

# Tourism Glossary

<b>adventure holidays</b>	vacations which are more active and have greater risk, they are usually taken in unusual destinations off the beaten track
<b>conservation</b>	the careful and planned use of resources in order to manage and maintain the natural environment for future generations
<b>ecotourism</b>	tourism that involves protecting the environment and the way of life of the local people
<b>extreme environment</b>	a difficult place for humans to live in or visit, this is often due to a hostile climate
<b>honeypot site</b>	location which attracts a large number of tourists; the large numbers put pressure on the people and environment
<b>infrastructure</b>	support structures and services for visitors such as airports, hotels, electricity, etc
<b>landscape</b>	inland scenery with varied landforms
<b>leakage</b>	where profits made by the company are taken out of the country to the country of origin and do not benefit the host country
<b>management strategies</b>	ways to control development and change, to preserve and conserve and to plan for a sustainable future
<b>mass tourism</b>	tourism on a large scale to one country or region
<b>multiplier effect</b>	spin-offs from the growth of a business that help other businesses to grow as well
<b>national park</b>	an area set aside to protect landscape and habitats and managed to prevent visitor damage
<b>responsible tourism</b>	tourist and tourist organisations behaving in a ways that maximise the positive and minimise the negative impacts of tourism
<b>second home</b>	house (often in rural areas) that is not the owner's main place of residence
<b>sustainable development</b>	allows economic growth to occur over a long period of time without harming the environment; it benefits people today without compromising future generations
<b>stewardship</b>	the personal responsibility for looking after things such as the environment
<b>wilderness</b>	an undeveloped area that is still primarily shaped by the forces of nature

# Tourism Dominoes

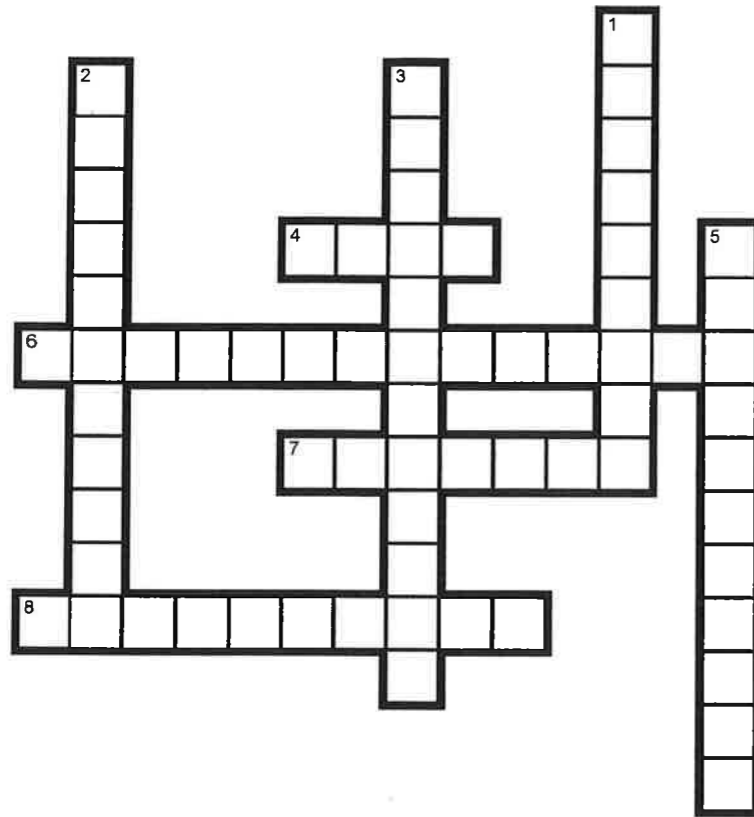
Pupils may work individually or in pairs. To use as a whole-class starter, simply enlarge these to A3.

Place the start domino on the page and continue by matching the key word with the correct definition until you reach the finish. When you are sure that you have finished the exercise correctly you may stick the dominoes onto a page.

<b>Start</b>	mass tourism	an area set aside to protect landscape and habitats and managed to prevent visitor damage	ecotourism
the personal responsibility for looking after things such as the environment	landscape	an undeveloped area that is still primarily shaped by the forces of nature	honeypot site
location which attracts a large number of tourists, the large numbers put pressure on the people and environment	national park	tourism on a large scale to one country or region	wilderness
inland scenery with varied landforms	multiplier effect	involves protecting the environment and the way of life of the local people	stewardship
spin-offs from the growth of a business that help other businesses to grow as well	extreme environment	a difficult place for humans to live in or visit, this is often due to a hostile climate	<b>Finish</b>



# Tourism Crossword: Core



## Across

- 4 tourism on a large scale to one country or region (4)
- 6 support structures and services for visitors such as airports, hotels, electricity, etc. (14)
- 7 where profits made by the company are taken out of the country to the country of origin and do not benefit the host country (7)
- 8 house (often in rural areas) that is not the owner's main place of residence (6,4)

## Down

- 1 vacations which are more active and have greater risk, they are usually taken in unusual destinations off the beaten track (9)
- 2 tourist and tourist organisations behaving in a ways that maximise the positive and minimise the negative impacts of tourism (11)
- 3 the careful and planned use of resources in order to manage and maintain the natural environment for future generations (12)
- 5 the personal responsibility for looking after things such as the environment (11)



# Wordsearch

F	V	L	Z	I	S	Q	C	C	Q	F	N	B	T	Y	M	A	Q	U	Y	W	O	J
C	T	X	D	N	S	N	X	F	S	Y	I	P	X	S	X	D	E	L	A	E	T	V
O	Z	E	D	F	S	A	Y	C	G	E	E	M	I	N	R	V	D	N	N	F	L	R
P	T	X	J	R	B	U	N	C	S	M	K	R	R	A	L	E	W	Q	S	V	G	Z
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V	O	R	Q	S	V	X	Q	H	N	O	A	F	S	I	J	T	H	U	I	G	Q	W
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V	X	S	G	E	I	S	N	H	Q	J	O	P	E	K	H	D	V	L	R	G	B	A
Z	L	Z	V	S	I	R	S	F	W	Q	S	R	T	V	E	R	A	A	D	T	T	M
F	L	E	Z	S	E	D	K	C	X	M	E	H	Z	C	E	X	P	N	W	B	H	G
Z	P	B	G	D	R	A	I	F	H	G	J	M	C	S	P	S	H	D	B	U	W	W
I	A	U	L	A	C	K	G	X	A	F	I	A	N	H	V	H	F	S	N	C	T	Q
B	O	I	W	U	M	O	H	K	H	B	H	O	K	S	W	U	C	C	R	T	K	G
L	W	E	X	E	Y	R	A	O	N	F	C	T	D	C	N	H	M	A	P	F	S	Q
V	T	U	X	P	D	E	X	Q	V	V	Y	O	D	G	A	C	S	P	I	Y	G	H
S	L	W	E	E	L	U	C	G	V	B	F	H	X	Q	H	S	K	E	A	L	U	I
S	C	Y	D	J	F	Y	E	E	C	O	T	O	U	R	I	S	M	H	R	A	D	G

Highlight these words in your wordsearch; they may be found horizontally, vertically or diagonally. The words may also appear backwards as well as forwards.

stewardship

infrastructure

national park

leakage

ecotourism

honeypot

wilderness

adventure

extreme

second home

mass tourism

responsible

conservation

landscape

## UK Coastal Resort: Blackpool

A coastal resort in Lancashire, north-west England, it lies 40 miles north-west of Manchester and 30 miles north of Liverpool.

Blackpool became popular with wealthy visitors during the middle of the eighteenth century when visits to the seaside became fashionable.

The development of the railway in the middle of the nineteenth century allowed factory workers from the industrial towns to take day trips to the resort.

The introduction of the paid holiday week in the late nineteenth century meant that factory workers were now able to spend a week in the resort.

Blackpool's tourist industry continued to grow steadily during the first half of the twentieth century. Growth was due to an increase in personal wealth and in the number of paid holidays.

From the 1960s onwards, competition from the package holiday industry to Mediterranean resorts saw a decline in the numbers holidaying in Blackpool.

Strategies were developed by the local authority to improve the resort's image and to attempt to halt the decline. Attempts were also made to extend the tourist season by providing conference facilities and promoting the town as a venue for festivals.

Small hotels were converted into self-catering apartments and others were upgraded. Indoor leisure activities were provided to offset the unreliable British weather.

Blackpool hoped to become the home of the UK's first super casino but lost out to Manchester.

After a period of decline, visitor numbers increased to 12 million in 2009 and schemes such as the £220m Talbot Gateway project are planned in order to further revitalise Blackpool.

## UK National Park: Lake District

The Lake District, located in the north-west, is England's largest national park. It has over 14 million visitors each year.

Attractions include, Scafell Pike – the highest peak, the numerous lakes such as Lake Windermere and the attractive villages, for instance Keswick, Ambleside and Grasmere.

Popular activities in the park include rock climbing, walking, sailing, windsurfing, fishing, pony-trekking and visiting the homes of famous writers, poets and painters.

The numbers of visitors to the Lake District increased due to the rise in car ownership and improved road access.

The nature of visitor also changed from the walkers of the 1950s, through the picnicking car drivers of the 1980s to the adventure sports enthusiasts of the 1990s.

The impact of such large numbers of tourists include traffic congestion, footpath erosion and overcrowding at honeypot sites, increase in price and pressure on property and conflict between the various users of the park.

Solutions to traffic problems include improved public transport with park and ride schemes, traffic calming measures in villages, and diverting heavy traffic from the narrow scenic routes.

Honeypot management strategies incorporate the repair of paths by volunteer groups and the signposting of alternative routes. Designated picnic areas, provision of adequate litter bins and careful management of car parking.

Provision of housing for locals is difficult to control and many properties remain occupied for only part of the year. Locals are forced out of the area to find affordable homes.

Discussion between various park residents and users helps to alleviate conflict, for example the zoning of Lake Windermere has helped limit the damage and noise pollution while still providing exciting sporting opportunities.

**Tropical Tourism: Jamaica**

Over one million tourists visit Jamaica each year, Attracted by sandy beaches, clear water, wildlife and a warm climate. They stay in resorts such as Montego Bay, Ocho Rios and Negril.

Tourism earns 50% of the country's foreign exchange earnings and 220,000 people are employed directly in the industry. Many local businesses depend on the tourist industry; this generates many more jobs indirectly linked to tourism.

Tourism relies on the involvement of foreign hotel chains such as Shearaton and Holiday Inn. TNCs are also involved in construction companies, airlines and travel companies; this involvement can drain profits from the country, a form of economic leakage.

Sandals is a Jamaican TNC that owns several all-inclusive resorts on the island; this helps to keep much of the money earned from these tourists on the island itself.

Large numbers of tourists put huge pressure on the island's resources, for example the average guest uses 10 times as much water as a local person; this takes water away from the local community.

There has been a growth in community tourism where the visitors stay with families, this type of holiday uses fewer resources and the money goes directly to the locals.

Inadequate sewage treatment and disposal pollutes the sea and damages coral reefs. Small boat anchors, boat groundings, snorkelers and scuba divers have also damaged reefs.

The conversion of land to agriculture and resort areas has lead to the loss of habitats important to plant and animal such as such as the disappearance of tropical forests.

Many beaches have been eroded due to the loss of sand dunes as a result of building new resort areas at the beach and also the removal of the sand for use in the construction industry.

Awareness has grown of the importance of the environment for the tourist industry and attempts have been made to reduce the pressure by setting up nature reserves and offering ecotourism holidays in more remote parts of the island.

**Ecotourism: Toledo, Belize**

Belize, in Central America, has become more popular with tourists who are attracted by the rainforest and coral reefs; arrivals increased from 30,000 in 1970 to 215,000 in 1990.

The government were concerned about the effect on the environment and introduced a plan to encourage ecotourism; the Toledo Ecotourism Association (TEA) was formed as a result.

The aims of the TEA were to plan and control eco-tourism in the area, regulate the number of visitors and increase the region's economic base and standard of living.

Toledo is located in the south of Belize; the resource base is the rainforest, the local culture and the Mayan ruins.

TEA projects include the development of restaurants, art and craft shops, canoe, raft and motorboat trips, village tours, dancing shows and storytelling.

TEA offers village stays in small guesthouses built in the style of the local architecture, using local materials and labour.

The TEA is controlled at local level, 80% of the profits from tourism goes to local service providers and 20% to the village aid fund for the provision of services such as health care, education training programmes and conservation.

The local residents have been educated about the importance of preserving the rainforest, this has reduced poaching, hunting, forest clearance and the extraction of rainforest products and plants.

The economic benefits have been the provision of employment and the generation of capital for local projects.

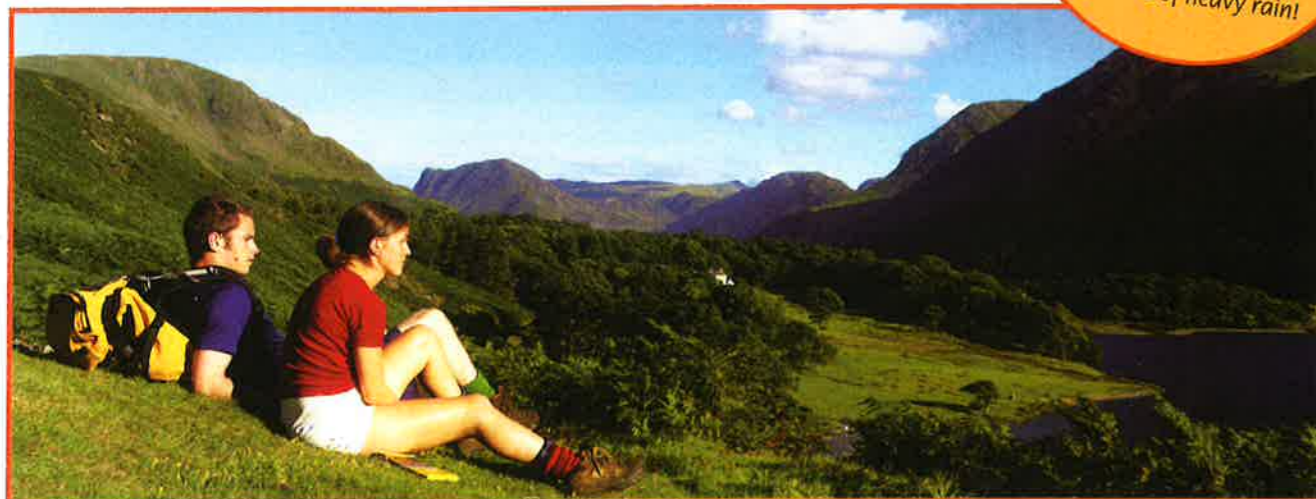
The TEA was awarded a prize for socially responsible tourism in the late 1990s; the challenge for the future is to keep control and management at a local scale.



On this spread you'll find out why the Lake District is a popular UK tourist destination.

### Why is the Lake District so popular?

The Lake District National Park is in Cumbria. It's one of 15 National Parks in the UK, and is the third most popular (after the Peak District and the Yorkshire Dales). Over 8 million tourists a year visit the Lake District, and below are some reasons why it's so popular.



**your planet**  
Lake Windermere changes depth, depending on the weather. In January 2005, it rose by a metre overnight (that's equal to 17 thousand million litres of water) because of heavy rain!

#### Scenery

- The Lake District is a region of beautiful, mountain scenery.
- Among the hills (fells) are numerous lakes.
- The highest mountain is Scafell Pike (977 m) and Windermere is England's longest lake (17 km).

#### Activities

- Outdoor activities include walking, climbing, sailing, fishing and canoeing.
- Other activities include cruising on the lakes and visiting picturesque towns, such as Keswick and Ambleside.

#### Heritage

Famous writers, including William Wordsworth and Beatrix Potter, lived in the Lake District. Their homes are now visitor attractions. Wordsworth's guide to the Lake District began to attract tourists there when it was published in 1810.

#### Transport links

- Tourists travelling to the Lake District from Manchester use the M6.
- The West Coast Main Line railway between London and Glasgow passes close to Kendal, and goes on to Penrith and Carlisle.

**Key**

- ▲ Main peaks and height
- Roads
- ⋯ Railways
- National Park
- Lakes
- Motorway
- Main towns and villages

► The Lake District

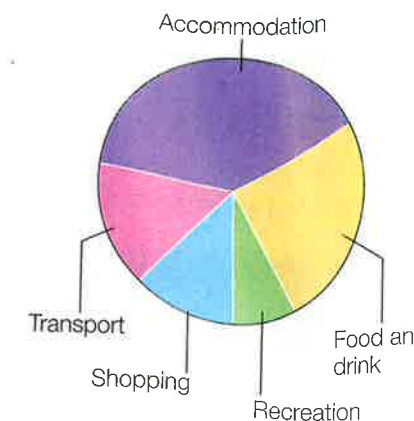


### How important is tourism?

Tourism is very important to the British economy. More than 1.3 million people (that's almost 1 in 20 of the total working population) work in tourism in the UK. Over 8% of the UK's GDP depends on it.

In the Lake District:

- ♦ tourism employs 20 000 people full time – and another 35 000 in seasonal jobs.
- ♦ visitors spend more than £600 million per year – nearly £80 each. The pie chart shows where the money goes.
- ♦ Tourism keeps services like shops, post offices and buses busy.
- ♦ Tourists create a demand for food, helping to keep local farmers in business. Farmers also make money by turning barns into holiday apartments and using fields as campsites.
- ♦ Money from car park charges, and taxes paid by tourism businesses, help local councils to provide better services for local people, such as better roads, leisure centres, and play facilities for children.

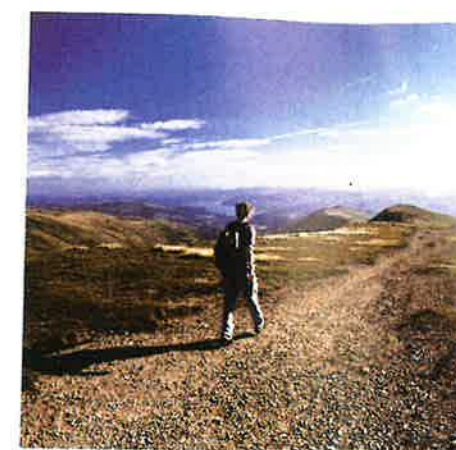


▲ How tourists to the Lake District spend their money

### What's the problem with lots of tourists?

Tourists bring benefits to the Lake District. But they also bring problems:

- ♦ Tourist cars and coaches cause traffic congestion in towns with old, narrow streets. Over 80% of tourists use cars and less than 5% use public transport.
- ♦ Footpaths are worn away when too many people use them. The ground becomes hard and bare as plants are trampled underfoot.
- ♦ Many tourism jobs in the Lake District are seasonal, so a lot of people are unemployed in the winter. Many are also low-paid and part-time.
- ♦ Properties for sale are bought up as holiday homes for tourists, which pushes prices up, so that local people can't afford to buy their own homes.
- ♦ 15% of homes in the Lake District are second homes. This has a disastrous effect on businesses like pubs and local shops, which might be forced to close – destroying communities.



▲ Too many walkers and mountain bikers can cause huge damage

### What affects visitor numbers to the UK?

Many overseas tourists come to the UK. However, their numbers vary from year to year, depending on **external factors**, such as:

- ♦ **exchange rates.** Overseas tourists have to change their own currencies into pounds when they visit the UK. The exchange rate for their currency decides how many pounds they will get for their money. If the exchange rate means more pounds, more overseas visitors are likely to come to the UK, because it will seem cheap.
- ♦ **security.** Terrorism is a big issue for many people. When terrorist attacks occur in the UK, they are reported around the world and can put people off coming here, because they think it's too dangerous.
- ♦ **the state of the global economy.** When the global economy is doing well, more people travel and visitor numbers go up. When it isn't, people don't spend as much on foreign holidays and visitor numbers go down.

#### YOUR QUESTIONS

- 1 Draw two spider diagrams to show both the benefits and the problems that tourism brings to the Lake District.
- 2 Design a poster to attract visitors to the Lake District. Focus on its scenery, activities or heritage.  
**Hint:** You might want to do some more research to add more information to your poster. Try this website to begin with: [www.lakedistrict.gov.uk](http://www.lakedistrict.gov.uk)
- 3 An average visitor to the Lake District spends about £80.
  - a What do they spend their money on?
  - b Suggest some jobs likely to be created by this spending.

# 13.4 » The Lake District – 2

On this spread you'll find out how the Lake District could cope with large numbers of tourists and still make sure that tourism is successful.

## What's the Lake District's future?

As the table shows, the number of visitors to the Lake District has generally been rising since 2000. But what will happen in the future?

Year	2000	2002	2004	2006	2008
Million tourists	7.7	8.0	8.2	8.1	8.3

▲ Visitors to the Lake District

## The life cycle of a tourist destination

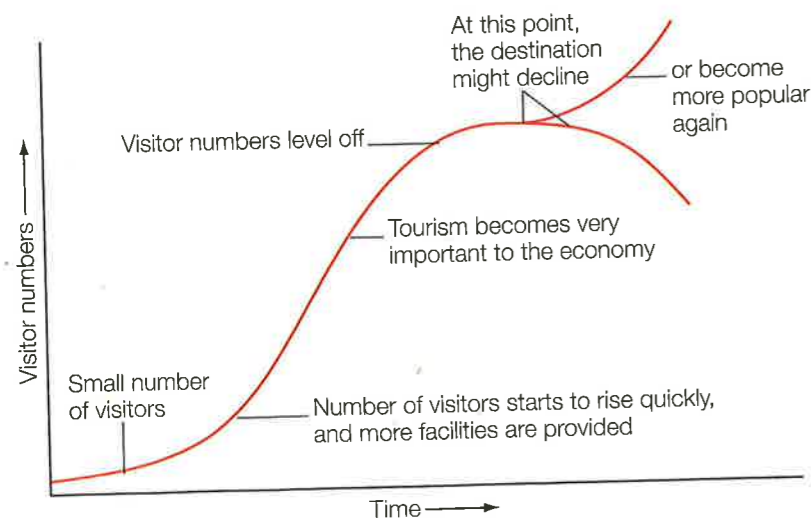
The diagram below is a model of the life cycle of a tourist destination. It shows how the numbers of tourists visiting a destination can be expected to change over many years.

Tourism to the Lake District grew slowly following the publication of William Wordsworth's *A Guide to the Lakes* in 1810. In the 1840s and 1850s, railways reached Kendal, Coniston and Windermere. People from big cities like Manchester were now able to reach what had previously been a wild and remote area – and the number of tourists quickly grew. When the Lake District became a national park in 1951, and the M6 motorway was built through Cumbria in the late 1960s and early 1970s, tourism continued to increase.

So, what will happen in the future? It's likely that the Lake District will continue to attract tourists, because:

- ◆ more people from the UK are staying in this country for their holidays
- ◆ the Lake District is easy to travel to for a day visit, a short break, or a full holiday.

That means that the Lake District will have to cope with increasing numbers of visitors, both from the UK and abroad. The next page details some different ideas about how this could be achieved.



## How can tourism still be successful?

Two organisations, working for the future success of tourism in the Lake District are the Lake District National Park Authority (LDNPA) and Cumbria Tourism. Together they have a 'Vision for the National Park in 2030'. They plan to:

- ◆ promote the Lake District around the world to bring in more tourists and increase the economic benefits of tourism
- ◆ work with businesses to improve the quality of visitor accommodation, attractions and facilities
- ◆ persuade visitors to stay longer, so they spend more money
- ◆ encourage young people to enjoy the Lake District, so they return later with their own children.

By doing these things, the LDNPA and Cumbria Tourism want to make sure that tourism in the future is managed successfully by bringing economic benefits to the area without damaging its special environment and heritage. They want tourism to grow and succeed **sustainably**.

◀ How tourist destinations change over time

## How could the Lake District cope in the future?

Some ideas for coping with large numbers of tourists	Would it work?
<b>A National Park entry charge</b> Vehicles could be charged to enter the National Park. This happens in the USA and Australia.	It would probably reduce the number of cars and the congestion they cause. It would also raise money to help maintain the National Park. <b>But</b> it could discourage visitors – meaning less money for tourism businesses.
<b>Limit visitor numbers</b> Either limit the number of visitors allowed into the Park, or stop mountain biking and large groups of walkers using some footpaths.	It would reduce the environmental impact of tourism. <b>But:</b> <ul style="list-style-type: none"> <li>• it is difficult to monitor</li> <li>• it limits people's freedom.</li> </ul>
<b>Repair worn-out footpaths</b> This could be done using local stone and other natural materials.	It would keep eroded and popular footpaths open, and stop even more damage. <b>But:</b> <ul style="list-style-type: none"> <li>• it's expensive work, unless it's done by volunteers</li> <li>• stone footpaths look odd.</li> </ul>
<b>Build bypasses around congested towns</b> Ambleside is badly affected by traffic congestion (see below). A bypass road could be built around the town.	It would reduce traffic jams and pollution in crowded town centres. <b>But</b> Ambleside is in a narrow valley, so building a new road around it would be difficult and expensive.
<b>Improve public transport</b> <ul style="list-style-type: none"> <li>• Operate more buses and trains.</li> <li>• Make the railway along the west coast of the Lake District twin track instead of single track.</li> </ul>	Making the railway twin track would cut the journey time, so tourists are more likely to use it. <b>But:</b> <ul style="list-style-type: none"> <li>• operating more buses and trains may need subsidies at first</li> <li>• doubling the railway tracks would be very expensive.</li> </ul>



▲ Traffic congestion in Ambleside – a **honeypot** town in the Lake District (see page 282)



▲ Encouraging more tourists to visit the Lake District in winter could help to tackle seasonal unemployment. But it can be very cold and snowy at that time of year!

## YOUR QUESTIONS

- How would you persuade more tourists to visit the Lake District in winter?
  - Hotels running minibuses for their customers
  - Having fewer car parks in towns
- How well would the following ideas for coping with the impact of large numbers of tourists work in the Lake District? Explain your answers.
  - Park-and-ride schemes
- What do you think should be done about the Lake District? Produce a PowerPoint presentation to explain your favourite ideas for coping with increasing numbers of tourists there.

# 13.5 » Jamaica – totally tropical tourism

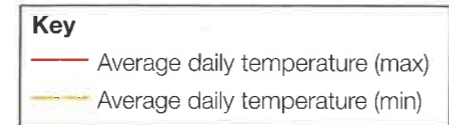
On this spread you'll find out what mass tourism is, and about the economic effects of tourism on Jamaica.

## What's Jamaica like?

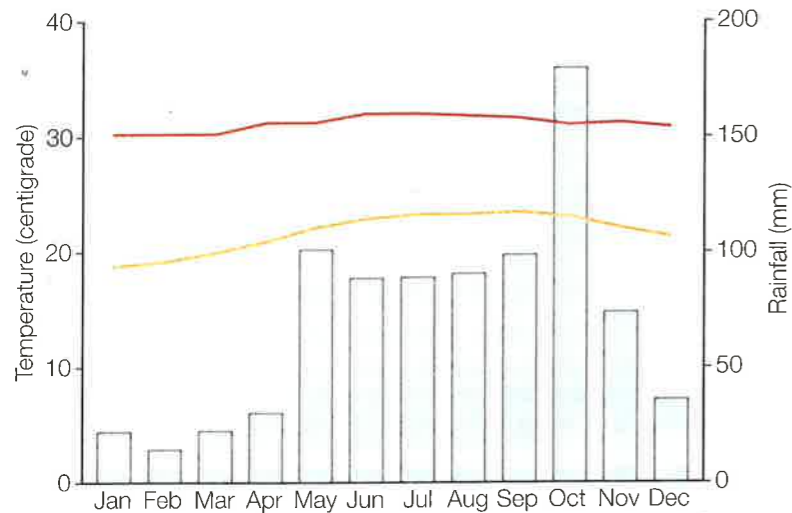
What's the connection between Bob Marley and Usain Bolt? Both came from Jamaica – a tropical Caribbean island. Not only has Jamaica been home to some famous people, but it's also one of the Caribbean's top tourist destinations. One reason for that is its hot, tropical climate. At sea level it's hot all year, and there's plenty of sunshine too (at least 7 hours a day). But, like all places with a tropical climate, Jamaica does have rain – as the climate graph shows.



▲ Sun, sea and sand – who wouldn't want to go to Jamaica?



◀ A climate graph for Montego Bay, Jamaica



## Jamaica and tourism

Kingston, on the south coast, is Jamaica's capital, but most tourists stay on the north coast – in resorts such as Ocho Rios, Montego Bay and Negril. Here the beautiful sandy beaches have been developed into tourist resorts. Many of the hotels are **all-inclusive**.

All-inclusive hotels provide tourists with accommodation, meals, entertainments, drinks and activities for one all-inclusive price. The hotels are set in their own grounds, usually with private beaches and swimming pools. Apart from the people who work there, the only people allowed into the hotels are their customers. Many never venture out of the hotel.



## TOURISM

## What is mass tourism?

**Mass tourism** is when large numbers of tourists visit the same destination. Holiday companies arrange special flights, called **charter flights**, to transport them. Many holidays like this include flights, airport transfers and accommodation (plus some meals) as a package, so they're called **package holidays**.

Most mass-tourism package holidays are to short-haul destinations, such as resorts in Spain. But long-haul package holidays to tropical destinations like Jamaica have become more popular since the 1980s. Nearly 1.8 million tourists visited Jamaica in 2008, compared with 0.6 million in 1982 – and only 0.3 million in 1966.

Because of the large numbers of tourists involved, mass tourism can have major effects (both good and bad) on tourist destinations and the people who live in them.

## How does mass tourism affect Jamaica's economy?

Tourism brings in a lot of money for Jamaica – about 20% of Jamaica's GDP in 2009. In 2008, tourists spent nearly \$2 billion there.



**your planet**  
 Bob Marley was famous for his Jamaican reggae music. Now Levi Roots is famous for his Reggae Reggae sauce. He's from Jamaica and loves to cook food the Jamaican way.

### Positive economic effects

- The money spent by tourists makes tourism businesses, like hotels, profitable.
- Those tourism businesses employ many local Jamaican staff.
- The Jamaican tourism workers spend their wages in other Jamaican businesses, which in turn become more profitable and employ more local staff.
- The taxes paid to the Jamaican government by businesses, workers and tourists provide money which helps Jamaica to develop.
- Jamaicans learn skills in the tourism industry that can be used in other parts of the economy.
- Many tourism jobs pay well by Jamaican standards.
- Tourist resorts and the people who live there become richer.

### Negative economic effects

- Many tourism businesses are owned by foreign companies, so most of the profits end up abroad. This is called **economic leakage**.
- Some tourism staff are foreigners. They also send their wages home. This is economic leakage too.
- Economic leakage also means less tax revenue for the government to develop Jamaica.
- Jobs in tourism are often seasonal.
- Some skilled Jamaicans leave to work abroad for more money.
- Tourist destinations attract Jamaicans from poor inland areas, where businesses lose out.
- Tourist jobs and money are concentrated in the resorts, so inequalities with other parts of the country increase.

## YOUR QUESTIONS

- 1 Explain these terms: all-inclusive, mass tourism, charter flights, package holidays, economic leakage.
- 2 a Use the climate graph to describe Jamaica's climate.  
 b Explain why Jamaica's climate attracts British holidaymakers.
- 3 Work as a group of four. Each adopt one of the following roles:
  - Myron – a Jamaican hotel receptionist

- Larry – a Jamaican hotel manager
- Leon – a Jamaican shop owner in an inland town
- Tom – a tour guide from Canada

You have been asked to contribute to an online discussion forum about whether more tourism would be good for Jamaica's economy. What will you say? Write a 2-minute podcast of your views.

## 13.6 » Jamaica – tourism and the environment

On this spread you'll learn about the environmental effects of mass tourism in Jamaica, and how tourism can be sustainable.

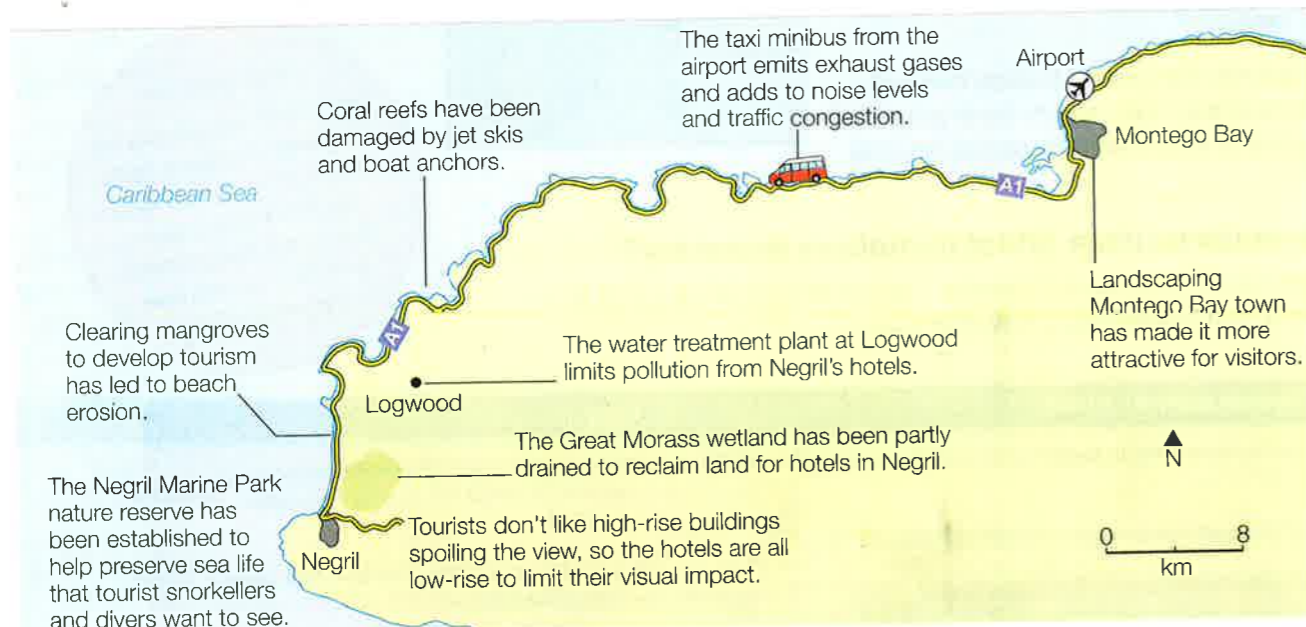
### How does mass tourism affect the environment?

Mass tourism has mostly affected the areas around Jamaica's north coast resorts, east of Negril and as far as Ocho Rios. They've become built-up, congested and polluted. Most tourists arrive at Montego Bay's international airport. Their environmental impact on Jamaica begins here, although their journey this far has already made a difference to each person's **carbon footprint**. The diagram illustrates the environmental impacts of mass tourism on a taxi minibus journey from Montego Bay international airport to Negril.

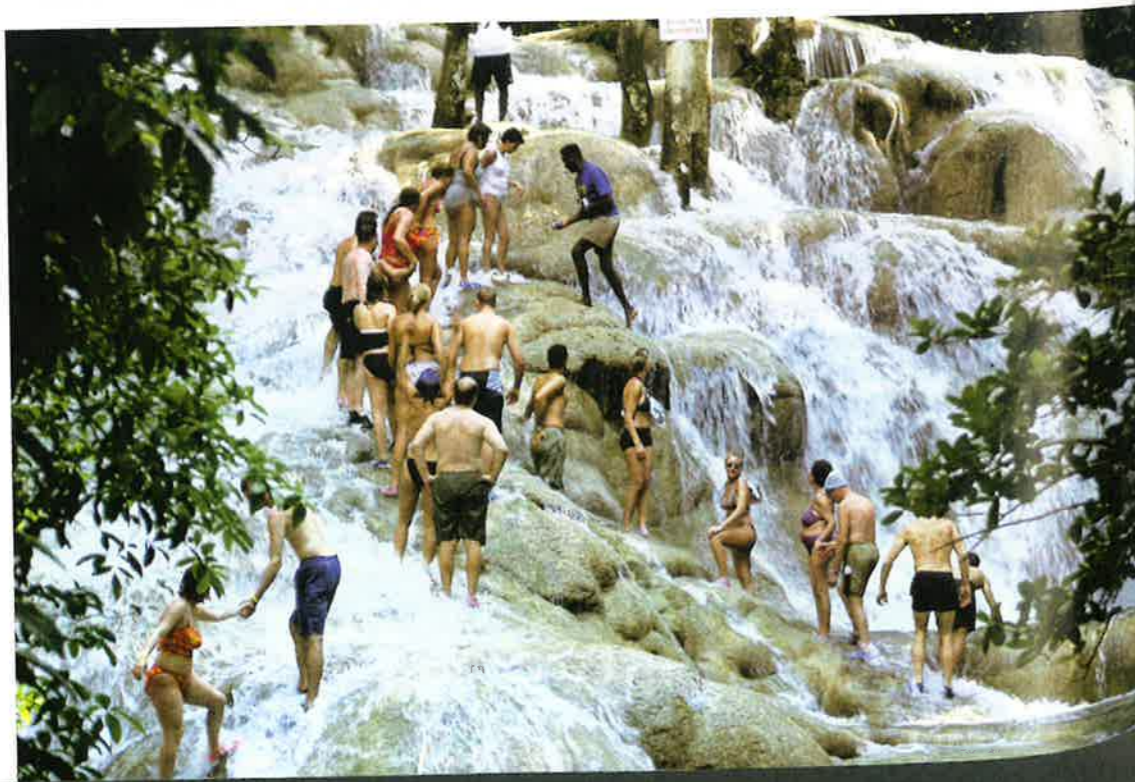
#### Carbon footprint

A carbon footprint is a measure of the amount of carbon someone's lifestyle adds to the atmosphere, and travel is part of that. A tourist visiting Jamaica from the UK will have travelled to a UK airport and then flown across the Atlantic Ocean. Both parts of the journey will have emitted carbon dioxide and other greenhouse gases into the atmosphere.

#### ▼ Tourism's environmental trail



► **Honeypots** are a consequence of mass tourism. People swarm like bees to beautiful attractions like Dunn's River Falls in Jamaica. Do you think they spoil it? Some people do.



### How can tourism grow and be sustainable?

Jamaica is a relatively poor country – its GDP is only about US\$8000 per person per year, compared with the UK's US\$36 000. Tourism accounts for 45% of the money Jamaica earns from abroad (almost \$2 billion in 2008). So, increasing tourism could help to raise the standard of living of Jamaica's people.

However, mass tourism also has some negative effects, as you've already seen. Many Jamaicans have come to dislike it. They don't see how it helps them or the country. So, there is a puzzle for the government to solve – how can they develop tourism but avoid its negative effects?

They need to find sustainable solutions – ways for tourists to visit Jamaica without damaging its future and the future of its people.

### What's been tried?

The Jamaican government has been following a Master Plan, to try to develop sustainable tourism. Its three main ideas have been to:

- ◆ limit the development of mass tourism to existing resorts, like Ocho Rios
- ◆ spread small-scale tourism to other parts of the island
- ◆ involve local people more.

As part of its Master Plan, the government has encouraged:

- ◆ community tourism – local people running small-scale guesthouses. This helps to bring tourists to less-developed towns, such as Port Antonio, without mass tourism's negative effects.
- ◆ **responsible tourism**, which involves local people and aims to do as little harm as possible. For example:
  - Local guides take visitors to off-the-beaten-track attractions, such as the Rio Grande River (pictured on the right).
  - Tourists are encouraged to buy local food and crafts from Jamaican traders.
  - Smaller inland hotels employ local staff and use locally grown food.
- ◆ tourists and local people to get in touch with each other through the Jamaican Tourist Board's 'Meet-the-People' website initiative. This helps both visitors and locals to understand each other, which is an important benefit of tourism.
- ◆ educating tourists and locals about how to avoid negative environmental effects.

#### What's the difference between responsible tourism and ecotourism?

Both are about tourism helping local people, while not harming the environment. But, with ecotourism, people visit places because of their natural environment, whereas responsible tourism can happen anywhere – a city or a holiday resort, for example.

#### ▼ A rafting trip on the Rio Grande River



#### YOUR QUESTIONS

- 1 What do these terms mean: carbon footprint, honeypots, responsible tourism?
- 2 Use the information opposite to draw up a table showing the positive and negative effects on the environment of a holiday trip to Negril.
- 3 Design a poster to promote sustainable tourism in Jamaica.
- 4 a Explain why the Jamaican government thinks community tourism is a good idea.  
b Suggest why some people favour more mass tourism.

How does tourism influence the development of a place?

Location	Why do tourists go here?	Advantages	Disadvantages

