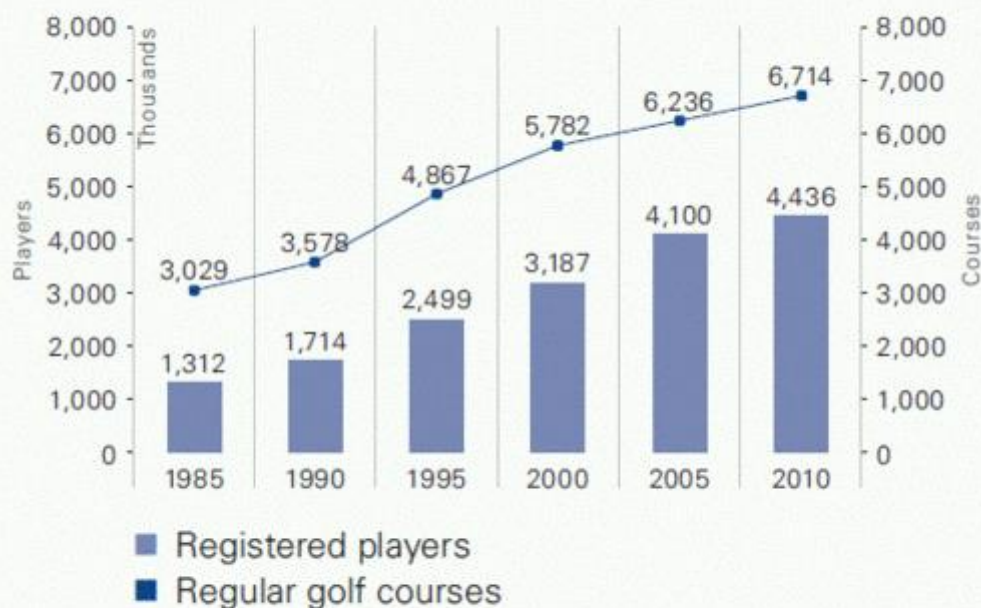
TripAdvisor: TripAdvisor.com is the world's largest travel site that assists customers in gathering travel information, posting reviews and opinions of travel related content and engaging in interactive travel forums. TripAdvisor.com is part of the TripAdvisor Media Group, operated by Expedia Inc. TripAdvisor is a pioneer of user generated content. Anyone can become a member and write a review about any hotel, airline or tour that they may have used. Tripadvisor was founded in February 2000 and operates under 17 brand names

International participation and success
Examine the social, cultural, economic and political factors affecting participation and success in two major international sports.

Golf
Modern golf originated in Scotland in 1457 and now St. Andrew's is recognised as the birthplace of golf. Even though golf has been around over 550 years, the world top ten male golfers and in fact world top 100 male golfers are dominated by Europeans and Americans. Why is this the case?



Development of golf in Europe 1985–2010



Source: European Golf Association (EGA) with KPMG elaboration
 Note: we have only considered affiliated players and regular golf courses in the above chart

The number of golf courses and golf players continues to rise in Europe (as shown in the graph above) and they are very successful. The reason for this is probably a combination of factors. To play golf, you need a golf course and these are expensive to build. Some countries don't have any courses, whereas the US has over 18,000. Even if there is a course, golf is expensive, a set of clubs can cost \$1000 and membership at a club will cost at least \$1500 a year (normally a lot more). Golf also takes time (a round takes about 5 hours), so you need leisure time. For participation to grow you also need role models, most countries don't have role models and culturally it is seen as an elitist sport, which rules out most of the world's population. The pie chart above also demonstrates a clear ethnic divide amongst US golfers. This divide was even bigger before Tiger Woods, who inspired more Afro-Caribbean golfers to start playing.

Strangely the world ranking in female golf are not dominated by Europeans and Americans. Instead they are dominated by Asian, especially South Koreans, Japanese and Taiwanese. This might be that women traditionally have been excluded from golf courses in Europe and the US. The time that this changed coincided with the development of golf in Asia where there were no pre-existing prejudices against female golfers. Also Asians are traditionally very dedicated and hard-working and therefore have a good chance of success.

Factors Affecting Participation and Success

There are many factors that can affect individual and national participation in sport and also success in sport. Below are some of the most common factors, along with a few examples of people or teams who have overcome some of these factors to still be successful.

Economic

Income: Income tends to have a very strong correlation to success. If you look at the medals from the 2004 Athens Olympic games then the top ten countries are all in the G20. If you look at the correlation below, it is positive and the only major anomaly is Russia. Russia is still a rich country, but it won more medals than you would expect from a country with its GDP. However, if you were to compare medals to GDP, you would get a very different medal table. In 2008, North Korea got the most medals per billion of GDP, followed by Jamaica. In summary, even though it is possible for countries with smaller GDP's to be successful, to get large-scale success, you do need to have a high GDP.

Because some countries are not rich, there are many talented individuals that do miss out. For example, Uganda has some of the most talented kayakers in the world (they train on the rapids of the White Nile). However, even though they have won medals in the past, there are many kayakers who cannot afford to go to competitions. Instead of competing internationally, they are working as safety kayakers on tourist rafting trips. In the UK it is now possible to get funding from the National Lottery as long as you meet certain performance criteria.

Infrastructure: Eric the Eel (Eric Moussambani Malonga) from Equatorial Guinea came to fame after competing in the 100 metres freestyle in 2000 Summer Olympics in Sydney. He gained access to the Olympics through a wildcard designed to promote swimming more globally. Before competing in the Olympics he had only ever been in a hotel swimming pool and had never seen a 50 metre pool. His time was nearly twice as slow as the fastest competitor. However, the Jamaican bobsled team portrayed in the film 'Cool Runnings' did overcome a lack of infrastructure to compete at three successive Olympics (Calgary 1988, Albertville 1992 and Lillehammer 1994). Although not achieving much in the 1st two, they actually finished 14th in Lillehammer, which was a head of the US, Russia and France.

The Jamaican team was an exception though. Normally individuals and teams only participate in and perform well in, sports that they have the infrastructure for. Often poorer countries can not afford to build expensive infrastructure like swimming pools, astroturf pitches and velodromes. That is why in poorer countries sports that only require little infrastructure are popular and successful e.g. football only needs a ball, cricket only needs a ball and a bat and running needs nothing.

Social and Cultural

Population: If your country has a large population, it might mean your country has a better chance to win more medals. In the Beijing Olympics the US got the most medals and has a population of 311 million (the world's 3rd biggest), China came second and has a population of 1.34 billion (the world's biggest) and Russia came third and have a population of 142 millions (the world's 9th biggest). However, if you were just looking at population then India (2nd biggest), Indonesia (4th biggest), Brazil (5th biggest), Pakistan (6th biggest), Nigeria (7th biggest) and Bangladesh (8th biggest) should all appear near the top of the medal table, but they don't. Therefore there must be other factors at play apart from the size of the population. Also if you look at medals per population then you get a very different medal table, in fact the Bahamas with a population of just over 300,000 would have come top at the last three Olympics. Australia and Jamaica would also appear in the top five over the last three Olympics.

Cultural Barriers: In some countries it maybe culturally unacceptable to participate in certain sports. In the UK, females have only recently started playing rugby, football and cricket on a large scale. Some sports like basketball only appeared in the Olympics in 1976 for females, but has been played by males in the Olympics since 1904 (demonstration sport). Boxing has often be associated with working class people and rugby with upper class. In the US golf is often played by the white population and basketball more by the black population. In the Muslim world, it is unusual to see sportswomen swimming or running because of social requirements to cover. Hassiba Boulmerka from Algeria was a groundbreaker who came into criticism and praise for running in shorts and a vest.

Traditional Sports: Some areas of the world are particularly strong in certain sports because of local traditions. These

traditions may have developed because of a colonial history, like cricket in the sub-continent, the development of a new sport, like sumo wrestling in Japan, or traditional activities, like archery in Mongolia (Mongols did and still do hunt using bows and arrows). A country or region who has a tradition of participation in a particular sport is like to see greater success. For example in the recent cricket world cup (2011), four of the semi-finalists came from the sub-continent (Pakistan, India and Sri Lanka).

Publicity: Some sports like the English Premier League (shown in over 200 countries) are very good at promoting themselves and their sport. Once a sport gets television coverage it tends to see an increase in interest and participation.

Hosting of Major Events: When countries host major sporting events there is often an upturn in participation and sometimes success. Athletes performing in front of their home crowd often find the inspiration to excel. Many international sporting bodies e.g. FIFA (Federation Internationale de Football Association) now like to spread competitions around the world to increase the participation in sport. This was one of the reasons why FIFA choose Russia to host the 2018 Football World Cup and Qatar to host the 2022 Football World Cup.

Role Models: Countries that have a role model to aspire to, often seen an increase in participation in the role models sport. Pele has been a great role model and inspiration to Brazilian youngsters wanting to play football, likewise so has Sachin Tendulkar to Indian youngsters wanting to play cricket and more recently so has Yao Ming to Chinese youngsters wanting to play basketball. A team's success can also have a similar role, when England won the Rugby World Cup in 2003, more people started playing rugby.

Luck: Malcolm Galdwell in his excellent book 'Outliers' looked at the unusually large percentage of Canadian ice hockey players that were born in the first quarter of the year (January, February and March). His studies found that the cut of date for age groups in Canadian ice hockey is January 1st. Therefore, someone born on 1st January would have a years growing (height and weight) advantage over someone born on 31st December. Because they were bigger and stronger they tended to get selected for school and club teams. Because they were playing for schools and clubs they got additional training and were then more likely to get selected for representative honours and again got more additional training and support. This process continued right up until the national hockey league. Because of this there are an unusually large amount of players with birthdays in January, February and March. He did a similar study with football in the UK where the cut of date for age groups is September 1st. As you might expect he found an unusually large amount of professional footballers with birthdays in September, October and November.

You may also be lucky if you have an exceptional coach in your school, or you have a local sports team very well equipped. You may even win a set of golf clubs or be invited to a football teams open day. Obviously luck is not everything, you also have to have talent and dedication to support your initial breakthrough. In his book "A Golden Age" Sir Steve Redgrave talks about his school having an unusually large amount of world class rowers because of the interest of one teacher inspiring individuals to take up rowing.

Physical (Environmental)

Terrain and Climate: The natural environment that you live in is going to have a big impact on the sports that you play. This is probably best shown by looking at the Winter Olympic Medal table from 2010. With the exception of the Netherlands in 10th place (who got the majority of there medals in speed skating), all the other countries have mountainous areas covered in snow for part or all of the year. Countries with no mountains and no snow traditionally do badly in the Winter Olympics because their populations have no where to train.

Alternatively if you look at long distance runners, a lot come from East Africa (especially Ethiopia and Kenya). This is because they both have highland areas where athletes can train and increase their red blood cell count, making running at sea level much easier. Australia traditionally does well in many sports (rugby, cricket, rowing, swimming, cycling) and one of the contributing factors is its weather. It has a good climate most of the year so people can go out and practice.

One recent exception was Alinghi from Switzerland who one the America's Cup (sailing's greatest prize) twice (2003 and 2007) despite being a landlocked country.

Biological

Genetic: Some people are genetically suited to certain sports. For example people with good eye sight might make good shooters, people who are tall might make good basketball players and people who are well built might make good rugby players. However, some scientists have argued that certain races are good at certain sports. For example the majority of sprinters are Afro-Caribbean and the majority of swimmers white. In the case of Afro-Caribbean sprinters, scientist believe that they have detected a higher then normal amount of fast twitch muscles.

Training: Some athletes can improve their performance by the way they train or the place they train. For decades many endurance sportsmen have trained at altitude. The thinking here is to increase the amount of red blood cells which should increase the circulation of oxygen when competing at sea level.

Jamaican Sprinters: Jamaica has a population of only 3 million and a GDP per capita \$8400. However, it has an unlargely high number of successful sprinters, two of the most famous are Usain Bolt and Merlene Ottey. Usain Bolt is the world record holder for 100 and 200 metres and the current Olympic Champion at both events. The 4X100 metre relay team with him in it also won gold. Merlene Ottey (although now holding a Slovenian passport) has won 33 major sprint medals and was still competing internationally at the age of 50.

Many questions have be asked why this is the case. The answer is probably a combination of reasons, One genetic reason might be a higher number of fast twitch muscles, but it can't be the only reason. Other reasons include the setting up of a competitive college athletics system 30 years ago, along with the introduction of better coaches and scouts. Scouts looked for raw talent that could be coached. Jamaica now also has the tradition and role models and it is an escape from crime and poverty - Jamaica has the third highest per capita murder rate in the world.

Kenyan Middle Distance Runners: Kenya has a population of about 41 million and a GDP per capita of only \$1,600. However, for decades it has dominated middle distance running. In the 3,000 metre steeplechase, Kenyans hold 18 of the 25 fastest ever times. In Beijing Kenyan men won 4 out of 6 medals in the 3,000 metre steeplechase and 5000 metres. Again scientists have asked the question why.

Again biology has some part to play. The majority of Kenyan runners come from Eldoret, which is about 2,500 metres above sea level. This is the optimum altitude for training. Again they now have a strong tradition and role models. Also like Jamaica, running is a possible escape from poverty. Nairobi has the world's biggest informal settlement (Kibera is home to two million).

Political

School Sport: To be successful at sport you normally have to start at a young age. In fact Malcolm Galdwell (author of outliers) calculated that you needed on average 10,000 hours of practice to be successful. Considering most major sportsmen reach there peak in their early 20's, this is a lot of practice. To achieve this then you really have to start at school and the best way to do this is through organised sport at school. Sport is compulsory in UK schools and therefore gets children involved. However, in many countries there is simply not the money or infrastructure to promote sport.

Government Programmes: Some countries promote certain sports. For example gymnastics was heavily funded in the former eastern bloc. Because of this countries like Russia, the Ukraine, Romania, Belarus and China have always done well in gymnastics. Sometimes these programmes are run on a massive scale. When China and Australia won the Olympics they started testing thousands of youngsters to try and find and train potential gold medal winners.

National Pride: National pride can also play a very important role in participation. Some countries are extremely proud of their sporting traditions and will spend time and money on promoting sports. This national pride can also inspire athletes to sporting success and often underdogs will out perform their rankings. For example in the 2002 Football World Cup in South Korea and Japan, South Korea came third despite a highest ever ranking of 15 (and that was after they came third).

Case study of a contemporary international sports event

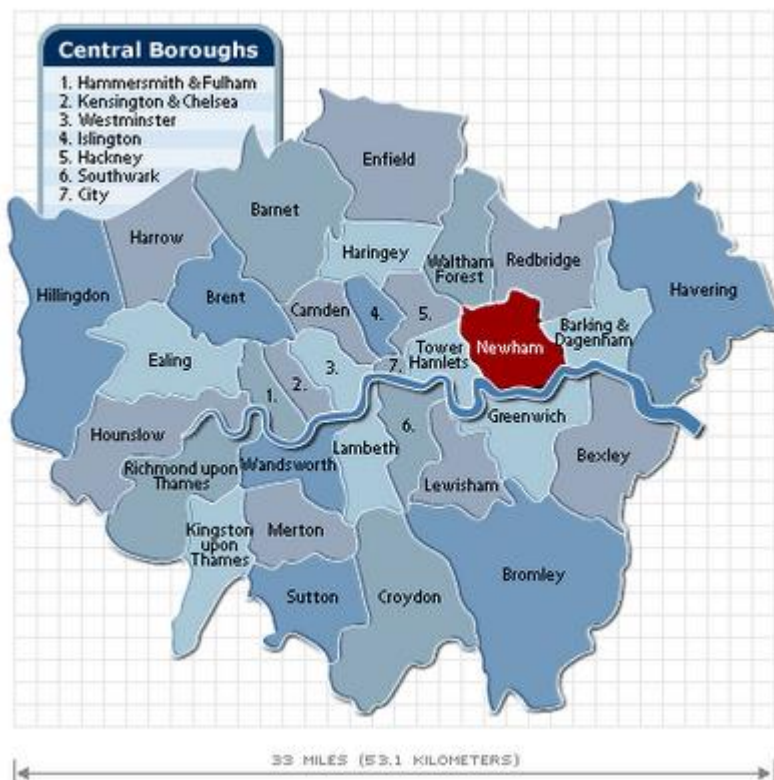
In 2012 London will host the 30th Modern Olympiad and become the first city to host the Olympics three times (1908, 1948 and 2012). London was selected to host the games over eight other cities. In 2003, the nine competing cities were; Paris, New York, London, Moscow, Leipzig, Istanbul, Rio de Janeiro, Madrid and Havana. After initial

Analyse the geographic factors that influenced the choice of venue(s). Examine the factors affecting the sphere of influence for participants and supporters. Evaluate the short- and long-term geographic costs and benefits of hosting such an event at both the local and national level.

inspection reports the IOC reduced this number to five cities; Paris, New York, London, Moscow and Madrid. These five cities went head-to-head in a vote on 6th July 2005. Despite Paris being a strong favourite, London beat Paris in the final round of voting by 54 votes to 50 votes. I am going to look at why London won the right to host the Olympic games, where it will be hosted (venues), who will attend (athletes and supporters) and what the impacts (positive and negative, short-term and long-term) are likely to be.

Location

Although London was chosen as the host city for the 2012 Olympics, it is not possible for all events to take place in Central London. Events like sailing need the sea, rowing a 2km straight course (the River Thames is too busy), shooting an area away from houses and football needs big stadiums. Therefore, some events are being held outside London, including Glasgow and Cardiff. Within London most events are concentrated in East London in the borough (district) of Newham. Newham is going to be home to the Olympic Village. Newham was selected because it gave the borough a chance to be regenerated and had a large area of available land. Newham was a very important location for industry 100 years ago. However, as ships became bigger and the River Thames less useful and as manufacturing moves overseas Newham went into decline. Factories became derelict and unemployment went up. Now though with the arrival of the Olympics areas of brownfield land have been cleaned and built on and residents are finding jobs in construction and Olympic preparation.



Index of venues outside London

- A Braxbourne – Canoe/Kayak (Slalom)
- B Eton Dorney – Rowing, Canoe/Kayak (Flatwater) Rowing
- C Hampden Park – Football
- D Millennium Stadium – Football
- E Mountain Bike venue – Cycling (Mountain Bike)
- F Old Trafford – Football
- G St James' Park – Football
- H Villa Park – Football
- I Weymouth & Portland – Sailing, Sailing



Locational Factors

Below are a list of factors that made London a good location to host the 2012 Summer Olympics.

ECONOMIC

- London has five international airports (Luton, Stanstead, City, Heathrow and Gatwick). London City is located very close to the Olympic Village.
- London has a good rail network. Newham is connected by the underground, over ground, mainline rail, Docklands light railway and Eurostar.
- Many of the venues were already in existence e.g. Wembley, Lord's, Wimbledon and the O2 arena.
- The government guaranteed to cover the cost of the Olympics.
- The UK has a successful track record of hosting major sporting events, it hosted the European football championships in 1996 and the Commonwealth Games in 2002.
- London is world city, so it is easy to attract sponsorship and advertising to the venue.

SOCIAL AND CULTURAL

- London and the UK has a tradition of sport. Lord's is the home of Cricket, Wimbledon the home of tennis and Twickenham the home of rugby. It also has many other famous sporting venues in the capital like the O2 arena, the Emirates and Wembley.
- London championed the idea of leaving a legacy. They said that a poor area would be regenerated and venues would be left for future use.
- They had the backing of celebrities, Lord Sebastian Coe (former Olympic champion) and David Beckham helped with the bid process.
- The bid team used local residents to further their course and to show that it had the backing of the local

population. Thirty of the final 100 bid team in Singapore for the vote were local Londoners.

- All venues will be used after the Olympics. They will either be made smaller or dismantled and moved to other parts of the country.
- There are a large number of hotel rooms in and around London.

POLITICAL

- The bid had the support of the local and national government. Tony Blair was the only leader to attend the bid decision.
- The then mayor of London, Ken Livingstone, put aside his difference with the then Prime Minister Tony Blair to fully support the London bid.
- The current Prime Minister (David Cameron) and London Mayor (Boris Johnson) also strongly support the Olympics.

PHYSICAL (ENVIRONMENTAL)

- There were large brownfield sites in Newham that could be used to construct the Olympic Village on.
- East London is built on a floodplain so the land is flat and easy to build on. The East of London should be protected from flooding by the Thames Flood Barrier.
- During July and August, London normally has a good climate for participating in and viewing sport (not too hot or cold, not much rainfall).
- London and England are in Europe, so close to many of the Olympics potential athletes and spectators.

Problems with the location?

As with most things the location of London is not perfect and there are some negative sides of it been selected.

- London is already a developed city, so selecting London may have taken the opportunity of other cities like Istanbul or Havana to develop.
- London is one of the world's most expensive cities to visit and live. Many potential spectators will be put off by the expense.
- Some businesses had to be closed and relocated to make way for the Olympic village.
- There have been questions marks, whether London's transport network can cope with the influx of visitors.
- There is the risk that the Olympics might attract a terrorist attack. In fact the day after London won the Olympics, it experienced a major terrorist attack.

Transport

London's transport did come in for some criticism during the bid process. However, since winning the right to host the games there have been significant improvements. About \$17 billion has been spent on improving public transport over the five year period leading up to the games.

London Docklands's Light Railway: This a driverless system that covers a large area of East London. It will have direct links to the Olympic Village as well as London City airport, the North Greenwich Arena and ExCel arena.

Overground and Mainline: It is estimated that 80% of spectators will arrive by train. It is planned for a train to arrive in the Olympic Village area every 15 seconds. The main East London Line is currently going through a major upgrade and extension that will be ready for the Olympics. New trains have also been introduced to transport visitors from

central London. The new trains will be known as Javelin trains and will take less than 10 minutes to travel from Central London.

Underground: Three underground lines; the District, Jubilee and Hammersmith and City travel out to East of London and will play a vital role in transporting spectators between venues.

Eurostar: There is a new Eurostar terminal that has been built in Stratford, right next to the Olympic Village. The Eurostar has direct connections to Paris and Brussels and makes connections to the European rail network.

Airports: London has five international airports; Stanstead, Luton, Gatwick, Heathrow and London City. London City is the closest airport to the Olympic Village and is actually connected by the Docklands Light Railway. London Heathrow is the world's busiest international airport so spectators and athletes will be able to travel to London from virtually any country in the world.

Roads: The aim is that no one will arrive at the Olympic Village by car. There will be park and ride schemes set up around London, where people can then transfer to trains and buses. It is estimated that about 15% of spectators will arrive using park and ride. The London congestion charge should also discourage people from wanting to drive into London during the games.

Walking and Bikes: People will be encouraged to walk in and around venues. There are walkways around the Olympic Village and a cable car is being constructed across the Thames to connect the village with other venues. The current mayor of London has also recently introduced a bike scheme in London where spectators can borrow bikes. It is estimated about 5% of spectators will walk or bike to the venues.

Costs

On 15 March 2007 the government announced the budget for the Games had risen from £2.4bn to £9.35bn, although she said the cost of the Games would be £5.3bn.

New venues will cost £3.1bn. These include the Olympic Park at Stratford and the athletes' village.

There will be £1.7bn spent on regeneration and infrastructure.

£600m will be spent on extra security.

The government has set aside £2.7bn in a contingency fund in case costs rise further.

The Olympics will have to pay an £840m tax bill.

£390m will be spent on other costs, such as the Paralympics and community sport.

Income: The government will provide £6bn, with other funds coming from London council tax payers and the National Lottery. Further income will come from International Olympic Committee TV and marketing deals (£560m); sponsorship and official suppliers (£450m); ticket revenues (£300m); licensing (£60m); London Development Agency (£250m)

Venues and Sports

There will be 26 different sports in the London Olympics which break down into 39 different disciplines. Because of the large number of sports, it is necessary to have a wide variety of venues.

Thirty one different venues are being used during the Olympics. The majority of the venues are concentrated in the Olympic Village and London, but some events like football and sailing are being staged around the UK.

The Olympic Village

- Aquatics Centre (swimming and diving)
- Olympic Stadium (athletics and opening and closing ceremony)
- Basketball arena
- Velodrome (track cycling)
- BMX circuit
- Water Polo arena
- Hockey Centre
- Eton Manor (Paralympic tennis)
- Handball arena

Inside London

- Hampton Court Palace (road cycling)
- Lord's cricket ground (archery)
- Wembley (football)
- Wembley Arena (badminton)
- Wimbledon (tennis)
- Horse Guards Parade (beach volleyball)
- North Greenwich Arena (Gymnastics)
- Earls Court (volleyball)
- Hyde Park (triathlon)
- The Mall (marathon)
- ExCel (table tennis, fencing, judo)
- Greenwich Park (show jumping)
- Royal Artillery Barracks (shooting)

Outside London

- Millennium Stadium (football)
- Villa Park (football)
- St. James Park (football)
- Hampden Park (football)
- Weymouth and Portland(sailing)
- Old Trafford (football)
- Eton Dorney (rowing)
- Lee Valley White Water Centre (kayaking)
- City of Coventry Stadium (football)
- Hadleigh Farm (mountain biking)

Athletes and Spectators and Tickets

Athletes: It is estimated that over 10,500 athletes will compete in the Olympics from all 205 member countries of the IOC. Because, the Olympics is a truly global event then the sphere of influence is the whole world.

Spectators: It is impossible to calculate exactly how many people will visit the Olympics. Nearly 10 million tickets will

go on sale for the Olympics and Paralympics and estimates have been made up to 4 million different individuals visiting the games. Again spectators will travel from all over the world, but the majority will come from the UK, Europe and North America. Travelling to the UK as well as finding accommodation and buying a ticket will not be cheap so most spectators will come from MEDCs.

Sphere of influence: The area people travel from to access a service, visit or attend an event.

Ticketing

- There will be 9.6 million tickets for sale - 8 million for the Olympics and 1.6 million for the Paralympics.
- Organisers say 75% of all tickets will cost less than £50 and offer free travel on London transport.
- A sell-out rate of 82% for the Olympic Games and 63% for the Paralympics is estimated.
- Tickets for the athletics will start at £15 and there will be 20,000 £10 tickets for the Olympic Park to watch events on big screens.

Impacts

SHORT-TERM POSITIVE

SOCIAL AND CULTURAL

- Local residents will have the opportunity to go and watch world class sport on their doorstep.
- A new school/college has been built on the site of the Olympic Village. It will be the media centre during the games
- Jobs will be created selling merchandise, tickets, food, etc at Olympic venues.

ECONOMIC

- Hotels and restaurants should see a massive increase in business on the lead up to and during the Olympics and Paralympics
- Olympic merchandise will be sold across the world increasing revenue from the games
- Sponsorship and advertising should cover a lot of the costs from the games.

POLITICAL

- The British government will be in the spotlight at the time and the Prime Minister at the time will get publicity from opening the Games.
- There will be an increase in tax revenue during the games.

ENVIRONMENTAL

- Cars will not be allowed into the Olympic Village so all spectators will be walking, cycling or using public transport. This should reduce air pollution in the area of the Olympic Village.

SHORT-TERM NEGATIVE

SOCIAL AND CULTURAL

- During the Olympics there will be road closures and increased traffic which will make it harder for Londoners to move around.
- London may become a terrorist target and at the very least there will be increased disruption because of

security checks.

ECONOMIC

- The cost of hotels, restaurants, taxis, etc. will probably increase during the Olympic Games.
- Some businesses may have to close during the Olympics because of safety or accessibility problems (impossible to make deliveries)

POLITICAL

- The Government will have less money to spend on roads, schools, hospitals, etc. while it pays for the Olympic Games

ENVIRONMENTAL

- There will be an increase in flights arriving into the UK which will cause an increase in air pollution. Also more energy will be used in hotel and venues.
- The increased number of spectators and athletes will increase waste and litter which will have to be dealt with.

LONG-TERM POSITIVE

SOCIAL AND CULTURAL

- The venues will be available for the public to use decades into the future. Things like the velodrome, aquatics centre and white water centre should develop athletes in new disciplines.
- The Olympic village's accommodation will be converted and used as affordable accommodation.
- Equipment used in the Olympics will be given to charities for free.
- Local residents may see the value of their houses increase with all the regeneration taking place.

ECONOMIC

- The infrastructure improvements (especially public transport) will benefit Londoners and business for decades to come.
- The image of London should be enhanced making business and individuals want to do business in London.

POLITICAL

- If the games are successful then the government will be seen in a positive light and might have a better chance of re-election.
- The UK should definitely improve its standing on the international circuit.

ENVIRONMENTAL

- The improved public transport should mean that people are removed from the roads and use public transport instead.
- Areas of brownfield land around London have been cleared of pollutants left over from factories.
- Previously covered rivers have been opened and cleaned. Areas of parkland have also been created.

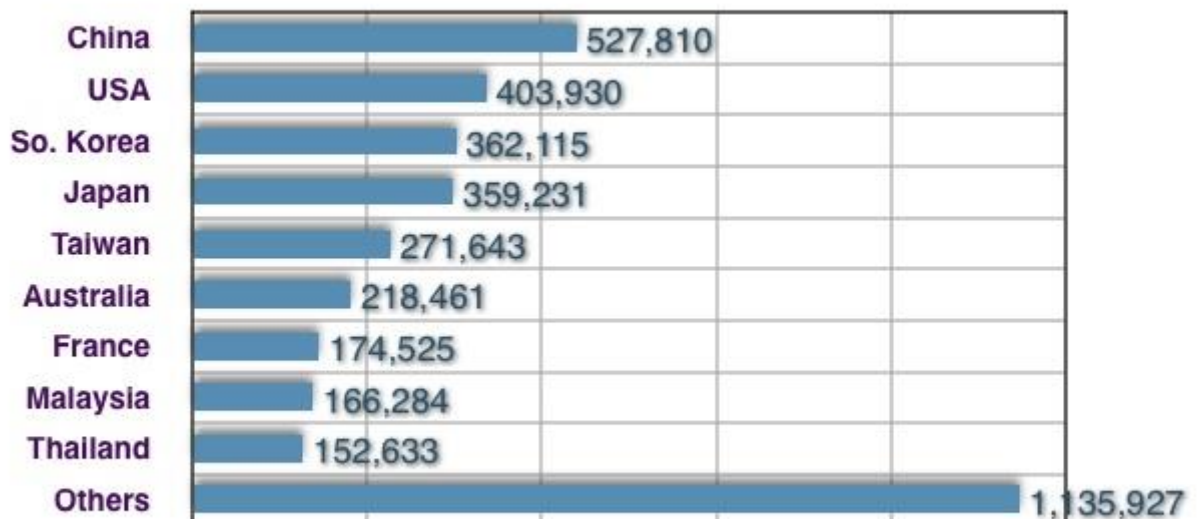
LONG-TERM NEGATIVE

	<p style="text-align: center;">SOCIAL AND CULTURAL</p> <ul style="list-style-type: none"> • It is estimated that Londoners will have an increased tax bill for the next ten years to pay for the Olympics. • Many of the jobs created will only be short-term, so unemployment may rise after the games. <p style="text-align: center;">ECONOMIC</p> <ul style="list-style-type: none"> • There may be an oversupply of hotel rooms after the games. London is in the process of adding 15,000 hotel rooms for the Olympics. • The increased demand for facilities generated by the games may create inflation. <p style="text-align: center;">POLITICAL</p> <ul style="list-style-type: none"> • The government may be saddled with long term debt paying off the games. <p style="text-align: center;">ENVIRONMENTAL</p> <ul style="list-style-type: none"> • More structures, hotels and accommodations will increase the country's carbon footprint. • The creation of impermeable surfaces may affect the hydrological cycle.
<p>Case study of a national tourist industry Examine the economic, social and environmental impacts of tourism.</p>	<p>Vietnam is located in south east Asia. It has land borders with China, Laos and Cambodia. The capital of Vietnam is Hanoi, but its principal city is Ho Chi Mich City (formerly Saigon). Vietnam is the 13th most populated country in the world with over 90 million citizens. In 2008 its GDP was \$241 billion and its GDP per capita of \$2,800. It is one of the fastest growing economies in the world with growth exceeding 6% in 2008.</p> <p>Vietnam has had quite a turbulent history. Vietnam officially declared independence from France in 1945, but the French influence in the country lasted until 1954. In the same year, South and North Vietnam divided. The north was led by Ho Chi Minh and backed by China, the south was backed by the US. War broke out between the north and south in the 1960's. American involvement escalated during the war, ending with their departure in 1973. The south was then defeated in 1975 and the country has been united under communist rule ever since.</p> <p>Despite its rapid growth, the majority of Vietnamese still work in the primary sector (55.6%). The main crops in Vietnam are rice, coffee, soybeans, peppercorns, rubber, fruits and cashew nuts. Despite the primary sector being an important employer, the secondary sector generates the most income (nearly 43%). Vietnam has become an important offshoring location because of its cheap labour and growing market.</p> <p>However, as tourism grows the service sector is going to see a growth in terms of employment and income.</p> <p>As the graph below shows, Vietnam has seen a massive increase in international tourists, peaking at nearly 4.5 million in 2008. There are many reasons for this increase in tourism, but some of the main reasons include:</p>



- Improved transportation (especially air travel, which is the main way most tourists arrive - see pie chart below)
- Deregulation. Vietnam still has a Communist system, but the ruling party has allowed greater private ownership.
- Relaxed immigration. Visas are still required, but these are now a lot easier to obtain.
- Better image. The war has been finished over 30 years and now tourists are saying much better things about Vietnam.
- Better advertising at home and abroad.
- Investment in hotels and restaurants
- Exchange rate (once you are in Vietnam it is still a relatively cheap place to visit).
- Excellent human and physical attractions (see below)
- Saturation of neighbouring countries like Thailand and Malaysia.

Vietnam Visitor Numbers



Source: Vietnam National Administration of Tourism (VNAT). Graphed by www.Business-in-asia.com

HUMAN ATTRACTIONS

- Hoi An: a beautiful town situated on the mouth of the Thu Bon River. It has Dutch, French, Japanese, Vietnamese and Chinese influences and has been designated a UNESCO world heritage site.
- Hue Citadel: Built in the early 19th Century the citadel was damaged during the war, but is being rebuilt and can be visited by tourists. It too has also been designated a UNESCO world heritage site.
- My Son: The old Cham capital is located in Central Vietnam. It was damaged during the Vietnam war but has been designate a UNESCO world heritage site and is been rebuilt and protected.
- Cu Chi Tunnels: Used during the Vietnam war by the Vietcong, these tunnels along with others up and down the country can be visited by tourists.
- Con Dao Prison: Used by the French and the Vietnamese, this once notorious prison has now been turned into a

museum. It is situated on the beautiful and remote Con Dao Islands.

- Ho Chi Minh Mausoleum: Like Lenin and Mao, Ho Chi Minh was embalmed after his death. You can now visit his embalmed body in Hanoi.
- Temples: A number of religions are practiced in Vietnam including Catholicism, Buddhism and the unique Caodaism. Each religion has its unique temples which can be visited. e.g. Temple of Literature and Cao Dai Temple.
- Food: Vietnam has fantastic food e.g. Pho and Spring Rolls. Tourist visit to try the food and learn how to cook it.

PHYSICAL ATTRACTIONS

- Halong Bay: Thousands of limestone karsts situated off the coast of North Vietnam in the South China Sea. Halong Bay has been designated a UNESCO world heritage site.
- Phu Quoc Island: A beautiful island off the south coast, this has become one of Vietnam's premier tourist destinations.
- Mekong Delta: Formed at the mouth of mighty Mekong River, this depositional landform has become a popular tourist destination with people wanting view the deltas traditional way of life.
- Central Highlands: The heart of Vietnam's coffee industry, the central highlands also has stunning scenery and beautiful waterfalls.
- Fransipan. This is Vietnam's tallest mountain and found in the north of the country. The surrounding area has both beautiful scenery and unique tribes, both of which tourists enjoy to visit.
- Lang Co Beach: A beautiful spit in Central Vietnam that has a peaceful lagoon behind it.
- Mui Ne: Probably Vietnam's most popular beach destination, the area also has impressive sand dunes and is popular with kite surfers.
- Whale Island: Near central Vietnam, Whale Island has become an exclusive beach retreat which is great for diving.
- Wildlife: Vietnam has incredibly diverse animals, ranging from primates, to large mammals, to reptiles and amphibians e.g. tigers, elephants and dugongs.

UNESCO: The United Nations Educational, Scientific and Cultural Organisation was established on 16 November 1945. Its purpose is to promote peace and security by promoting international collaboration on science, education and culture. One thing that it does do is designate and places that have scientific or cultural significance. In 2010 there were 915 designated sites around the world.

Honeypot location: A destination that attracts a large number of visitors. Hoi An has become a honeypot location. This brings both benefits in terms of jobs and income, but can create inflation and overcrowding.

IMPACTS OF TOURISM

ECONOMIC - ADVANTAGES

- It is estimated that the tourism sector employs about 250,000 directly and 500,000 indirectly.
- In 2006 the tourism industry generated \$2.4 billion (3.9%) of GDP. This figure was up from 1.2 billion in 2000.
- Transport upgrade. Ton Son Nhat airport in Ho Chi Minh City and Noi Bai airport in Hanoi have both been rebuilt.
- Increase in air routes. As well as the state owned airline, Vietnam Airlines other international airlines like, United Airlines, Lufthansa and Air France fly to Vietnam.
- The Reunification Express (trainline) is also been upgraded along with Highway 1 running the length of the country.

ECONOMIC - DISADVANTAGES

- Economic leakage. Many tourist developments e.g. Sheraton and Hyatt Hotels are partly owned by foreign companies. This means that some profits leak overseas and are not reinvested in Vietnam.
- Inflation. The increased demand created by tourist can create rapid inflation. The value of land can go up, along with transport and even food.
- Small businesses find it hard to compete with large TNCs, often causing local businesses to go out of business and increasing economic leakage.
- Pressure on services. New resorts, restaurants, golf courses, etc. can put a huge strain on the local infrastructure. This can cause congestion, black-outs. etc.
- Seasonal employment. Like El Salvador, Vietnam has a dry and wet season. Many tourist choose to visit in the dry season, meaning that many people lose their jobs during the wet season.

SOCIAL AND CULTURAL - ADVANTAGES

- Important cultural locations like Hue Citadel, My Son and the Temple of Literature are being afforded greater protection as more tourists visit.
- Some minority cultures are being promoted e.g. Cham and M'Nong. It is possible to visit their villages, sample their food, by their crafts and even try and learn their languages.
- Tourism is encouraging greater entrepreneurship and improving language skills e.g. tour guides and taxi drivers.
- New services are built and developed which benefits tourist and local residents alike e.g. golf courses (Song Be) and hospitals (FV Hospital)
- Money is spent on improving and building museums which protect cultural heritage e.g. War Remnants Museum and Ethnology Museum.
- Infrastructure improvement like new roads, new water treatment facilities, new electricity plants can be used by tourists and residents alike.

SOCIAL AND CULTURAL – DISADVANTAGES

- A big worry in many developing tourist destinations is the growth of sex tourism, especially amongst the recruitment of young boys and girls.
- Sometimes the tourist industry can outgrow safety regulations and accidents can happen such as the tourist deaths in Halong Bay with the sinking of a tourist boat.
- Privatisation of land. As tourist resorts are built, beaches and forested areas become privatised reducing access to local residents.
- Rapid economic development can lead to a polarisation of citizens economic status. The economic divide can cause an increase in crime e.g. bag snatching.
- Westernisation. The arrival of tourists can cause a decline in local cultures e.g. loss of language, food and clothes.
- Rural-urban migration. People can be drawn towards areas where investment and growth is taking place. This can lead to core and periphery areas and also rural depopulation.

ENVIRONMENTAL - ADVANTAGES

- Greater protection of the environment. Vietnam is considered a country of biodiversity. It has leopards, elephants, tigers and even the highly endangered Javan Rhino. With tourist interest new national parks are being created e.g. Cat Tien National Park and being protected more.

- Demining. The growth of tourism has seen areas be demined making areas safer for tourists and local residents alike. One demining charity operating in Vietnam is MAG.

ENVIRONMENTAL - DISADVANTAGES

- Nearly 80% of international tourists visiting arrive by air. This is going to cause an increase air pollution and contribute to global warming.
- Tourist development can often lead to deforestation and damage to sand dune systems. Vietnam has seen massive growth along the coast near Mui Ne and Hoi An.
- Pollution. An increase in hotels and tourist facilities can cause water, air, noise, visual and water pollution

POLITICAL- ADVANTAGES

- The government is seeing an improvement in its international standing. Vietnam has recently hosted the APEC summit and became a member of the WTO in 2007.
- The government will see an increase in tax revenue and a reduction in unemployment.

POLITICAL- DISADVANTAGES

- As more Vietnamese are exposed to Western influences and ideas there might be a greater call for political reform. Vietnam currently has a one party system.
- The government will have to balance growth with inflation and attempt to ensure that infrastructure developments keep up with growth.

Case study of ecotourism

Evaluate the strategies designed to manage and sustain the tourist industry.

Ecotourism: Ecotourism is responsible travel to fragile, pristine, and usually protected areas that strive to be low impact and (often) small scale (as an alternative to mass tourism).

Sustainable tourism: Sustainable tourism is tourism attempting to make a low impact on the environment and local culture, while helping to generate future employment for local people. The aim of sustainable tourism is to ensure that development brings a positive experience for local people, tourism companies and the tourists themselves. Sustainable tourism is not the same as ecotourism.

Carrying capacity: The maximum number of people that may visit a tourist destination at the same time, without causing destruction of the physical, economic, socio-cultural environment and an unacceptable decrease in the quality of visitors' satisfaction. The IB splits carrying capacity into environmental carrying capacity and perceptual carrying capacity. Environmental carrying capacity is the maximum number of visitors before environmental harm is done. Perceptual carrying capacity is the maximum number of visitors before visitors consider an impact like noise to be excessive.

Many people think that ecotourism or sustainable tourism is not possible. Most tourists arrive at their destinations by planes, which are a major contributor to the greenhouse effect. Deforestation will have taken place to build many hotels and resorts and the hotels and resorts will create areas of private land that will disturb local flora and fauna. Tourists will put pressure on local electricity and water supplies and create waste that has to be treated and/or disposed of. They may demand products that are not found locally and could introduce new diseases or alien species. Because of this some people say ecotourism should be known as ego-tourism. This is when people go on holiday so that they can show off to the friends when they get home of what a fantastic time they had and tell them what a remote location they visited, while also caring for the environment.

Possible Ecotourism Destinations

- Rainforests (Amazon)
- Antarctica
- Coral Reefs (Australia and Belize)
- Deserts (Sahara and Atacama)
- Savanna (areas of grassland - common location to do safari in Africa)
- Mountain ranges (Himalayas and Andes)
- Remote islands (Galapagos Islands)

Some countries like Belize and Costa Rica market themselves as ecotourism destinations

Possible Ecotourism Activities

- Bird watching
- Walking
- Cycling

- Rafting and kayaking
- Safari (looking for animals)
- Restoring water ways
- Flora and fauna surveys (counting and cataloguing species)
- Cleaning beaches and reefs
- Hot air ballooning
- Horse riding
- Surfing
- Tree planting
- Swimming and diving

People often get sustainable tourism and ecotourism confused, but there are some unique differences between the two. You will learn more about sustainable tourism at the end of this unit but some of the main similarities and differences include.

Similarities between Ecotourism and Sustainable Tourism

- Both attempt to minimise the impact on the environment
- Both attempt to minimise the impact on local populations. With ecotourism this might include indigenous groups.
- Both aim to create a unique and enjoyable experience for tourists.
- Both aim to educate tourists about responsible travel
- Both hope to be sustainable over the long-term.

Differences between Ecotourism and Sustainable Tourism

- Ecotourism is usually on a smaller scale, whereas sustainable tourism can be on a much larger scale
- Sustainable tourism also focuses on the economic needs of areas
- Ecotourism is usually to remote areas of natural beauty, where sustainable tourism can be to any location e.g. cities or beaches
- Ecotourism usually involves physical activity.
- Ecotourism is a type of tourism that is included under the umbrella of sustainable tourism



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ENVIRONMENTAL SUSTAINABILITY

- Use renewable energy sources to power tourist facilities
- Promote use of public transport or non-polluting transport methods e.g. cycling, walking and kayaking
- Avoid deforestation or damage to any natural habitat when building tourist facilities
- Recycle all waste (plastic, paper, glass, metal)
- Minimise waste e.g. packaging for hotel toiletries
- Conserve water (half flush toilets, showers, reduction in washing by reusing towels).
- Educate about importance of biodiversity, energy reduction, conservation, etc.

ECONOMIC SUSTAINABILITY

- Employ local workers and provide them with training programmes.
- Only buy local products so to support local economy.
- Reinvest all tourist company profits in the local economy to minimise economic leakage.
- Use local guides and companies

SOCIAL/CULTURAL SUSTAINABILITY

- Ensure that all tourist facilities are able to be accessed by locals and that they are affordable.
- Promote local food, dance, music, costumes, language, etc.
- Educate about local history and culture
- Preserve historical and archaeological sites (ruins, churches, castles, etc.)

Case Study - Ecotourism Case Study - Costa Rica - Monteverde Cloud Forest

Costa Rica is a small, peaceful and democratic country located between Nicaragua and Panama in Central America. As

with many other Latin American countries, following independence from Spain (in 1821) it developed an economy based on agriculture, with banana and coffee the most important crops. Also in common with its neighbours, the

politics of the country suffered from violent conflict between rich landowners, an urban political elite, the poor landless workers of both urban and rural areas, and occasional military coups.

The current stability has in no small part been responsible for the growth of the tourism sector in the country, attracting millions of visitors – many of whom come from the United States and receive a much warmer welcome than they would in, for instance, nearby Guatemala or Colombia.

Along with the standard tourist attractions such as sun-drenched beaches, Costa Rica's great biological diversity has been pivotal in attracting visitors. Almost everyone who comes to the country, even those who come to spend time getting a tan, will visit at least one of the country's many national parks and nature reserves. Off the Caribbean coast lies a series of coral reefs

Costa Rica is home to 870 species of birds, 205 mammals, 215 reptiles and 160 amphibians, together with 130 freshwater fish and 360,000 species of insects. There are also 10,000 different types of plants. In total, the country has just under 5% of the world's total terrestrial species, and is the most biologically diverse country on the planet.

From the 1940s to the 1970s Costa Rica had one of the highest rates of deforestation in the world, as land was cleared to allow planting of high-value export crops. Falling demand and increased competition amongst banana and coffee suppliers led to a radical rethink of this policy. The educated population, who valued their own environment, recognised that protecting it and encouraging tourism could bring in a lot of money.

The government set up the National Park Service to take charge of conservation in 1970, and Costa Rica is now often viewed as a model of good environmental practice. A little over a quarter of the country has protected status of some kind, whether as a forest or biological reserve, or wildlife refuge. Much of the protected land (12.23% of the country's total land area) is found in 25 national parks.

The growth of eco-tourism

Fast-paced technological developments since the 1960s have revolutionised air travel, making long-haul flights accessible to large numbers of people for whom it was previously prohibitively expensive. Increased wealth and leisure time, together with greater opportunities for travel from early retirement and gap years, have also contributed

to the huge growth in tourism worldwide. Greater knowledge of the world has led people to visit areas for specific interests – fuelling a growth in niche tourism.

One of the most successful tourism specialisations over the last decade or so has been the growth in ecotourism, a style of travel in which an emphasis is placed on unspoiled, natural destinations, and on disturbing the environment as little

as possible. Costa Rica, with its protected land, generally well-educated population and high standard of living (for an LEDC) has been ideally placed to take advantage of the boom in eco-tourism. In addition, public investment since the 1950s has ensured a potable water supply and eradication of diseases normally associated with many tropical countries. Malaria, for instance, is only really a problem on the Caribbean coast.

The country has long appealed to visitors from the USA, who are attracted by the stability of the government, friendly welcome and short flight time (around three hours from Miami). Other tourists come from Canada, Germany and Spain and, within Latin America, from Colombia and Mexico. Visitors from the UK are still relatively rare because of the lack of a direct flight, but their numbers are on the increase. The benefits to the economy of the country are huge. In 2002, there were 1.1 million visitors, contributing US\$1.1 billion to the economy and employing 140,000 people. Tourism now contributes 17% of the country's GNP, and is growing at a rate of 5% per year.

The growth of the eco-lodge

One recent eco-tourism development has been the provision of eco-lodges – accommodation 'in tune' with the environment and run by local people. Originally these lodges were very basic, with a couple of beds in wooden huts and little else but, as the expectations of tourists have grown, so has the level of luxury. In Costa Rica there are still reasonably priced options available. On the Caribbean coast, for example, the Selva Bananito lodge is located on an 850 ha farm dedicated to providing holiday accommodation and associated activities. Built from wood discarded by loggers, the number of guests is limited. There is no electricity, solar energy being used to heat the water. Bio-

degradable soaps are used for washing, glass and plastic is recycled, and drinking and cooking water is purified using bacteria, enzymes and water lilies. The owners have set up a charitable trust to educate people about the rainforest and provide activities such as jungle hikes and birdwatching.

There are hundreds of lodges in Costa Rica. Along with the cheaper ones, there are some of the world's most opulent and expensive options. The Rainforest Package at the multi award-winning Lapa Rios lodge, overlooking the Pacific Ocean, for instance, costs around £2,500 per person over the Christmas period.

The main lodge and restaurant is connected to 16 private bungalows by a series of walkways, all made with sustainable materials and thatched roofs. Staff from surrounding villages are employed as guides, cooks, waiters and cleaners. Among the activities available are overnight jungle tours, educational walks to find medicinal plants, dolphin watching and surfing lessons.

Ecoadventure holidays

Being one of the first countries to embrace eco-tourism, Costa Rica has benefited enormously from its international reputation. Over the last decade, however, competition for the eco-tourist dollar has grown. Many MEDCs have increased their market share and have been joined by LEDCs including Madagascar, Borneo and Namibia – all hoping to become the 'next big thing'.

Costa Rica, with its well-educated and entrepreneurial population, has not been slow to react and its natural resources are now being used to appeal to a different sector of the market. Less drawn to bird- and wildlife-watching (although these still appeal as part of the holiday), young, single professionals and families with a larger disposable income want to take part in more active eco-adventure holidays. Costa Rican-owned companies such as Aventuras Naturales and Rios Tropicales, who were originally involved in the development of the country's white-water rafting business, have now expanded to take advantage of this eco-adventure market. Activities they offer include:

- flying through the canopy of the rainforest on zip wires. The largest of these is located near Vulcan Arenal and involves being hurled at speeds of up to 40mph along 700 metre-long cables, 65 metres above the forest floor
- other canopy adventures where participants travel through the trees using ropes, harnesses and treetop platforms
- horse riding, ranging from gentle meanders taking in mud baths near active volcanoes to highspeed gallops across the plains of Guanacaste
- Central America's longest water slide (measuring 450 metres) near to Rincon de la Vieja National Park rafting or kayaking down some of the world's best white-water rivers with grades of rapids from easy to the extremely tough grade six. Some trips may involve overnight stays in ecolodges that are only accessible from the water
- mountain biking, either crosscountry or downhill, from the central highlands to the oceanic plains – Costa Rica also plays host to two of the world's toughest endurance races each year
- popular hiking trips through the rainforests and up the mountains on single- or multi-day excursions – a four-day ascent of Chirripo, the country's highest peak at 3820 metres, for instance, books up several months in advance.

By providing such a wide variety of activities, Costa Rican eco-adventure tourism appeals to many different types of traveller and the business has expanded greatly from its initial concentration on surfing and scuba diving. Although no actual figures exist for the economic benefits, this sector of the economy is growing and employs an increasing number of people, from highly qualified guides to chefs and drivers.

Problems in Paradise

The growth of eco-tourism has brought undoubted benefits to the economic well-being and employment opportunities of the Costa Rican people, and has encouraged land-owners to view their property as a long-term asset that needs to be conserved or managed sustainably, rather than exploited for short-term gain. The country has grown to be one of the richest in Latin America, and money gained from tourism has been reinvested into education and health facilities and improving the country's infrastructure. Rapid growth, however, has brought its own set of problems.

Unrestricted development of sensitive areas, especially along the Pacific coastline is a major cause for concern. Although the government has introduced strict rules to regulate the environmental impact, these are often ignored when the lure of cash, especially from foreign companies, is strong. Many farmers have sold land privately to developers for huge sums of money and there is anecdotal evidence that some have blown their money within a couple of years and returned home to join the landless peasantry in search of employment. The growth of tourism inevitably

brings pressure on the environment in direct conflict with the principles of eco-tourism. Increasing amounts of litter and hotel waste are a nationally recognised problem. A recent edition of the *La Nacion* newspaper carried a report on rubbish piling up in the streets of the popular Pacific resort of Samara. Waste disposal as landfill takes up precious land and, if burnt in incinerators, adds to air pollution. Vehicles carrying tourists add to air and noise pollution in sensitive areas, unrestricted building scars the landscape as visual pollution, and there are questions over the impact on climate change of the long- and short-haul flights used to access Costa Rica's eco-holidays. With the growth in tourist numbers, there is a very real fear that some parts of Costa Rica are approaching visitor overcapacity. Manuel Antonio, one of the country's most popular national parks, receives an average of 1000 visitors a day. People feeding animals in the park has led to ecosystem decline, with monkeys preferring to find food in waste bins rather than in the forest.

It is very easy for tourist companies to pass themselves off as environmentally friendly, through a process known as 'greenwashing'. If a hotel uses biodegradable soaps and adopts solar heating it may attain an eco-tourism label, despite having other practices that cause harm to the environment. Little regulation and enforcement in the tourism sector means many businesses get away with promoting themselves falsely as ecofriendly. Together with the environmental

problems associated with ecotourism, there are economic concerns as well. Although around 75 per cent of tour agencies and the vast majority of small hotels are owned by Costa Ricans, a sizeable proportion of the biggest (and possibly most environmentally damaging) projects are owned by foreigners, and the profits they make are taken out of

the country. The local population working in the tourism trade may also be exploited in low-paid work, especially in areas where there is little alternative employment. Finally, the tourism industry is very fickle. While Costa Rica has maintained its position as a market leader through innovation, a stable government and a very positive international image, all this could change in an instant. With a huge reliance on the continuing success of tourism, any loss of favour as a destination could prove disastrous for the economy as a whole.

Other problems:

- Land prices have increased
- People have migrated into the area looking for jobs placing pressure on the local infrastructure
- Atmosphere has changed away from local Quaker community to a tourist centre
- Tourists are demanding more and more facilities and greater luxury. These facilities can use more electricity, although the majority of Costa Rica's energy is produced from renewable sources.
- 40% of Monteverde's amphibians have become extinct (including the Golden Toad). Not directly blamed on tourism but probably climate change.
- Many areas close to the trails have less wildlife, showing that humans do disturb and have an impact on them
- Some activities don't necessarily appear sustainable e.g. monorails through the canopy and zip lines.
- Because of the dirt track road, most tourists arrive in 4x4s which use more petrol. In addition the large amounts of 4x4s create a lot of dust which can disturb plant and animal life.

Carrying Capacity

The idea of carrying capacity does come in for some criticism. The main argument is that facilities and technology change and all tourists behave differently. For example 10 cyclists, cycling and camping in a forested area are going to have a very different impact compared to 10 hunters travelling through a forest in 4 x 4 vehicles. Also an area's carrying capacity may increase with the building of a new resort, the development of renewable energy or the opening of a desalination plant. Despite its criticisms it can be useful for explaining the possible impacts from tourism. Carrying capacity is often divided into

Ecological/Environmental/Biological/Biophysical: This deals with the extent to which the natural environment is able to tolerate interference from tourists. This is made more complicated by the fact that because it deals with ecology which is able to regenerate to some extent so in this case the carrying capacity is when the damage exceeds the habitat's ability to regenerate.

Economic: This relates to a level of unacceptable change within the local economy of a tourist destination. It is the extent to which a tourist destination is able to accommodate tourist functions without the loss of local activities e.g. a souvenir store taking the place of a shop selling essential items to the local community. This might also involve a cost-benefit analysis of income generated versus added costs from inflation.

Perceptual or Social: This relates to the negative socio-cultural affects related to tourism development. Perceptual and social carrying capacity may have been reached when the local tolerance for tourism decreases or tourists enjoyment is reduced.

Physical: This is the maximum number of people that an area is actually able to support/hold. In the case of an individual tourist attraction it is the maximum number that can fit on the site at any given time and still allow people to be able to move. For a tourist destination this might mean also mean the total number of rooms available or incoming flights e.g. Easter Island only has five flights a week and there is no other way of getting there.

Problems if a destination exceeds its carrying capacity include:

- Inflation
- Tensions between locals and tourists
- Deforestation
- Congestion
- Water pollution from increased waste
- Water shortages from increased demand
- Air pollution from increased cars and flights
- Footpath erosion
- Damage to archaeological sites
- Power black-outs
- Visual and noise pollution
- Disturbance of wildlife
- Reduction in visitor numbers

Tourism as a development strategy

Examine the importance of tourism as a development strategy for low-income countries

The Gambia:

Surrounded on three sides by French-speaking Senegal, which is more the 17 times larger, the Gambia is a long, thin country, 350km from west to east, but no more than 48km wide. The country's main geographical feature is the River Gambia. With a GNP per capita of \$320 (UK = \$14,570, Senegal = \$650) and a human development index of 0.281 (UK = 0.931) the Gambia is also one of the world's poorest countries. The annual population growth rate of 3.9% is the highest in West Africa, putting pressure on the country's limited resources. Economic problems reaching a head in 1985 when foreign debt repayment arrears. totalled \$14m – approximately 60% of GDP. The problem was linked to over-dependency on one product, groundnuts (peanuts). Traditionally the production of groundnuts had been the dominant economic activity. Being a cash crop, groundnut cultivation tended to be adopted by men, whereas agriculture in general is largely (as much as 70%) undertaken by women. The Gambia was once described as a non-viable monoculture. However, the dominance of groundnuts on the Gambian economy has been receding rapidly for some time due to the fall in international prices for the product, as a result of agricultural surpluses elsewhere. Against this background, the Gambia introduced an IMF/World Bank inspired economic recovery programme, which at its core had the recognition of the role of tourism in the economic development process of the country, in terms of foreign exchange earnings and other benefits.

It has been widely accepted over the past few decades that tourism can be a tool for development in developing countries, a way of weaning economies off overdependence on limited traditional exports. This type of development programme invariably involves the borrowing of money, always at high rates of interest. The Gambia has been no

exception and, as a recipient country, is under huge pressure to repay (40% or 50% of current GDP is used just to service current debt).

Foreign currency receipts from tourism can be an important means of economic development. For example, the emerging Asian economies found tourism to be an important source of finance for capital goods imports during their industrialisation process. Tourism contributes 12% of Gambian GNP and employs more than 35,000 people.

While it cannot be denied that tourism is a highly important contributor to Gambian development efforts, an increasingly recognised fact concerning tourism and developing countries in general is the imbalance of economic reward for the host country vis-à-vis the donor country. In short, very little of what is spent by tourists filters through to local economies. The three principal benefactors of tourism tend to be international hotel chains, tour operators and

airlines – usually these are foreign organisations. They control procurement of customers, transportation and food and lodging. At best, a developing economy can expect to receive not more than 50% of the money spent for a holiday, even if the hotel is locally owned. In the case of the Gambia, where ‘all inclusive’ holidays are common and four out of five hotels are either foreign or part foreign-owned, the economy makes less than 20%. Some hotels earn as little as £4 per night per person. Hotel workers earn as little as £1 per day and are laid off for the five-month wet season.

Gambians rarely occupy management positions – even in Gambian-owned hotels, these are reserved for foreign nationals. The Gambia provides an ideal location for the development of tourism, catering for Europeans who want to exchange the cold and gloom of a northern winter for guaranteed sunshine and temperatures of around 30°C. Some 112,800 tourists visited the country in the 1988/89 tourist season. With an estimated average expenditure per tourist of

\$400, this amounted to about \$45 million, representing 10% or more of national GDP. In recent years over half of all tourists have come from Britain, and the remainder from Scandinavia (mostly Sweden), France and Germany.

Sustainable development and its application to the Gambia

‘Sustainable development’ has now become the development paradigm of the 1990s. The term is used by aid agencies, development planners and environmental activists alike in their policies. The most widely used definition of sustainable development comes from the 1987 Brundtland Report, ‘Our common future’, produced by the World Commission on Environment and Development:

‘Sustainable Development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.’

Bearing these principles in mind, it can be seen that tourism in the Gambia is not being managed in a sustainable way at present. The negative social and cultural side effects are numerous: sex tourism, drug abuse, child begging and most

evident and difficult to avoid, the problem of the ‘bumsters’. These are unemployed young men who hang around beaches and other areas, latching onto tourists and trying to sell them drinks, trinkets or anything else, or to arrange trips, in the hope of a tip; a by-product of the extremely high (75%) unemployment. They are generally quite inoffensive and harmless, but most European visitors are unaccustomed to this kind of attention and find it unwelcome. This lifestyle also attracts children away from school. As a response to these problems within the Gambian tourist industry, the government launched a National Policy for Tourism Development document to address key issues.

These were principally: a commitment to more Gambian partners in decision-making processes, reducing foreign exchange leakages, and the training of tourist guides. The document also acknowledged a need to diversify into ‘alternative forms of tourism’. The National Environment Agency (NEA), which is charged with implementation of the Gambian Action Plan, has advised the government that ‘ecotourism’ could help alleviate some of the pressures on land from agricultural expansion, by offering an alternative income and raising awareness of the value of conserving natural resources.

Ecotourism

Ecotourism can be seen as a niche within the tourist industry catering for those wanting to get first-hand experience of aspects of the natural world in a low-density, high adrenalin environment. The Gambia is a prime site for ornithologists – the country, with an attractive and diverse rain forest environment, is home to over 500 species of bird.

	<p>According to the World Tourism Organisation, benefits accrued from tourism include:</p> <ul style="list-style-type: none"> • Export earnings International tourism is the world’s largest export earner and an important factor in the balance of payments of many countries. Global foreign currency receipts outstrip exports of petroleum products, motor vehicles, telecommunications equipment, textiles or any other product or service. • Employment Travel and tourism employ an estimated 100 million people around the world. The vast majority of tourism jobs are in small or medium-sized family owned enterprises. Research shows that job creation in tourism is growing 1_ times faster than in any other industrial sector. • Rural opportunities Tourism jobs and businesses can be created in the most underdeveloped regions of a country, providing an incentive for residents to remain in rural areas rather than moving to overcrowded cities. • Infrastructure investment Travel and tourism stimulate enormous investment in new infrastructure, most of which helps to improve the living conditions of local residents as well as tourists. Tourism development projects often include airports, roads, marinas, sewerage systems, water treatment plants, restoration of cultural monuments, museums and nature interpretation centres. • Tax revenues The tourism industry provides governments with extra tax revenues each year through accommodation and restaurant taxes, airport taxes, sales taxes, park entrance fees, employee income tax and many other fiscal matters. • Gross Domestic Product (GDP) International and domestic tourism combined generate up to 10% of the world’s GDP and a considerably higher share in many small nations and developing countries.
<p>Case study of a national sports league Explain the hierarchy of a league and the location of its teams. Examine the relationship between team location and the residence of its supporters.</p>	<p>Hierarchy: Placing things in an order of importance. Usually in Geography it refers to placing settlements in an order of importance. Here it will refer to placing football leagues and football teams in an order of importance.</p> <p>Sphere of influence: The area people will travel from to access a service. Here it will be the area that people travel from to support a football team.</p> <p>English Football League</p> <p>The English football league (or football pyramid) is a series of interconnected leagues for association football. The system is hierarchical and linked by promotion and relegation. The Barclays Premier League is at the top of the pyramid. There are more than 140 individual leagues, containing over 480 divisions. On average each division contains 15 clubs so there are over 7,000 registered football teams. This number can vary as new clubs are created, old ones go bankrupt or others merge. The top four leagues are often referred to as the league clubs and are almost entirely played by fully professional clubs. The league system is overseen by the Football Association (FA) which is the oldest football association in the world being founded in 1863. Its headquarters are in Soho, London. As well as the football leagues the FA also oversees a number of cup competitions including the world famous FA Cup.</p> <p>Barclays Premier League</p> <p>The Barclays Premier League (also known as the English Premier League, The Premiership, The Premier League and the FA Premier League) was established in 1992. It replaced League One which was formed in 1888. The Premier League has 20 teams, with three teams being relegated and promoted each year. This makes it different to many leagues (NHL, NBA, Super 15's) which operate franchise systems with no relegation or promotion. Because the Premier League is the only level 1 league in England, it is obviously at the top of the hierarchy in terms of English</p>

football. The league season consists of each team playing each other home and away (38 matches in total). There are no play-offs, the team to finish at the top of the league are crowned champions. The top four team qualify for the lucrative European competition, the Champions League.

The Premier League is the most watched league in the world, watched by half a billion in 202 countries. It is also the world's richest league generating about \$3 billion in income during the 2009/10 season.

Since 2004 the Premier League has been sponsored by Barclays, so that it why it is often referred to as the Barclays Premier League. The television revenue for the Barclays Premier League is huge, rights for 2010-2013 were sold for \$2.7 billion. Extra revenue came for selling overseas rights, highlight rights and internet rights.

Measuring Hierarchy:

The Barclay's Premier League is the only level one league in England so it is top of the hierarchy in terms of football leagues. The Barclays Premier League is often considered to be the number one league in the world as well, because of its viewing figures, average attendances and income generation. In terms of the football team at top of the hierarchy, things get a little bit more complicated. If we just look at the current champions, then Manchester City (2011/12) will be top of the hierarchy. However, if we look at different measures then Manchester United, Manchester City or Liverpool could appear at the top of the hierarchy.

Biggest Stadium: Manchester United (Old Trafford)

Average Attendance: Manchester United

Most Premier League Titles: Manchester United

Current Champions: Manchester City

Most FA Cup titles: Manchester United

Most Champions League Titles: Liverpool

Highest Wage Bill: Chelsea and Manchester City

Richest Club: Manchester United

TEAM	CITY	CITY POPULATION	STADIUM NAME	STADIUM CAPACITY
Aston Villa	Birmingham	1 million	Villa Park	42,000
Norwich City	Norwich	132,000	Carrow Road	26,000
West Bromwich Albion	Birmingham	1 million	The Hawthorns	28,000
Reading	Reading	232,000	Madejski Stadium	24,000
Manchester City	Manchester	500,000	City of Manchester	47,000
Manchester United	Manchester	500,000	Old Trafford	75,000
West Ham	London	7.5 million	Upton Park	35,000
Newcastle United	Newcastle	260,000	St James Park	52,000
Sunderland	Sunderland	280,000	Stadium of Light	49,000
Stoke City	Stoke	250,000	Britannia Stadium	28,000
Wigan Athletic	Wigan	81,000	JJB Stadium	25,000
Fulham	London	7.5 million	Craven Cottage	25,000
Swansea City	Swansea	228,000	Liberty Stadium	20,500
Tottenham Hotspurs	London	7.5 million	White Hart Lane	36,000
Arsenal	London	7.5 million	Emirates	60,000
Chelsea	London	7.5 million	Stamford Bridge	42,000

OPR	London	7.5 million	Loftus Road	19,000
Southampton	Southampton	239,000	St Mary's Stadium	32,000
Liverpool	Liverpool	435,000	Anfield	45,000
Everton	Liverpool	435,000	Goodison Park	40,000

Looking at the list of Premier League clubs above, a city needs a population of about 250,000 to support a Premier League football club. Wigan, Norwich and Swansea all noticeable exceptions. There are also some big cities in England that don't have Premier League football teams; Derby, Nottingham are a couple, but even more noticeable are Sheffield (535,000), Leeds (770,000) and Bristol (420,000).

Manchester United - Top of the Hierarchy?

Manchester United has the biggest stadium, the highest income, the most FA cups, the most league titles and the most global fans. Because of this it is often considered to be the number one club in England - top of the hierarchy.

Manchester United was formed in 1878 but was not an original founding member of the football league. Originally called Newton Heath it changed its name to Manchester United in 1902 and moved to Old Trafford in 1910. Manchester is owned by the American Glazer family and is estimated to be worth about \$2 billion making it the most valuable club in the world.

The club's worldwide fan base includes more than 200 officially recognised branches of the Manchester United Supporters Club (MUSC), in at least 24 countries. The club takes advantage of this support through its worldwide summer tours. Accountancy firm and sports industry consultants Deloitte estimate that Manchester United has 75 million fans worldwide, while other estimates put this figure closer to 333 million.

Manchester United is currently sponsored by Aon who are paying about \$120 million over 4 years. The clubs brand and trademarks are estimated to be worth about \$525 million. Manchester United manages to maintain its number one position through:

- Merchandise sales (shirts, mugs, posters, bed spreads, etc.)
- Season ticket and match day ticket sales
- TV money (Sky)
- Transfer market (selling players e.g. Ronaldo to Real Madrid)
- Global pre-season tours (usually to Asia)
- International players e.g. Ji-Sung Park of South Korea
- Website and supporters club
- Winning trophies (prize money)
- MUTV (television channel promoting itself)

Some small cities like Wigan, Norwich have BPL teams. Some large cities like Leeds and Sheffield do not have a Premier League Team. Why is this?

- Could be to do with the effectiveness of the club management (e.g. Wigan is considered to be run effectively, Leeds went bankrupt)
- Could be because of a wealthy benefactor (e.g. Blackburn Rovers)
- Some cities, e.g. Bristol, Wakefield concentrate more on other sports
- Some cities have more than one team

	<p>Location of ground</p> <p>Manchester City used to be located at a ground called Maine Road. This was near the centre of Manchester surrounded by the terraced houses of the working class population that would have supported the team. In olden times people would have walked to the ground as other methods of transport would not have been available, particularly for the working class population. Therefore football needed to be located right next to the market. In more recent times a location in a crowded city centre with poor road access and limited parking became a problem. Manchester City therefore moved to a new ground called the City of Manchester Stadium (now the Eithad Stadium). This was located on a brownfield site of old industrial land. This is a good use for this type of land as building housing on it can sometimes be tricky due to the pollutants in the ground. The stadium was build as part of a much wider leisure complex, along with the National Cycling Centre, a big hotel and shopping complex. There was also a proposal for a super casino, but this was vetoed by the government concerns about the social impact of gambling. Conference facilities are also provided in the stadium itself. This means that the stadium complex can be used throughout the week, rather than just opening on match days and closing up for the intervening 2 weeks. This makes the grounds more profitable. The ground has much better road access (it is close to motorways and main roads) and lots of parking. This increases the sphere of influence. The stadium is also much larger than the previous stadium. This partly attracted investment from Abu-Dhabi which has led to the club rising up the football hierarchy, culminating in winning the 2012 BPL title.</p>
<p>Tourism management in urban areas For one named city or large town</p> <ul style="list-style-type: none"> describe the distribution and location of primary and secondary tourist resources discuss the strategies designed to manage tourist demands, maximize capacity and 	<p>Primary Tourist Resources: Pre-existing attractions for tourism and leisure. They have not been built specifically for tourism and include the weather, scenery, wildlife, indigenous people and heritage and cultural sites.</p> <p>Secondary Tourist Resources: Facilities that have been built specifically for tourism and leisure e.g. accommodation, restaurants and shopping centres.</p> <p>Heritage or Cultural Tourism: Tourism where the purpose is to experience and visit the places, artifacts and activities that authentically represent the stories and people of the past and present.</p> <p>Urban areas: The built up area - normally a settlement with more than 10,000 people is considered to be an urban area.</p> <p>Why is it important to create and preserve open spaces in urban areas?</p> <ul style="list-style-type: none"> Escape from urban stress - place to relax away from work, congestion, etc. Health benefits (less noise and air pollution - more relaxing environment) Moderation of urban micro-climates Space to allow development of sports team and social integration, or just somewhere for someone to run or walk to keep fit. Educate urban dwellers on the importance of the environment and wildlife Preserve natural and cultural heritage (squares, parks, etc.) Prevent conflict on urban streets by giving people a place to enjoy recreation e.g. skateboarding, rollerblading, playing football. <p>Venice - Case Study of Tourism Management in an Urban Area</p>

minimize conflicts between local residents and visitors, and avoid environmental damage.

Venice is located in north east Italy on the coast of the Adriatic Sea. Along with Rome and Florence, Venice is one of Italy's premier tourist attractions. Venice has a unique situation, it is located in the middle of Venice Lagoon and attached to the mainland by a bridge. Venice is made up of 118 islands. It is its situation that has provided Venice with its unique transportation system - canals. There are no real roads in Venice so people move around by boat or walk along narrow footpaths.

Venice is not a big city and only has a population of about 60,000 (larger if you included adjoining settlements on the mainland). Venice is made up of many small islands and districts. The most famous districts are called San Marco, San Polo, Cannaregio, Castello and Dorsoduro and it is here that you find most of the major tourist destinations.

The city has an average of 50,000 tourists a day (2007 estimate) - nearly 20 million a year (international and domestic tourists). In 2006, it was the world's 28th most internationally visited city, with 2.927 million international arrivals that year.

Venice Primary Tourist Resources

- St. Marks Basilica (Venice's most famous church)
- St. Marks Square
- Rialto Market and Rialto Bridge (San Polo)
- St. Mark's Campanile or bell tower (beautiful views over the city, lagoon and even Alps)
- Grand canal (Venice's main canal which is very popular to take Gondola trips on)
- Doge's Palace (Palazzo Ducale)
- Teatro La Fenice (Venice's most famous opera house)
- The Lagoon

The Primary tourist resources are mostly located in the area surrounding St Mark's Square and the Rialto Bridge, with the Grand Canal going between these two areas.

Venice Secondary Tourist Resources

Transport: Venice is served by Marco Polo Airport on the mainland. Venice itself is accessed by a bridge. The bridge has allowed trains to travel to Venice (Rome is 3.5 hours and Milan 2.5 hours)

Top five Hotels: Most of Venice's central hotels are luxury hotels. They are expensive because of the high demand from tourists and the limited amount of space to build new hotels. According to ratings on Tripadvisor, Venice's top five hotels are:

Hotel Al Ponte Mocenigo (Average price \$217 a night)
Al Ponte Antico Hotel (Average price \$343-\$829 a night)
Hotel Canal Grande (Average price \$186-\$400 a night)
Hotel Antiche Figure (Average price \$223-\$382 a night)
Residence Corte Grimani (Average price \$229-\$445)

Top five Restaurants: Italy is famous for its cuisine, especially its pizza and pasta. Again restaurants in Venice tend to be expensive because of their location and demand. According to Tripadvisor the top five restaurants are:

A Beccafico (average price of meal \$14-\$99)

Osteria Antico Giardinetto (average price of meal \$102)

Ai Mercanti (average price of meal \$86-\$114)

Osteria Ae Sconte

LÓsteria de Santa Marina

Tours are also an example of a secondary tourist service. Tours are very popular in Venice. Most tours will focus on the historical sites, but occasionally you may get more unusual tours looking at things like food or famous citizens.

Gondola: A traditional boat used to transport people along canals.

TRENDS IN VENICE'S POPULATION

In 1931, Venice's population stood at about 164,000. Since this date Venice's population has been steadily declining. Venice's population has recently fallen below 60,000 residents. It was estimated that between 2000 and 2007, 1000 local homes were lost to tourist developments.

TRENDS IN VENICE'S TOURIST NUMBERS

The enormous increase of tourism in Venice can be seen comparing a few years of statistics. The following figures are related only to visitors lodging in Venice historical center (excluding day trips). From this data we can see how it took about 27 years to double the number of tourists from 1.0 million to 2.0 million (1950-1977) and to almost double again in only took 11 years (1994-2005). Or from 3.0 million to almost 6.0 million in 13 years (1994 – 2007)

1950 - 1,097,366

1960 - 1,563,427

1970 - 1.940.239

1980 - 2.487.687

1990 - 2.760.068

2000 - 3.562.728

2007 - 5.875.370

Even more tourists arrive in Venice as day trippers. Total tourist visits to Venice are now estimated at about 20 million a year. Some days over 100,000 tourists visit Venice, this is nearly double the resident population.

Venice Carrying capacity: It has been estimated that Venice's carrying capacity is 11,250 tourists a day staying in accommodation and another 11,000 day trippers. This figure is often rounded up 25,000 tourists a day. This suggests that Venice can handle about 8 million tourists a year. Because the seasonal distribution of tourists is uneven, its carrying capacity of 25,000 tourists was exceeded on 200 days in 2000. On the seven busiest days, Venice received

over 100,000 visitors.

IMPACTS OF TOURISM

- Tourists have caused severe overcrowding. Even though there are no roads, canals and footpaths have become congested with boats and people.
- Even though there are very few roads in Venice itself, coaches arrive in Venice over the one bridge connecting Venice with the mainland. This causes congestion and delays for local residents.
- The large number of tourists has caused inflation. Inflation has not only affected the price of land, but also the price of everyday goods like milk and bread.
- Local services are being increasingly priced out of Venice. Things like convenience shops, post offices, doctors surgeries are no longer able to compete with the expensive rent and declining population.
- Tourist intrusion on places of worship. Italy is a deeply religious country with people regularly attending mass. Churches are also popular tourist destinations, therefore creating a conflict over use.
- Pressure on services like electricity and water supplies.
- Littering and pollution. Tourists create litter and waste, litter can find its way into canals making places less visually appealing.
- Tourists can also attract pigeons (feeding, crumbs). Pigeons are considered a pest and carry diseases. Their excrement can also damage and disfigure ancient buildings.

POSSIBLE SOLUTIONS TO NEGATIVE IMPACTS OF TOURISM

- The government is trying to build more low-cost affordable housing so locals can still afford to live in Venice
- Unauthorised coach tours are going to be denied entry to the main coach terminal.
- Italian cities are going to be allowed to charge a tax of up to 5 Euros a day. This may generate extra income, but is unlikely to have a significant impact on reducing tourist numbers
- A one way system has been proposed during some of Venice's busiest periods. This is not a one way system for car, but for people. Tourists will need to travel in one direction on certain bridges and small walkways.
- A ban on day trippers has been proposed. In the future it might be necessary to have a hotel reservation, even to enter the city. This should reduce overcrowding and may even increase income. People staying in Venice spending significantly more than day trippers.
- Subsidising local services like post offices and doctor surgeries to ensure that they remain open.
- Reducing the number of international events hosted in Venice e.g. EXPO
- Possibly limiting the number of flights and or advertising. This has not happened and actually the emergence of low-cost airlines has made Venice more affordable.
- Drinking fountains. Tourists are leaving millions of plastic bottles in Venice each year. In an attempt to reduce the amount of plastic bottles tourists are being encouraged to drink from water fountains.
- Areas of St. Marks Square have been blocked off to reduce litter. Patrols have also been increased to reduce the amount of tourists dropping litter. This should also reduce the number of pigeons.

Tourism management in rural areas
Examine the concept of carrying capacities in a rural tourist area.
Discuss strategies

As the leisure industry has grown rapidly over the past hundred years so has the footfall, or impact, both positive and negative, on the human and physical environments. Even ecotourism, with the best intentions of seeing cultural and environmental attractions without a negative impact, may cause irreparable problems. This is the fundamental paradox of modern tourism: sites often have to be protected and promoted at the same time: hence the term 'loved to death'! Local inhabitants and site managers need to be involved if impacts are to be minimised.

Defining carrying capacity

The concept of **carrying capacity** is used widely in geography, with varying definitions. Basically it is the ability or capacity of an area to deal with the numbers and demands of visitors who use an area. This is based on the idea that any geographical system has certain limits or **thresholds**. These thresholds, when exceeded, may affect permanently

designed to maximize capacity and minimize conflicts between local residents and visitors, and avoid environmental damage.

not only physical components of an environment like soil or water, but human ones too such as culture and quality of life.

How to measure carrying capacity

Even if difficult to do so, it is worth trying to measure carrying capacity so that managers attempt to address problems before they develop. All sites should be regularly monitored rather than having one off data collections. This can be helped by remote sensing. Baseline surveys, carefully sampled, are needed to compare changes. Mapping of trails is used, especially desire lines or 'social trails' where visitors stray from established routes. Wardens, local guides, site staff and volunteers may be given a checklist of items to monitor in their daily routines : damage to monuments, trail erosion, pollution, ecosystem status, crime levels as well as sheer numbers of visitors. There was a great move in the 1960s and 1970s to determine an optimum number of visitors for sites as diverse as Yosemite and Stonehenge, but it is almost impossible to set a value and indeed, creating a specific carrying capacity figure may give the false impression of security once established. Latest research focuses on the concept that all activities cause impacts, and these should be limited rather than pure numbers of people. This is called the Limits of Acceptable Change (LAC).

When the standards set are not met then managers should start mitigation to return to an acceptable impact. In the USA a form of LAC is used now by a quarter of all national parks, called The Visitor Experience and Resource Protection Process (VERP), largely based on physical capacity.

Management options to improve carrying capacity.

Once implemented, regulations and policies must be enforced taking into account the factors of cost, staff and likely effectiveness. Knowledge of visitor profiles and local communities, if present, will help design realistic objectives. According to UNESCO, who manage World Heritage sites at natural sites with limited resources, strategies that concentrate visitors should be encouraged on the whole for damage limitation. Where even minimal use causes considerable environmental damage or conflict, decreases in usage may not have correspondingly positive effects and the area may need shutting for recovery. Management actions can be direct or indirect- hard such as paths, fences, vegetation management, soft such as land use zoning, education, interpretation signs and centres. Usually combinations are used.

Case Study: Machu Picchu Reserve , Peru, including the 'Lost City of the Incas'

Background

This case study is of a honey pot site in a nature reserve in a less economically developed country, under increasing pressure from visitors. Apart from its remarkable biodiversity and seemingly pristine character, the remnants of its Inca settlements and infrastructure are highly valued, most famously Machu Picchu. This settlement, officially discovered in 1911, is one of the most outstanding natural and cultural World Heritage Sites on Earth, designated by U.N. Educational, Scientific and Cultural Organization(UNESCO) in 1983 but now facing the 'loved to death syndrome'. The reserve around the monument, also called Machu Picchu, was set up by the Peruvian government in 1981 because of its diverse and fragile ecosystems, including rare species of orchids and the endangered spectacled bear. This was at a time many biosphere reserves and national parks were established globally, partly funded by 'swap debt for nature' schemes. Indeed foreign funding such as 'Programa Machu Picchu' has helped address some of the problems of over use of the site such as waste disposal.

The ruins of this small but highly important Inca city lie 2,430 m above sea-level in the upper Amazon basin, with a spectacular setting overlooking a huge meander of the River Urubamba. It lies on a 500 year old partly paved route, called the Inca Trail, stretching 70 km to Cuzco, ancient capital of the Incas and main gateway to this mountainous area of Peru.

Tourism in Peru, where over 50% of the population live below the poverty line, is seen as an important strategy for development: it is expected to generate economic growth, and give new opportunities for escaping poverty. The government has a deliberate policy of encouraging tourism, especially cultural 'Inca tourism'. According to the World Tourism Organisation foreign arrivals to Peru increased by 224% between 1990 and 2000! In Machu Picchu numbers have grown from 200,000 to over 500,000 per year – prompting suggestions of closure for a few days per week. The challenge is to achieve sustainable tourism that benefits the local communities as a tool for reducing poverty.

Specific threats and issues

Physically the whole reserve, but especially the city site and trail, is under permanent threat of degradation due to its

fragility, because of its precarious position and heavy rainfall with severe mudslides and erosion Fires set off by local farmers desperate to make a subsistence living in such a harsh environment are an added problem. There is also the problem of a complicated management system involving several government departments often with contrasting aims. The main agency is the Natural Protected Areas Agency of the National Institute of Natural Resources (INRENA), within the Ministry of Agriculture, which is responsible for all Peru's natural protected areas. The main threat currently is sheer visitor pressure: until recently, numbers have been limited by distance from the main tourist markets of Europe, North America and increasingly important SE Asia, and physical access since there is only the back packing route, and a small gauge railway.

Up to 2,000 people visit Machu Picchu itself daily, with visitor numbers growing at 6 % per year, partly inflated by international charitable walks. There is open access to all the ruins, and limited educational information both there and along the Inca Trail to it. The only accommodation next to the monument is Sanctuary Hotel, which calls itself an 'eco-resort'. The main site to stay in other than this or in a tent city, is the boom town Aguas Calientes, 30 minutes down a winding road and where the train stops from Cuzco. It has grown from 500 to more than 4,000 in the last 10 years – as more hotels and restaurants are built to accommodate the needs of tourists. Growth is effectively unregulated. The tourist footprint is evident in the rubbish along the banks of the Urubamba River and the untreated sewage within it. The Inca Trail, which is dotted with other small Inca sites, has also suffered the impact of years of unrestricted use Between 1984–1997 there was a 800% increase in tourists on the trail from 6300 to 50,000. By 2005 about 54,000 national and foreign tourists used the route, with up to 500 on it daily. The average trip takes four days and three nights climbing between 2000–4000 m above sea level, with resulting problems of altitude sickness and diarrhoea. Problems are focused also on the campsites for backpacking groups, unregulated latrines, garbage disposal and most recently proliferation of mobile phone masts!

Waste is increasingly entering the river system although there is now a system for collection of solid waste and removal by train to landfill sites near Cuzco. Underused at present, is a more gentle trail called the Valley Floor Inca trail, not used much by tour operators yet better for less fit and able people. The carrying capacity of the whole sanctuary has never been really been determined through a technical, scientific approach. Plans to build a road from Cuzco and a funicular/cable car from Aguas Calientes have been put on hold since 2001.

A brief history of management

1. Machu Picchu monument site

Lack of coordinated planning by the Peruvian Government resulted in the 1998 Master Plan, revised after external pressure from especially UNESCO in 2005. Protests from conservationists fearing even more interest in the site and local Peruvians who deem the site sacred, have delayed some ambitious projects put forward in the 1990s-including a cable car and luxury hotel. In 1999 UNESCO visited the site and helped pressurise the government in putting these ideas on hold.

The Peru National Institute of Culture, which oversees daily running of the main site says there is no threat, it can cope with 3000 tourists/day, but recently the Head of Machu Picchu Management, the umbrella agency trying to coordinate all the organisations running the site, advised numbers should be cut to 300 rather than the present 1500/day .The \$20 per person entrance ticket, generates \$6 million a year for Peru, while the Inca trail brings in another \$3 million. About two thirds of the entrance fee goes back to INRENA and indeed, although Peru is poor, it doesn't really lack potential resources to protect Machu Picchu.

2. The Inca Trail

In 2001 the Peruvian government introduced regulations to reduce the impact of tourism on the Inca Trail and at Machu Picchu. Since 2005 the fee for hiking the Inca Trail was tripled to \$50, and stricter rules for waste disposal imposed. Numbers of people on the trail each day is limited. to 500; previously during the high season, as many as 1,000 hiked the trail daily. All tourists trek now with registered companies, which helps ensure that hikers keep to trail conservation rules such as no steel tipped walking sticks. Tour operators also have to submit the names and passport numbers of their clients to get permits.

However, the threats are such that again in 2006 UNESCO threatened to put the site on the World Heritage 'endangered list'. This would mean a great 'loss of face' to the government. In July 2007, UNESCO acknowledged the efforts Peru has made in managing the site and removed it from the endangered list. As far as the local communities are concerned, tour groups have designated campsites that, while often located near local villages offer few opportunities for locals' interaction other than following tourists in the hope they will relent and buy a memento or

bottled water. The porters often work for very low wages. The site fee is far above most people's ability to pay to enter what is effectively a sacred site for them.

However local communities are increasingly voicing their worries over their own lack of access to the site, especially since the advent of the internet. They are campaigning for the recognition and protection of their spiritual heritage. One group has even set up a 'responsible tourism' company called the Yachaqui Wayi Centre. The international company called Responsible Tourism advertises that their trails holidays are bound by a code where the porter must have adequate food, clothing, rest, life insurance, a maximum load of 20kg and be over 18yrs old. Unfortunately not all tours adhere to such rules! Alternatives to the Inca Trail and Machu Picchu are being gradually promoted, for example by the Fair Trade Tourism company called Tribes Travel. An alternative trail called Choquequirao is just 50 miles from the Inca trail and is presently being excavated with French aid. It advertises partly by pointing out the pressure of visitors on Machu Picchu providing an alternative to being with 'the other 1,000 people in Goretex all trying to see sunrise in Machu Picchu at the same time!'

The leisure hierarchy

Explain the relationship between urban settlements and recreational and sports facilities in terms of frequency, size, range and catchment area.

Hierarchy: Placing things in an order of importance.

Threshold population: The minimum population required for a service to be offered.

Sphere of influence: The area that people travel from to use a service.

TBD or RBD (Tourist or Recreational Business District): The main centre of tourist activities and facilities within an urban area.

Functions: The purposes or jobs of a settlement. As a settlement grows the size and importance of the tourism function will normally increase.

Leisure Hierarchy: The leisure hierarchy has a strong correlation with settlement hierarchy. Settlement hierarchy is usually measured by three variables:

- Population size
- Range and number of services
- Sphere of influence

Normally the higher up the urban hierarchy a settlement is, the greater the variety (range) and number of leisure, sport and tourist activities and facilities. For example:

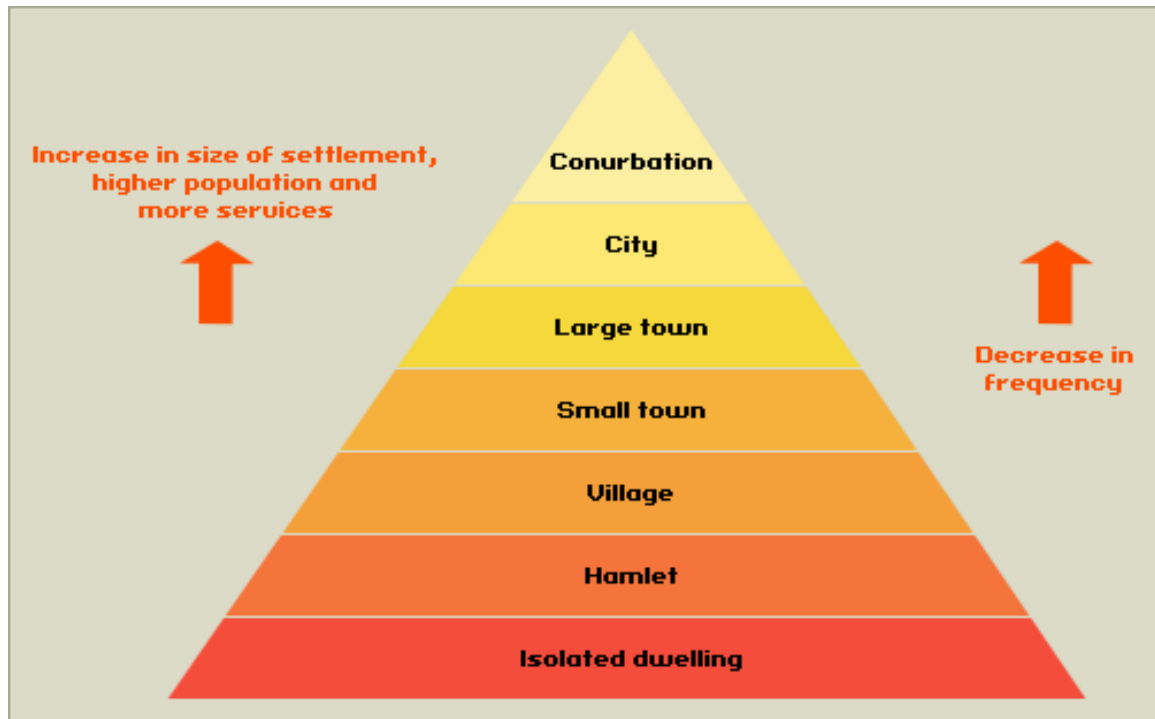
A village may only have a community hall and football pitch offering basic leisure activities like:

- Bingo
- Football
- Yoga
- Scouts
- Badminton

However, there are factors which might mean that a settlement has more leisure/tourist facilities than you would expect. These might include:

- Level of development
- Location (near the coast or a National Park)
- Accessibility (airport, roads, railway)
- History (historical buildings or events)
- Advertising and recognition
- Weather

Events e.g. Olympics, Rugby World Cup



- Advertising and recognition
- Weather
- Events e.g. Olympics, Rugby World Cup.

Tourism Business District (TBD)

The TBD is a fairly simple concept. Most settlements will have a fairly clear CBD (central business district). The CBD is normally found in the centre of settlements and it is where the biggest concentration of businesses (shops, offices, banks, etc.) are located. The TBD is where the biggest concentration of tourist facilities can be found. The TBD is often centred around an historical building and/or square e.g. St. Mark's in Venice. The TBD will contain facilities like:

Historical buildings
Restaurants and cafes
Hotels
Tourist booking offices
Gift shops

The TBD will not only contain a lot of facilities, but it will probably also have other characteristics caused by the the concentration of tourist facilities. These characteristics may include:

Large numbers of tourists/pedestrians
Global restaurants and brands
Traffic
High land prices
Well maintained environment

Reasons for Changes in Recreational Provision in Urban Areas

Space: Some recreational activities take up a lot of space e.g. golf. It would not be possible to find enough space in the centre of the town to build a golf course.

Historical Location: Historic buildings are normally found in the centre of urban areas. The reason main historic buildings e.g. castles and cathedrals were built at the same time the urban area was settled, so the urban area has grown around them.

Land value: Some recreational facilities will not be able to afford to locate on higher value land. For example a local cricket pitch would not locate on expensive land because it does not generate enough income. However, a five star hotel might locate on high value land because it generates lots of income.

Land Use of Surrounding Area: Some recreational facilities will be attracted to certain locations. For example a hotel would normally be located in the CBD or on a good transport link, because this is what tourists demand. They would not locate in the middle of a residential area, because demand would be less. Alternatively a library or sports centre is more likely to be located in a residential area, because this is where the demand will be.

Accessibility: Some recreational facilities need a higher threshold population to be offered e.g. shopping centres, therefore they need to be in a location with a large population and are easily accessible. Facilities like new sports stadiums are also built near main roads or good public transport links.

Socio-economics Status: Some recreational activities e.g. golf are expensive to participate in. Because of this some facilities will locate in areas of higher socio-economic status. Alternatively football is traditional a more working class sport so football clubs (recreational not professional) maybe located in more working class areas.

Physical Characteristics: Some recreational activities are dependent on the physical environment e.g. potholing, fishing and skiing. Because of this you are not going to find some recreational facilities inside urban areas, but more in the rural-urban fringe or rural areas. Areas that have outstanding natural beauty or great weather may also have above expected facilities e.g. the island of Menorca in the Mediterranean or Monteverde in Costa Rica.

Sports Events or Exhibitions: Some cities may have above expected tourist or recreation facilities because they have recently hosted a major sports event, conference or exhibition. Qatar in the Middle East has a population of only 1 million but will host the football World Cup in 2022. After the World Cup many settlements in Qatar will have more tourist and recreation facilities than you would expect for a settlements of their size.

Advertising and Recognition: Some locations are very good at promoting themselves and attracting new customers and users and therefore have above expected facilities for their size e.g. the Bahamas, Dubai or Phuket in Thailand.

Intra-urban patterns
Examine the distribution and location of recreational and sports facilities in urban areas and relate the patterns to accessibility, land value and the physical and socio-economic characteristics of each urban zone (from the central business district to the rural-urban fringe).

Case Study – Singapore

- **Space** – some leisure facilities need more space than others, e.g. a golf course needs a lot of space so these are generally found on the rural-urban fringe, e.g. Tanah Merah or on Sentosa
- **Historical Location** – for example the Singapore Cricket Club was originally set up in 1852 in the heart of the CBD close to the Marina area. This high land value area would not normally see a cricket pitch as part of the land use, but for historic reasons this pitch has stayed where it is
- **Land value** – areas of a high land value will be more likely to see particular types of leisure attraction with a high threshold population and large sphere of influence, e.g. high end retail at Orchard Road. Leisure facilities with a lower threshold population are more likely to locate on the rural urban fringe where there is more space and value for money, e.g. paintballing at Turf City.
- **Land Use of Surrounding Area** – sometimes the land use of the surrounding area will be important in determining the leisure facilities. For example a hotel would be more likely to locate around tourist attractions and business than a residential area. Leisure is also often found near airports, e.g. Tanah Merah golf course, Changi Sailing Club as it is a land use where the noise of the airplanes does not matter as much as for residential.
- **Accessibility** – good accessibility for some leisure activities is more important than for others. The Bid Rent Model suggests that retail needs to be located in the highest land value areas. In Singapore the retail shops with the largest sphere of influence and highest threshold population are located in Orchard Road. These shops are highly accessible from a large range of MRT stations and bus stations close by. Other leisure facilities, such as kids playgrounds need to be accessible in a different way. They have a low sphere of influence so there are many of them and they are located close to HDB flats in places and urban areas like Toa Payoh and Queenstown where children can access them easily without crossing roads.
- **Socio-economic Status** - high class socio-economic areas are more likely to experience leisure facilities which cater to that particular section of the population. An example would be golf, which is expensive to play and also takes considerable time, time is often only available to those with money. Sentosa would be a good example here.
- **Physical Characteristics** – sailing can only be done in the sea and is therefore found next to the sea (e.g. Changi Sailing Club) or mangrove kayaking in Ubin can only be done there for physical reasons. Kite flying next to the coast for the wind.
- **Government involvement** – The Singapore Government identified Sentosa as a hub for tourism. They therefore built a number of attractions in one place, e.g. Universal Studios, Underwater World, Casino. This was partly to enable the management of tourists to be easier as a high concentration of tourists would be found in one place and other tourist services, e.g. hotels, could be concentrated in a zone primarily

designated for tourism.

Urban regeneration
Discuss the role of sport and recreation in regeneration strategies of urban areas.

Regeneration: In biological terms it means to recreate lost or damaged tissues. In geographical terms it means improving an area that has been experiencing a period of decline. In the east end of London the decline was brought about by deindustrialisation.

Renewal or Redevelopment: When areas are rebuilt to improve the physical environment. Redevelopment might involve changing the main functions of areas. The east end of London used to be an industrial area. Since the process of deindustrialisation has taken place in the UK the area became very run-down. The recent redevelopment of the area has changed the function from industrial to more commercial, residential and now sporting.

Deindustrialisation: Deindustrialisation is the process of factories closing down. Factories normally close down because demand for products has dropped or production costs have increased. Most factories that have closed because of rising costs have relocated to cheaper locations abroad (offshoring).

Offshoring: The process of factories moving to cheaper locations overseas. The new locations are often in LEDCs or NICs where labour, land, energy, etc. is cheaper and therefore reduces production costs.

Gentrification: The process of an area being improved by the people that live there. Young professionals might move into an area that is deprived (houses will be cheaper). As the income of the professionals increases they might make improvements to their house and local facilities e.g. park areas. The income of the professionals may also attract new businesses like restaurants.

UDC: UDC stands for Urban Development Corporation. Deprived areas of the UK were made UDCs to try and encourage regeneration. UDCs had the powers to give tax breaks, relax planning, help with finance etc. The Docklands area of London (next to the Olympic Park) area was made a UDC back in the 1980's to help regeneration.

Deprived: An area that is relatively poor. It may have an income level lower than the national average, or unemployment higher than the national average or disinvestment or all of the aforementioned and more.

Disinvestment: When people are taking their investment away from an area. This might be shops closing down and relocating somewhere else.

Derelict: Buildings or areas of land that have been abandoned and are no longer used. Derelict buildings are often vandalised.

Brownfield Sites: Areas of land that have been previously built-on. The east of London had a lot of brownfield sites after many of the factories and docks closed.

Social Sustainability: Social sustainability means benefiting local people long-term. This might be done through infrastructure improvements, provision of affordable housing or job creation.

Economic Sustainability: Economic sustainability means benefiting the economy long term. It might mean increasing the income of an area, keeping inflation low or eliminating debt.

Environmental Sustainability: Environmental sustainability means reducing the impact on the environment. It might be using renewable energy, developing public transport or reforesting areas.

The IOC (International Olympic Committee) and also the British governments has sustainability standards that need to be met when hosting a major sporting event (The Olympics in London - 2012). The five main aims of the London 2012 sustainability plan are listed below:

The London 2012 Sustainability Plan: "Towards a One Planet 2012" explains how the London Olympics will be made sustainable. The Sustainability Plan focuses on five key themes:

1. **Climate change:** minimising greenhouse gas emissions and ensuring legacy facilities are able to cope with the impacts of climate change.
2. **Waste:** minimising waste at every stage of the project, ensuring no waste is sent to landfill during Games-time, and encouraging the development of new waste processing infrastructure in East London.
3. **Biodiversity:** minimising the impact of the Games on wildlife and their habitats in and around Games venues, leaving a legacy of enhanced habitats where we can e.g. the Olympic Park.
4. **Inclusion:** Promoting access for all and celebrating the diversity of London and the UK, creating new employment, training and business opportunities.
5. **Healthy living:** Inspiring people across the country to take up sport and develop active, healthy and sustainable lifestyles.

London 2012 Olympics and Regeneration

East London (Lower Lea Valley or Newham)

The East of London suffered badly during the second half of the 20th century because of deindustrialisation. The region used to be an industrial heartland with products shipped around the world from its docks. However, as more factories went overseas and the process of containerisation and bigger ships made the docks redundant the area suffered decline. Large areas became derelict and disinvestment took place.

The area of London that is seeing the most regeneration because of the Olympics is the borough of Newham. This area is sometimes referred to as the Lower Lea Valley, because Newham is situated at the end of the River Lea. The borough of Newham has a population of about 270,000. The population is very diverse, with only about 32% white British and the rest a mix of ethnic groups, ranging from Indian to Caribbean to Irish. Newham has the highest fertility rate in the UK (2.87) and highest birth rate making it have the youngest population structure. The employment rate in Newham is only 56.2% (6.5% London average). The number of Newham residents on job seekers allowance is 6.3%, compared to the UK average of 3.5%.

It is estimated that 69% of children in Newham live in low income households and 41% live in households where no

one works. On average, workers in Newham get paid \$17,000 less than the London average. Newham has below average owner occupation (only 32%). About 36,000 residents are applying for social (government) housing.

Newham has the 4th worst crime rate in London and the life expectancy is below the national average. Newham has HIV infection rates above the national average as well as child obesity rates above the national average.

As you can see from the information above, Newham was in desperate need of regeneration.

How will the Olympic Games Regenerate East London?

It will create 9,000 new homes in the Olympic park (during the games the houses will be used for athletes). At least half of the houses will be low-cost affordable housing.

New schools and community centres will be built to accommodate the extra residents in Newham.

Large brownfield sites will be cleared up in the Lower Lea Valley and the largest new urban park since Victorian times will be created in Newham.

In total 1,850km³ of polluted soil will be cleaned (left over from its industrial past)

Transportation will be improved (DLR (Docklands Light Railway), East London Line (train line) and Eurostar (international train link to Brussels and Paris).

New sports facilities will remain (velodrome, swimming centre, stadium, BMX track, hockey pitches, etc.) that can be enjoyed by athletes and local residents.

The facilities can be used for future events, the UK is bidding for many World Championships including athletics, cycling and swimming, all of which can use existing stadiums and create future investment and jobs. West Ham United football team bidding for the right to use the Olympic stadium after the Olympics - this secures long term jobs.

12,000 new permanent jobs will be created (managing new facilities, working in hotels and new transport links, etc.). Thousands more temporary jobs will be created during the games.

A new media centre will be built that will remain after the games for creative arts

The new open spaces and facilities will encourage a healthier lifestyle, hopefully increasing life expectancy and reducing problems like diabetes and obesity. The Olympic games itself should also inspire people to play more sport,

Tourism will be boosted in East London (Sydney estimated that about \$8 billion of extra tourist income was generated by their 2000 Olympic Games)

The image of East London should be enhanced from its current one of deprivation and unemployment into one of regeneration.

The River Lea is being cleaned and opened up, It previously ran underground and was heavily polluted.

New bridges will be built across the River Lea to improve transport links and accessibility. The cleaner river Lea should also attract fish and animal life to return.

Overhead powerlines (13km) have been moved underground make the environment more pleasant and possibly safer (some people believe that powerlines can cause health problems)

The positive multiplier effect will attract new businesses e.g. restaurants, sports shops, etc. to Newham. Also money earned by the 12,000 extra people of jobs will be circulated in the local economy.

Objections to the Olympic Games

Over 300 new businesses have been relocated to make way for the Olympic Park.

450 houses had to be demolished

The UK's largest church was demolished
 The construction process will create noise, visual and air pollution
 Some trees were removed to make way for building (500 trees)
 87 allotments (private gardens) were lost
 The Olympic Games could be a potential terrorist threat endangering local residents
 London council taxpayers will have to pay for about \$1 billion of costs to build the Olympic Park
 Construction work has increased road traffic
 There will be road restrictions during the game
 The games may have caused localised inflation meaning some first time buyers are priced out of the market
 Some travellers lived on the brownfield sites of the Lower Lea Valley and were forced to move on
 Many jobs will only be temporary

Sustainable tourism
 Define sustainable tourism.
 Examine the extent to which it might be successfully implemented in different environments.

Sustainable tourism is tourism attempting to have a low impact on the environment and local culture, while helping to generate future employment for local people. The aim of sustainable tourism is to ensure that development brings a positive experience for local people, tourism companies and the tourists themselves. Sustainable tourism is not the same as ecotourism.

The Global Sustainable Tourism Criteria Partnership, a coalition of 27 organization, issued criteria for sustainable tourism at the IUCN (International Union for Conservation of Nature) World Conservation Congress held in Barcelona. The guidelines focus on four areas:

- maximizing tourism's social and economic benefits to local communities;
- reducing negative impacts on cultural heritage;
- reducing harm to local environments;
- and planning for sustainability.

How to make Tourism Environmentally Sustainable

- Use renewable energy to power tourist facilities e.g. solar or wind.
- Recycle water (use of grey water). Collect rainwater. This possible in tropical climates, where there is a large amount of water.
- Set quotas to limit the amount of tourists visiting an area. Establish a carrying capacity and stick to it.
- Creating National parks and reserves to protect local flora and fauna
- Creating breeding programs for endangered species e.g. the Amur Leopard or the Panda.
- Only use sustainable products to build hotels. Ensure woods are from sustainable forests, etc.
- Only use biodegradable products for washing, cleaning, etc. This is especially important when protecting local water sources.
- Use local food products to reduce food miles
- Transport guests use public transport or low emission vehicles.

How to make Tourism Socially and Culturally Sustainable

- Promote local culture e.g. food, dance and clothes. Ensure that tourists are educated about local traditions. This also ensures the involvement of local people.
- Sell local products to tourists using traditional techniques. Offer demonstration classes and encourage participation of tourists.
- Educating tourists about how to be sustainable. Make sure tourists no how to respect local traditions, save money, etc.
- Enforce working regulations e.g. paid holiday, maximum working week.

- Introduce minimum wage that is a liveable income
- Reinvest some profits back into the local community
- Make tourist facilities available to locals as well as tourists. Avoid privatisation of beaches, parks, etc.

How to make Tourism Economically Sustainable

- Only employing local residents in tourist facilities. Train local staff so that they are able to work in managerial roles as well as manual roles. These skills can then become transferable to different local industries.
- Be locally owned. This is not always possible, especially if FDI is needed to establish a tourism resort or project, but local staff and products should definitely be used.
- Only purchasing local products
- Minimise economic leakage. Profits from many companies go overseas. It is important to ensure as much money as possible stays inside the host country. This can be a difficult balancing act, because you don't want to stop FDI.
- Avoid debt when building tourist developments

Below are some examples of how it is possible to be sustainable in different environments.

Sustainable Tourism in Urban Areas (Examples)

- Recycling Bins
- Enforced fines for littering
- Pedestrianised areas
- Cheap public transport
- Bike hire
- Promote local hotels and shops
- Reduce electricity and water waste by educating tourists
- Ensure locals can also afford to visit nationally visit historic sites. Many countries run dual pricing, where tourists pay more than locals to visit sites.
- Possible introduce quotas or curfews to protect areas.
- Ensure locals are not priced out of local market - try and maintain traditional mix of residents, tourists, businesses, etc.

Sustainable Tourism in Coastal Environments (Examples)

- Banning of plastic bags (very harmful to turtles who mistake them for jellyfish)
- Avoid light pollution near turtle nesting sites. Baby turtles are often confused by light and struggle to find the sea (normally they use the light from the horizon)
- Avoid sewage being pumped into the sea
- Promote sustainable diving (possible introduce quotas like in Sipadan in Malaysia)
- Avoid privatisation of beaches. Ensure that locals can also use the beach
- Stop trade in coral, turtles shells, etc.
- Ensure that seafood is caught from sustainable sources. In Japan, sustainable sushi is being introduced to protect blue fin tuna, whales, etc.
- Minimise damage to mangroves, dunes, forests, etc. when building resorts.
- Ensure proper boating channels to avoid injury and death to turtles, manatees, etc. from speed boats and jet skis

Sustainable Tourism in National Parks (Examples)

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| | <ul style="list-style-type: none">• Create National Parks to protect flora and fauna• Reforest areas that have been damaged or logged• Ensure that no illegal logging takes place• Stop poaching (catching wild animals) by making it illegal and enforcing with strong penalties.• Only allow low impact activities e.g. walking, horse riding.• Start breeding and reintroduction programmes e.g. the giant panda in China.• Only allow small scale developments using locals products to build the small-scale low-impact developments e.g. basic cabins or just tents• Use renewable energy sources e.g. local HEP• Ensure no non-biodegradable products are released into local water sources or the ground.• Educate tourists about flora and fauna and the importance of protection.• Give flora and fauna and economic value, making animals more valuable a live than dead. In Rwanda tourists now pay \$500 to see mountain gorillas. This has completely stopped poaching because the mountain gorillas are now more valuable alive than dead. |
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