Tourism

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Objectives

- **Describe** and **explain** the **growth of tourism** in relation to the main attractions of the physical and human landscape

- **Evaluate** the **benefits** and **disadvantages** of tourism to receiving areas

- **Demonstrate an understanding** that careful **management of tourism** is required in order for it to be sustainable

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Tourism is growing!!

In 2010, 940 million people were recorded as arriving in a country from abroad because of tourism. This is worth $1.9 trillion, making tourism one of the world's largest industries. (Source: World Tourism Organization (UNWTO))
In 2010, **940 million people** were recorded as arriving in a country from abroad because of tourism. This is worth **$919 billion dollars**, making tourism one of the world's largest industries. (Source: World Tourism Organization (UNWTO) CaseISM.com)
### International Tourist Arrivals (in millions)

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</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>261.5</td>
<td>304.1</td>
<td>385.6</td>
<td>439.4</td>
<td>485.2</td>
<td>461.5</td>
<td>476.6</td>
</tr>
<tr>
<td>Asia and the pacific</td>
<td>55.8</td>
<td>82.0</td>
<td>110.1</td>
<td>153.6</td>
<td>184.1</td>
<td>180.9</td>
<td>203.8</td>
</tr>
<tr>
<td>Americas</td>
<td>92.8</td>
<td>109.0</td>
<td>128.2</td>
<td>133.3</td>
<td>147.8</td>
<td>140.6</td>
<td>149.8</td>
</tr>
<tr>
<td>Africa</td>
<td>14.8</td>
<td>18.9</td>
<td>26.5</td>
<td>35.4</td>
<td>44.4</td>
<td>46.0</td>
<td>49.5</td>
</tr>
<tr>
<td>Middle east</td>
<td>9.6</td>
<td>13.7</td>
<td>24.1</td>
<td>36.3</td>
<td>55.2</td>
<td>52.9</td>
<td>60.3</td>
</tr>
</tbody>
</table>

### Tourism market growth in 2010 (compared to 2009)

<table>
<thead>
<tr>
<th>Region</th>
<th>% change</th>
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<tbody>
<tr>
<td>Europe</td>
<td>3.3%</td>
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<tr>
<td>Asia and the pacific</td>
<td>12.7%</td>
</tr>
<tr>
<td>Americas</td>
<td>6.4%</td>
</tr>
<tr>
<td>Africa</td>
<td>7.3%</td>
</tr>
<tr>
<td>Middle east</td>
<td>14.1%</td>
</tr>
</tbody>
</table>

Describe the change in tourism in Europe and Africa over the last few years.
Factors Affecting Rates of Tourism

Although international tourism is generally increasing (with maybe the exception of 2007) regions can suffer temporary or even permanent declines.

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A region may experience a decline because of:

- terrorism
- crime
- Natural Disaster
- Economic downturn
- War
• **Protection of customs:** Local people can perform traditional dance and music to tourists therefore protecting their local culture.

• **Support of history and culture:** Tourists may pay to visit museums protecting local artifacts that may otherwise lack funding or support.
  • Historical ruins may be protected or rebuilt to attract tourists.

• **Cultural Exchange:** May improve countries reputation and create cross-cultural links.

• **Education:** Encourages education in order to work in tourist sector and should improve linguistic skills

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Conservation Hunting: This is a controversial type of tourism, but hunters will pay tens of thousands of dollars to hunt certain animals - this money is reinvested into general conservation improvement.

Protected Areas: National Parks may be created, or by-laws enacted protecting areas of natural beauty.

Eg: Coral Reef protection plans in Australia.

Animals obtain an economic value if people are willing to pay to see them. If the value of the animal is greater alive than dead people will protect them.

One good example of this is Mountain Gorillas which tourists will pay up to $500 to see.
- **Job creation:** Jobs are created for local workers in hotels, restaurants, etc.
  - Secondary jobs are also created in shops, maintenance firms, etc.

- **Tax:** Workers and companies pay taxes to the government. This money can then be invested.

- **Skills Development:** People learn new skills that can then be transferred to other parts of the economy.

- **Technology Improvement:** New equipment or technology may be introduced to the country which again can be used in other sectors of the economy.

- **Infrastructure Development:** Local infrastructure like roads and electricity may be improved.