

Subject: Geography

Topic: Global Tourism

Gateway 3: Developing tourism at what cost?

Introduction

Traditional culture can be greatly affected by tourist activities. For example:

- Kayan Lahwi women as tourist attractions:
 - Tourists photograph the 'long-necked women'
 - Tourists buy clothing and souvenirs made by the women
 - Local businesses charge fees to enter the villages
 - Some of the women were relocated to Inle Lake
 - The tradition of wearing brass neck coils continues because it gives the Kayan Lahwi a source of revenue

What are the impacts of tourism?

- Economic
- Socio-cultural
- Environmental

Economic

Tourism can bring about positive and negative economic impacts.

Positive	Negative
• Employment opportunities	• Seasonal unemployment
• Growth in income	• Underuse of facilities
• Increase in foreign exchange	• Shortage of services
• Infrastructure development	

Positive Economic Impact 1: Employment Opportunities

Employment: Work performed for a wage or salary, in cash or in kind

- The growth of tourism has led to an increase in number of tourism-related jobs
- The tourism industry offers many employment opportunities, *e.g. hotels, souvenir shops, tour agencies*
- Some jobs are:
 - Directly linked to the tourism industry, *e.g. travel agents, tour guides, hotel staff, waiters and waitresses*
 - Indirectly linked to the tourism industry, *e.g. taxi drivers, shop owners*
- In 2011, the tourism industry employed over 235 million people worldwide (6–8 % of all the jobs in the world)

Positive Economic Impact 2: Growth in income and

Positive Economic Impact 3: Increase in Foreign Exchange

Growth in income includes

- **Tourism receipts:** Money received from tourists spending .
- Tourism receipts generate large revenue for many countries. In 2011, worldwide tourism receipts exceeded US\$1 trillion

- Tourism growth can lead to growth in income for individuals and a country
- *Example: Fishermen on Pamilacan Island, Philippines*

- Local tour companies hire fishermen to help them view and swim with whale sharks
 - Fishermen are paid between US\$80–US\$100 per boat for their service
 - Fishermen can expect additional income on top of their fishing livelihood
 - Tour c Companies will experience an increase in revenue
 - Overall increase in r Revenue for the country through taxes collected from the fishermen and tour companies
- A large portion of revenue from tourism is sometimes lost as leakages, especially in LDCs
 - Leakage occurs when revenue earned from tourism is p Paid to other c Countries for the i Import of goods and services needed to meet the needs of tourists
 - For example: *Phuket, Thailand*
 - Travellers may use the services of f Foreign -o owned businesses and buy imported items
 - Some of the profits made by local businesses are sent to another country to pay for i Import
 - Money that d Does n Not stay in the l Local economy may bring few benefits to local businesses and workers



Positive Economic Impact 4: Infrastructure development

Infrastructure development: Construction of transport and communication networks, electrical frameworks and systems for water and waste disposal

- Tourism cannot develop and would not be able to operate on a large scale without sufficient infrastructure and appropriate facilities such as:
 - Airports
 - Roads
 - Electricity
 - Hotels
- Infrastructure built to enhance tourism brings benefits to the locals
 - For example: *Roads*
 - Link airports, cities and tourist sites which allow tourists access _____ to local attractions
 - Allow local people better access to markets, health care, education and jobs
 - For example: *Sports venues and other infrastructure*
 - Built for major sporting events, e.g. *Olympic Games, World Cup*
 - Improve sporting infrastructure of host countries
 - Useful even after the key event, e.g. *Summer Olympic Games in Athens and Beijing*
- Creates employment for local workers as many workers are needed during the construction process
- Local industries are boosted because local materials may be used to construct the infrastructure
- Encourages economic growth due to increased spending in the local economy

Negative Economic Impact 1: Seasonal unemployment

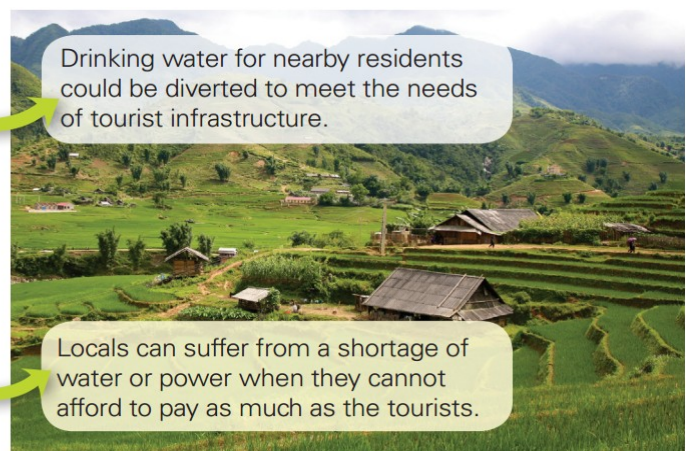
- Certain tourist activities depend on climatic conditions
- Countries may experience regular fluctuations in tourist numbers
- People in tourism-related jobs have to find other sources of income when employment is temporarily unavailable
- For example: **European countries surrounding the Mediterranean**
 - Majority of all hotel stays take place in the summer season of July to September, *e.g. Croatia, Cyprus, France, Greece, Italy, Spain*
 - Increase in summer visits is mainly due to the warm weather as tourists can do a range of activities
e.g. relaxing by the beach, hiking
 - Employment in hotels and restaurants across the European Union reaches its peak for the year during this season
- For example: **Sapporo, Japan**
 - Receives a large number of visitors from December to February, many of whom engage in Winter sports, *e.g. skiing, snowboarding*
 - Mountain ski resort operators employ more people during winter to cater to the high tourist demand
 - In other seasons, workers return to other jobs (*e.g. farming*) or move away temporarily until the next tourist season

Negative Economic Impact 2: Underuse of facilities at certain times of the year

- Underused facilities can be costly to maintain
- Money from tourists normally pays for the cost of maintaining such facilities
- Facilities may become neglected when there are few tourists
- **Example: Venue for Summer Olympic Games in Beijing**
 - Venues allegedly deteriorating years after the Olympics
 - Some were renovated to become more profitable, *e.g. Beijing National Aquatics Center was renovated into a water park*
 - Only one-third of major sports venues in China have managed to break even

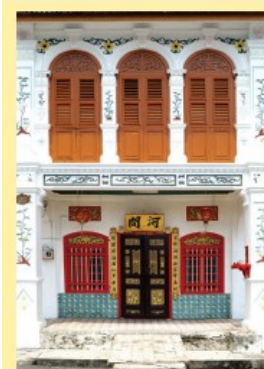
Negative Economic Impact 3: Shortage of services

- Tourist infrastructure may require the use of large amounts of land, water and power
- This could lead to a shortage of services, *e.g. water supplies or power in non-tourist areas*



Positive Socio-cultural Impact 1: Preservation of culture and local customs

- **Preservation of culture:** Protection of the way people live, including their economic activities, traditional beliefs and religious practices
- Could apply to heritage and customs



Heritage is the traditional beliefs, values and customs of a family, country or society.

Examples: buildings, monuments, art and language



Customs are the traditional ways of behaving or doing things that are specific to a particular society.

Examples: greeting a person by bowing, use of chopsticks during meals, dowry payment for a wedding



- Preserved and restored s Sites are more attractive to tourists
- R Restored sites benefit the local population by:
 - Enhancing people's sense of h History
 - Build a sense of belonging to the c Community
 - Tourism revenue can fund the p Preservation and restoration of cultural h Heritage, e.g. *entry fee to Angkor Wat*
- a) The historical Christ Church in Malacca, Malaysia, has been carefully restored and now stands as a relic of Malacca's colonial history, while serving as a tourist attraction.
- b) Sites such as the Angkor Wat complex in Siem Reap, Cambodia, have entry fees that help fund conservation efforts.

Negative Socio-cultural Impact 1: Dilution of culture and local customs

Dilution of culture and local customs

- I Identity, c Culture and v Values of a place can be lost when tourism becomes the major activity of an area
- T Tourism-o Oriented commercial activities (e.g. *food outlets, travel agencies, souvenir shops*) can overwhelm an area
- Buildings may be m Modified or built to accommodate tourism
- Locals may r Relocate elsewhere, which changes the original atmosphere, appearance and functions of the area they left. For example: Local street vendors are found selling souvenirs at the Swayambhunath Temple in Kathmandu, Nepal, traditionally meant only as a place of worship.
- Local cultural f Festivals and religious r Rituals are sometimes m Modified to meet the demands and expectations of tourists.
- For example:
 - Dancers deliberately p Pose for tourist photographs
 - Rituals are s Shortened to fit into itinerary of tourists
 - R Rituals are repeated several times a day
 - A Authenticity and significance of cultural events are r Reduced because of c Commercialisation
- For example: *Kayan Lahwi women*
 - Tourists pay entrance fees at Kayan Lahwi village
 - Some tourists treat the women as exhibits

Negative Socio-cultural Impact 2: Increased crime

- Tourists carry v Valuable items, e.g. *watches, cameras*
- Tourists are p Prone to being mugged, cheated or scammed in tourist areas or tourist traps
- **Tourist t Traps**: Places where information, goods or services are sold at greatly i Inflated prices
 - Can also refer to places where tourist s Scams are common

- Can deter tourists from visiting
- Many countries have p Police to help serve tourists and sort out conflicts with locals over purchases
- For example: *Scam on Japanese tourists in the UK*
 - In 2010, Japanese tourists were scammed by a woman pretending to be a tourist
 - The woman would ask for directions or ask to have her photo taken
 - Her accomplices would appear and pose as police officers requesting for the group's identification and credit cards
 - The woman would hand over her identity and credit card and convince the tourists to do the same
 - Once the credit cards are handed over, they would be used to withdraw money from the ATM or buy expensive items

Positive Environmental Impact 1: Conservation of natural environments

Conservation of natural environments

- F Funding from tourism helps p Protect and c Conserve environments such as coral reefs, rainforests and mountainous areas, *e.g. revenue from e Entrance f Fees to national parks and diving sites, levies on accommodations*
- For example: *Sepilok Orang-utan Rehabilitation Centre*
 - Partly relies on visitor entry fees to pay staff
 - The staff help rehabilitate orang-utans that have been orphaned or injured
- For example: *Kenya*
 - Survival of animals relies on funding from international tourists who want to see these animals in the wild
 - Estimated tourist revenues for:
 - A lion: US\$7,000 a year, a herd of elephants: US\$600,000 a year
 - Money raised from wildlife tourism becomes a way to continue to preserve the animals and their habitats

Negative Environmental Impact 1: Vandalism

- **Vandalism:** Crime of d Deliberately d Damaging property belonging to other people
- Cultural, historical or natural sites may be v vandalised by individuals or developers
- *Example: Thousands of stones and bricks of the Great Wall of China are covered with graffiti*

Negative Environmental Impact 2: Littering and pollution

- A major problem that d degrades some tourist areas
- Authorities sometimes f fail to i Implement measures that would properly manage w waste left behind by tourists
- For example: *Cruise ships*
 - Tourists dump plastic bottles, food packaging and old batteries overboard from cruise ships
 - Solid and liquid waste are sometimes dumped into the sea by ships
 - Harbours, marinas and the ocean become polluted

Negative Environmental Impact 3: Destruction of habitats

- Popular tourist sites can be o Overwhelmed with visitors during busy times of the year, *e.g. beaches and villages*
- When too many tourists visit a destination, they may d Destroy habitats and wildlife
 - Careless tourists t Trample on plants, while others collect eggs and feathers of birds as souvenirs
 - These tourists make too much n Noise which can disturb and frighten off animals
- For example: *Red Sea*

- Major diving and snorkelling destination for around 1.2 million visitors annually
- Habitats of coral reefs and exotic fish have been d Damaged
 - Swimmers collect shells or corals as souvenirs
 - Hotels and restaurants in the area sometimes dump waste and sewage into the sea

Negative Environmental Impact 4: Increased carbon footprint

- **Carbon footprint:** Amount of greenhouse gas e emissions that would be produced by activities that involve the use of f fossil fuels
- Activities may include travelling by planes and tour buses, and electricity consumption by hotels
- Carbon f Footprint is measured in equivalent amounts in carbon dioxide
- For example: *One-way economy class flight from Singapore to Kuala Lumpur generates 30 kilogrammes of carbon dioxide per passenger*

Negative Environmental Impact 5: Increased congestion

- May be due to:
 - L large numbers of tourists near popular attractions
 - Tourist shops and accommodations that c cluster near tourist areas
 - V Vehicular and p Pedestrian traffic
- Apart from adding to local traffic, huge inflow of cars and buses can contribute to air p pollution
- For example: *In Rome, many older walkways and narrow streets are filled with tourists*

How are the impacts of tourism managed?

- Management refers to making d decisions that benefit both the natural environments and the lives of the local population
 - Ensures that a particular site and its features remain in p Prime condition
 - Ensures that the economy, culture and environment of a region are s Sustained for future g Generations
- Tourist activities should occur without excessive use of resources and without d Damage to the environment
- **Sustainable tourism:** Form of tourism o Organised in a way that allows it to continue w Without causing damage to the environment or w without leaving nNegative impacts on the surrounding society and culture
- Sustainable tourism addresses the needs of:
 - Visitors
 - Industries
 - Host communities

Impacts of tourism are managed by

- Conservation of fragile environments and promote sustainable tourism
- Tensions in managing the impacts of tourism
- Responsibilities of various groups

Conservation of fragile environments and promote sustainable tourism

- **Conservation:** C Careful management and use of resources such that these resources would not be d Depleted
- **Fragile environments:** Environments that are easily a Affected by change, e.g. *mangroves and coral reefs*
- Environments can be easily disturbed through:

- Dumping of w Wastes from tourist facilities
- R Removal of vegetation to build roads and buildings
- D Disposal of waste into rivers, lakes or coastal environments
- Can occur with help of l laws and r Regulations, and support from the local people
- A w well -p Protected environment a attracts more tourists to visit and previous tourists to return
- The arrival of tourists will b benefit the locals e Cononomically and motivate them to care for the sites properly
- For example: *Tourism near Australia's Great Barrier Reef*
 - World's longest complex of coral reefs and small islands
 - Stretching 2,300 km along the northeast coast of Australia
 - Diverse ecosystem and beauty gave the reef its place on UNESCO's World Heritage List in 1981
- Sustainable tourism also involves m minimising leakages from tourist revenues
- Different s Strategies are adopted to reduce leakages:
 - Training locals to perform s skilled tourism jobs, *e.g. management, marketing*
 - Developing h Homestay accommodations where visitors can pay local people directly for their accommodation
 - P Promoting local food and drink in restaurants to provide a market for local food producers and distributors
- Role of United Nations Educational, Scientific and Cultural Organization (UNESCO)
 - Involved in conservation
 - Responsible for declaring sites as 'World Heritage'
 - Provides funding to conserve threatened sites
 - World Heritage sites in 1978: 12
 - World Heritage sites in 2012: Almost 1,000

Tensions in managing the impacts of tourism

- Tourism can produce t tensions due to the difference between the needs or e expectations of different groups:
 - Tourists and locals
 - Tourists and the environment
- Tensions need to be b balanced when managing the impact of tourism

Tensions between tourists and locals

- The needs of tourists may c with needs of l, *e.g. Tourists wearing skimpy clothing may go against conservative values of locals*
- For example: *Bali, Indonesia*
 - Visited by many tourists for natural landscape and food
 - World Heritage site
 - Cultural landscape renowned for its Hindu temples, art, dance and other heritage and customs
 - In 2012, 2.9 million international tourists visited Bali
 - Tourist sites (*e.g. Kuta*) are congested due to tourists
 - Tourist congestion makes it difficult for locals to conduct their daily business
 - Tourist facilities potentially d Deprive some locals of their water supply
 - o The tourism industry consumes much w Water and may result in water shortages
 - o Some dug wells have now gone dry, making vulnerable the island's poorest
 - Locals expect tourists to r Respect local customs and values, which tourists sometimes fail to do
 - o For example: *Many locals still object to public displays of affection, which some tourists may perceive as all right to do in public*

Tensions between tourists and the environment

- Arise when the needs of tourists c Conflict with the need to conserve the environment
- For example: *Natural attractions depend on tourist income for their conservation but tourist inflow may damage the attraction itself, e.g. Machu Picchu, Peru*
- For example: *Machu Picchu, Peru*
 - City built by Inca Civilisation on Andes Mountains
 - Located 2,430 metres above sea level
 - Has stone walls, ramps, pillars and stairways that are now remnants of a once-thriving city
 - Provides insight into ancient Inca life

- Rich history and breath-taking landscape draw 3,300 visitors every day
- The site's popularity has caused some tensions between the needs of tourists and that of the environment
- Physically able tourists opt to use the 'Inca Trail'
 - o Stunning mountain scenery, cloud forests, rivers, Inca ruins
 - o Populated with rare indigenous plant and wildlife
 - o Eroded by more than 75,000 tourists that hike on it each year
 - o Hikers leave behind rubbish, *e.g. water bottles, plastic wrappers*
- Tourists may prefer to reach the site using helicopters for convenience
 - o Helicopters were banned for fear that its noise disturbs the area's indigenous animal and plant species
- Sheer w Weight and combined f Footsteps of tourists d Damage land and a Artefacts on the site

Measures for managing the tensions

- Government a Authorities play an important role in b Balancing and r Resolving tensions
- Organisations set up by governments may impose measures to balance needs of tourists, locals and the environment
- For examples:
 - L Limit number of visitors to minimise congestion and degradation
 - W Withhold permission to proceed with tourism-related projects that could harm the environment
 - Employ staff to m Maintain and r Repair sites and prevent tourists from tampering with it
 - Hold d Discussions with locals on their needs and concerns
 - R Restrict tourists from areas where only locals could enter
- Balancing the needs of various groups can be very difficult
- For example:
 - Needs of residents vs needs of business owners
 - Need for jobs vs need for conservation
- Various groups and stakeholders have a r Responsibility to ensure balance between c Conflicting interests

Responsibilities of various groups

- Various groups of people contribute in d Different ways to protect tourist areas and ensure that l Local b Benefit from tourism:
 - Local communities through community-based tourism
 - Visitors
 - Tour operators
 - Planning authorities; and
 - Non-governmental organisations

Local communities

Note: when o level qns ask for sustainable tourism - community-based tourism

- **Local community:** Group of people living in the same t Territory
- Have key role in c Conserving and p protecting tourist areas
- Can benefit e Economically from tourism, especially through community-based tourism
- **Community-based tourism:** Tourism that has c close contact with, and mainly benefits, local communities
 - Done in p partnership with a government or non-governmental organisation (NGO)
 - *Example: Candirejo Village, Central Java, Indonesia*
 - o Villagers set up a cooperative in 2003, with support from the government, to manage and implement community tourism-related programmes

- Villagers participate in decision-making through discussions and consultations with cooperative about programmes such as:
- Developing homestay accommodations
- Developing organic farms
- Organising local transport
- Villagers trained to produce handicrafts, provide catering and work as tour guides
- In 2002: 10 homestays, 5 *andong*s, no restaurants
- In 2004: 22 homestays, 22 *andong*s, 6 restaurants
- Also reported in 2004: 63 new jobs, 5 new businesses, 12.5% increase in average income per villager

Visitors

- Have responsibility to r Respect both the environment and the local population of a place
- Should visit w without causing damage or offence
- Encouraged to select destinations based on conservation e and carbon f Footprint
 - . Some factors to consider:
 - Amount of water used
 - Amount of waste recycled
 - Can have rewarding visits
- with r Responsible tourism

Tour operators

- Tour operators may belong to a Associations c Concerned with conserving and protecting environments visited by tourists
- Fewer tourists are likely to visit a place if the u Unspoilt landscapes, rich b Biodiversity and unique cultures deteriorate
- *Example: Phuket Alternative Tours (PAT)*
 - Tour operators have to adhere to the g guidelines under the Environmental and Cultural Code of Practice:
 - Operate in an environmentally sustainable way
 - Seek to enhance the natural environment and the way that the industry uses it
 - Create awareness about environmental conservation for visitors to Phuket

Planning authorities

- The most i important group in ensuring that the tourist areas are protected
- Can greatly i Impact the future quality of environments by:
 - D Determining how many visitors a site can cope with
 - A Allocating space for infrastructure, *e.g. roads and hotels*
- Consider local s Sensitivities in the area while maintaining its physical and socio-cultural condition
- Enforce rules, regulations, values and principles for sustainable tourism in c Consultation with the industry and community
- For example: *Singapore Tourism Board (STB)*
 - Attracts large numbers of tourists to Singapore even as development plans take into account the need to conserve national heritage
 - Implemented programmes to conserve the ethnic districts of Singapore, *e.g. Chinatown, Kampong Glam and Little India*
 - Helps visitors and locals have a greater appreciation of Singapore's rich heritage

Non-governmental organisations

- Non-governmental organisations (NGOs): N Non -p profit organisations operating independently of governments
- C concerned with tourism's i Impact on natural and human environments

- Instrumental in achieving s Sustainable tourism and for protecting the environments frequented by tourists
- For example: *The International Ecotourism Society (TIES)*
 - Developed guidelines on tourism
 - Conducted training courses
 - Provided technical assistance
 - Published research papers related to tourism and the environment
 - Works with numerous organisations, including travel associations and conservation groups in 124 countries

Responsibilities of various groups

- Important for the d different groups to work together to develop s Strategies to protect tourist areas
- *Example: Sungei Buloh Wetland Reserve*
 - Planning authority built an education centre
 - NGOs organise displays
 - Tour operators bring visitors to the centre
- Each group has its own strengths and limitations in protecting tourist areas

Local communities	Strengths	Limitations
	Involve <u>l locals</u> in decision-making	Difficulty in obtaining external <u>f Funding</u> –
	Increase in tourism-related <u>e employment</u> and business for locals	<u>S Shortage</u> of skilled labour
Visitors	<u>F fund</u> conservation and preservation	<u>D Damage</u> tourist attractions
	Provide <u>i income</u> opportunities for locals	<u>D Dilute</u> local culture and customs
Tour operators	Provide <u>f feedback</u> on tourist attractions	
	<u>R Regulate</u> tourist behaviour	Need to generate profits Shortage of <u>s Skilled</u> labour
NGOs	Facilitate <u>c communication</u> between various stakeholders	Difficulty in obtaining <u>e External</u> funding
	Support various <u>s stakeholders</u> in managing the impact of tourism	
Planning authorities	Develop and <u>m Maintain</u> infrastructure and attractions	Difficult to plan for <u>u Unforeseen</u> factors
	Draft <u>l laws</u> and policies	<u>O Opposing</u> stakeholders