

SL IB Geography



Your notes

8.3 Tourism & Sport at an International Scale

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8.3.1 Niche National Tourism Strategies

Adventure tourism

What is niche tourism?

- Niche tourism is special interest tourism:
 - **Eco-tourism**
 - **Agro-tourism**
 - **Adventure**
 - **Heritage tourism**
 - **Dark tourism**
 - **Movie location tourism**
- Tourist numbers in niche tourism tend to be low
- Often, these tourists are willing to spend more

Challenges of niche tourism

- Competition from other tourist destinations may affect tourist numbers
- Some niche tourist activities can fall out of fashion or in the case of movie and TV tourism there may be a decrease in popularity
- The economic advantages are limited due to low visitor numbers
- In some areas, too many visitors are attracted which impacts the environment

Adventure tourism

- Adventure tourism has increased in popularity in recent years
- Attracts high-value customers who are willing to spend more money on their holiday
 - To climb Mount Everest, there is a cost of £50,000
- Not all adventure tourism is expensive
- Adventure tourism supports local economies more than mass tourism
 - **Adventure Tourism Trade Association** suggests that 66% of revenue spent on adventure tourism remains in the destination
- Encourages **sustainable** practices due to the involvement of local communities and promotes environmental protection for future use
- In 2021, the global market share was \$282.1 billion

Who participates in adventure tourism?

- Couples, solo travellers and groups make up 80% of adventure tourists
- Those aged 51–60 years make up the largest group of adventure tourists
- According to the **World Tourism Organisation**, 85% of visitors aged 30–40 get their inspiration from social media groups like Facebook and Instagram

Types of adventure tourism

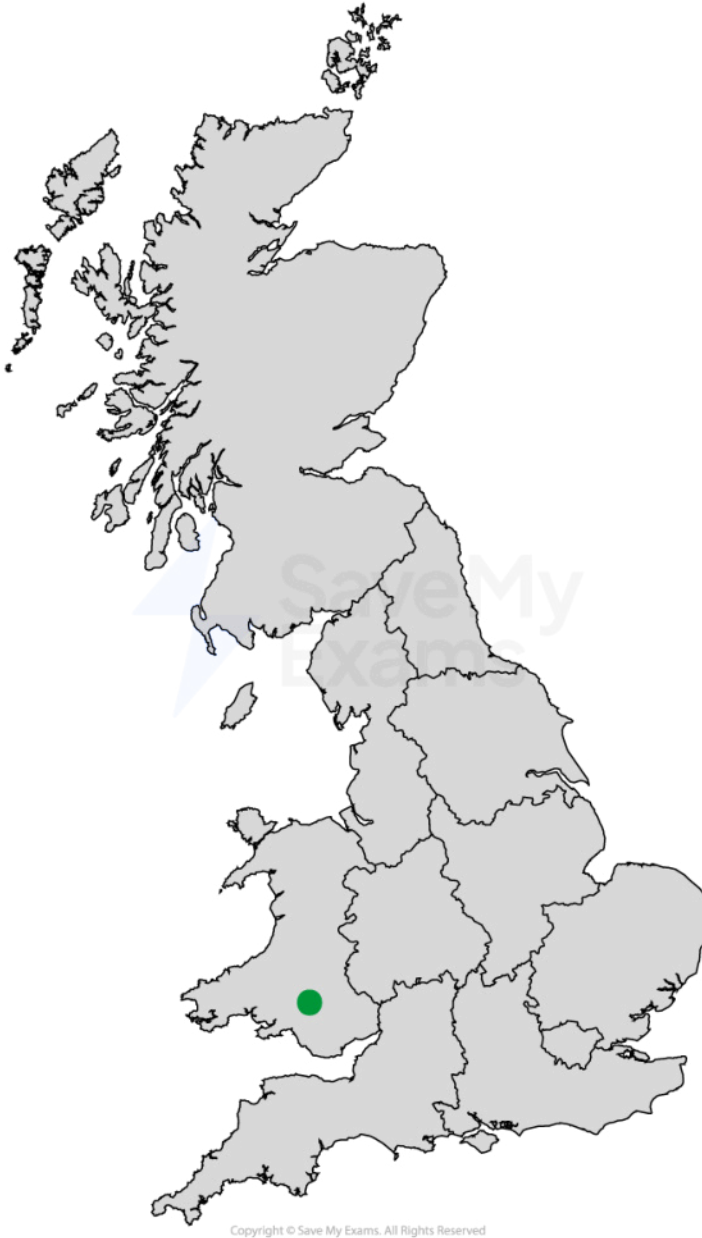
- **Soft adventure** tourism is relatively safe and hardly requires skills and experience
 - Camping, canoeing, fishing, hiking, horseback riding, kayaking and safaris are all examples of soft adventure tourism

- **Hard adventure** tourism requires some experience and more skills than soft adventure tourism
 - Caving, rock climbing and trekking are all examples of hard adventure tourism
- The UK has the largest adventure tourism market in Europe, according to the World Tourism Authority
- The UK receives 19% of the world's adventure tourists
- A recent **Visit Britain** survey suggested that 40% of British tourists prefer sports and active holidays



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The Brecon Beacons



Location of Brecon Beacons National Park

- The **National Showcaves Centre** for Wales in the Brecon Beacons National Park is one of Wales's top attractions
 - There are three different caves Dan-yr-Ogof, Cathedral Cave and Bone Cave
 - The caves have 40 feet high waterfalls
 - In Bone Cave, there are the remains of 42 humans
- **BikePark Wales** offers a variety of bike tours based on ability
- **Black Mountains Gliding Club** offers tours 970 metres above sea level
- **Muddy Boots Hiking Tours** offered tailored walks throughout the Brecon Beacons



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Movie tourism

- Many people like visiting places shown on television and in movies
- Many theme parks have also been set up based around a movie series, such as Harry Potter in Universal Studios and the Harry Potter Studio tour

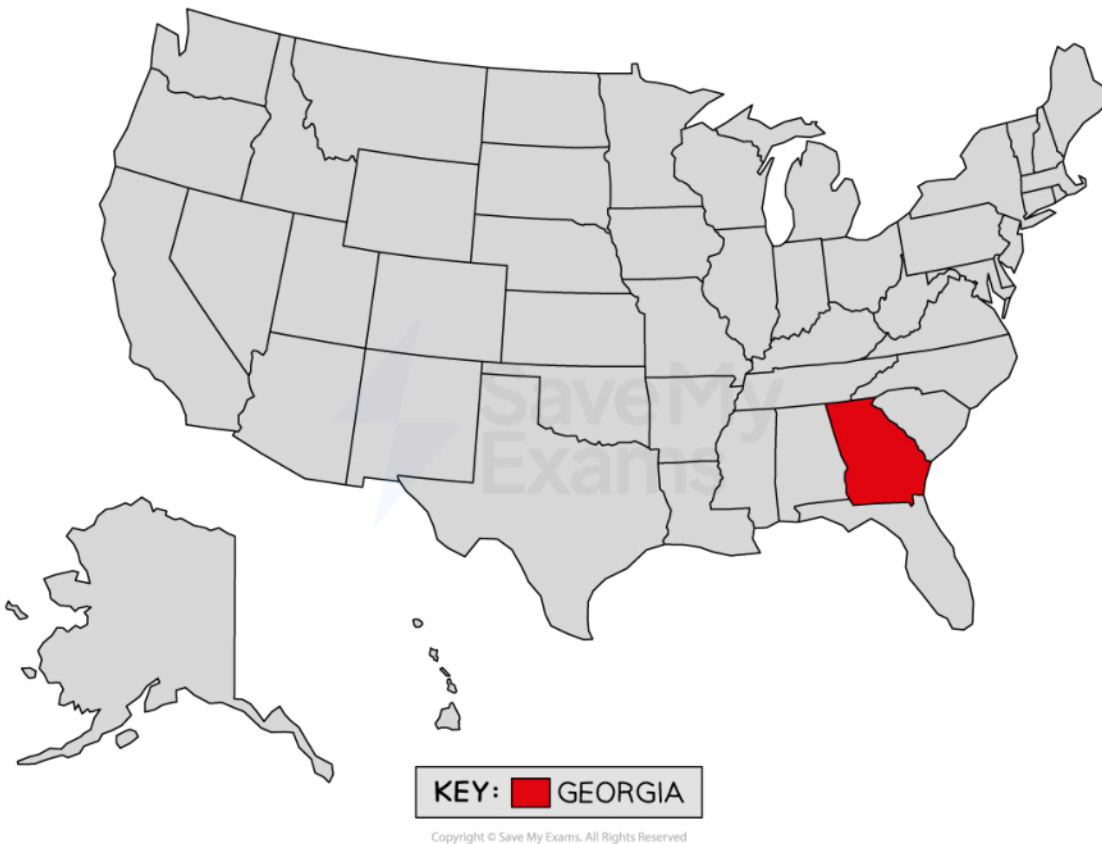
Location	TV series or movie
United Kingdom	Downton Abbey television series (Highclere Castle) Harry Potter (Durham Cathedral) Coronation Street - television series (Manchester) The Great - television series (Belvoir Castle) Game of Thrones - television series (Northern Ireland)
New Zealand	Lord of the Rings and The Hobbit movie series Avatar: The way of water
USA	Gossip Girl tv series (New York) Vampire Diaries (Georgia)

Movie tourism in Georgia, USA

- There have been various impacts caused by movie tourism
- Georgia, USA is an example of an area impacted by movie tourism

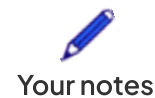


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Movie tourism in Georgia

- Georgia is known as the 'Hollywood of the South' due to a film tax credit program established in 2005
 - The tax incentives have transformed Georgia into a bustling hub for the movie industry
- Douglas County is home to the **Douglas Film Trail**, which highlights filming locations of various movies and TV shows
- The trail offers a self-guided tour of nine film locations throughout the area
- Over **700 movies and television productions** have been filmed in Douglas County
- Projects include Stranger Things, Marvel's Avengers Endgame, The Hunger Games, The Have and Have Nots, The Walking Dead, The Founder, and Smokey and the Bandit
- Between 2011 and 2021, Georgia gained over **15,000 jobs** in the movie industry
- In 2022, the **Georgia Screen Entertainment Coalition** reported that there were nearly 60,000 jobs and more than \$3.5 billion in labour value
- \$8.55 billion in total economic output and \$5.54 billion in added economic value for the state of Georgia



Heritage tourism

- Heritage tourism is sometimes referred to as **cultural tourism**
- People are attracted to a place or area to see historical monuments or buildings, visit museums or experience the cultures and traditions of the communities

Machu Picchu, Peru

- Machu Picchu along with Cuzco, show the heritage of the Incas in Peru
 - The site is a 15th Century **Incan citadel** (fortified settlement)
- A site of archaeological importance
- It is a **World Heritage Site**, and in 2007, it was selected as one of the new **Seven Wonders of the World**
- The site is 2430 metres above sea level on the eastern slopes of the Andes and covers 32,500 hectares
- It is culturally significant because the local communities adopt a traditional lifestyle that resembles that of their ancestors

Costs and Benefits of Tourism at Machu Picchu

	Benefits	Costs
Economic	<p>Revenue Generation: Significant revenue from entrance fees, guided tours, and the sale of souvenirs and local products. Revenue can contribute to the maintenance and preservation of Machu Picchu</p> <p>Job Creation: The tourism industry creates employment opportunities for local residents, ranging from tour guides and hotel staff to transportation providers and artisans</p> <p>Economic Diversification: The presence of tourists encourages the development of supporting industries such as restaurants, accommodations, transportation, and entertainment, leading to economic diversification</p> <p>Infrastructure Development: The influx of tourists may lead to investments in infrastructure, including roads, transportation, and facilities, which can benefit the local community beyond tourism</p>	<p>Infrastructure Strain: A sudden surge in tourism can strain local infrastructure, leading to issues such as traffic congestion, waste management problems, and pressure on public services</p> <p>Economic Dependence: Over reliance on tourism can make the local economy vulnerable to fluctuations in visitor numbers, external economic factors, or global events, posing risks to the stability of the community</p> <p>Leakage due to the multiplier effect takes place when money does not stay in the host country and when local workers are not used</p> <p>Tourism is volatile, as shown by the COVID-19 pandemic</p>



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Social	<p>It encourages pride for Peruvians that many people want to learn about their history and culture</p> <p>Encourages celebration of customs and cultural events</p> <p>Improvements in infrastructure, such as electricity and water, benefit local people</p>	<p>Abandonment of local cultures as local people become influenced by Western tourists</p> <p>Increase in local crime</p>
Environmental	<p>Tourism has conserved the local environment because the government understands the economic benefits that take place due to tourism in this area</p>	<p>Visitor numbers have been increasing, which causes environmental issues such as footpath erosion and waste pollution</p> <p>Local infrastructure cannot cope with the number of tourists</p> <p>The Urubamba River is overloaded with untreated sewage and its banks are covered with garbage</p>



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8.3.2 Transnational Corporations & International Tourism

The Role of Transnational Corporations in Tourism

- In many **Lower Income Countries** (LICs) tourism is used to stimulate economic growth
- Tourism contributed \$9.5 trillion to the global GDP in 2023
- Many LICs have primary resources:
 - Beaches
 - Wildlife
 - Mountains
 - Heritage
 - Indigenous people
 - Rainforests
- Secondary resources, such as hotels and other built tourist facilities, are also available
- For some LIC destinations, it is difficult for individual tourists to book a holiday independently and therefore they rely on tour companies
- Infrastructure is not complete in LICs. This means that the LIC then relies on **transnational corporations (TNCs)** to develop the tourist industry
- A transnational corporation is a company which operates in at least two countries
- TNC headquarters are usually in HICs
 - The eight largest hotel chains in the world are all US-based companies
- TNCs invest in both
 - Primary resources such as theme parks or water parks
 - Secondary resources including hotels, restaurants, airlines etc...
- TNCs have led to cheaper international travel

Transnational corporations

- **Hilton Hotels** is one of the largest hotel chains in the world:
 - Conrad Hilton opened the first hotel in Texas in 1925
 - Hilton Worldwide Holdings Inc. had approximately 1.12 million hotel rooms worldwide in 2022
 - Hilton has sponsored the McLaren Formula 1 team for the last 18 years
 - Hilton built the first airport hotel in 1949
 - Employs 159,000 people globally
- **Thomas Cook** is a British company founded in 1841:
 - Passengers were transported to various cities in England
 - In 1855, the first tours to Europe took place
 - In 1865, the first tours to the USA took place
 - Thomas Cook was the first organisation to offer a traveller's cheque in 1974
 - The company offered package holidays later than other companies
 - In the UK, the company offers many different types of holidays, including rail, airlines and cruises
 - The company employs 21,000 people worldwide
 - Thomas Cook Airlines collapsed in 2019, leaving over 600,000 people stranded abroad
- A **stakeholder** is someone with an interest in a particular area

- In tourism, stakeholders can be individuals, groups and organisations such as TNCs
- There are five main areas of TNC involvement in the tourism industry:
 - Cruise lines
 - Airlines
 - Tour operators
 - Hotels
 - Travel agents



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Costs & Benefits of Transnational Corporations

Cost and benefits of Transnational Corporations (TNCs)



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Stakeholder	Benefits of TNC involvement	Costs of TNC involvement
Tourists	<p>Tourists can choose a branded hotel that they will be familiar with such as the Marriott Hotel company which can be found in over 7642 properties globally</p> <p>The Marriott Hotels are similar in style around the world which means that people may want to choose a hotel or service they recognise</p>	<p>Lack of choice because large hotel chains now have spread into countries around the world</p> <p>Hotel prices can increase because people are willing to pay more for a recognised brand</p>
Tourism employees at the destination	<p>People who are employed may receive regular income and employment benefits</p> <p>Development of employee skills</p> <p>TNCs often franchise their hotels which means that people or companies can purchase the name of a well-known hotel company increasing brand awareness</p>	<p>If a TNC withdraws from the country employees will be left without work</p> <p>Companies who franchise do not necessarily treat employees as well as if they were working for the company directly</p> <p>Leakage - money goes to TNC home country not the destination</p>
Local people at the destination	<p>Taxes generated are used to create new infrastructure which benefits the local people as they have better access to improved roads and hospitals</p> <p>Increase in foreign direct investment (FDI)</p>	<p>Some would argue that when Western tourists visit new destinations then the locals may lose their culture, and language and be influenced by foreign foods and architecture</p>
Employees based at the head office	<p>TNCs such as Booking.com have shown their interest in social responsibility initiatives and focused their work on gender equality</p>	<p>Women's positions in the company do not match that of men and only 30% of the top positions are held by women</p>
Environmentalists	<p>Marriott International (TNC) have used the UN Sustainable Development Goals as part of its environmental responsibility</p> <p>Increased airport availability has meant that some companies have invested in</p>	<p>TNCs spend millions on marketing each year encouraging tourists to fly to many destinations increasing carbon emissions</p> <p>Airports are increasingly being built outside of major cities to deal with tourist demand</p>

state infrastructure such as mass transit which anyone can use	Tourist activities may lead to an increase in environmental pollution
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8.3.3 Costs & Benefits of Tourism



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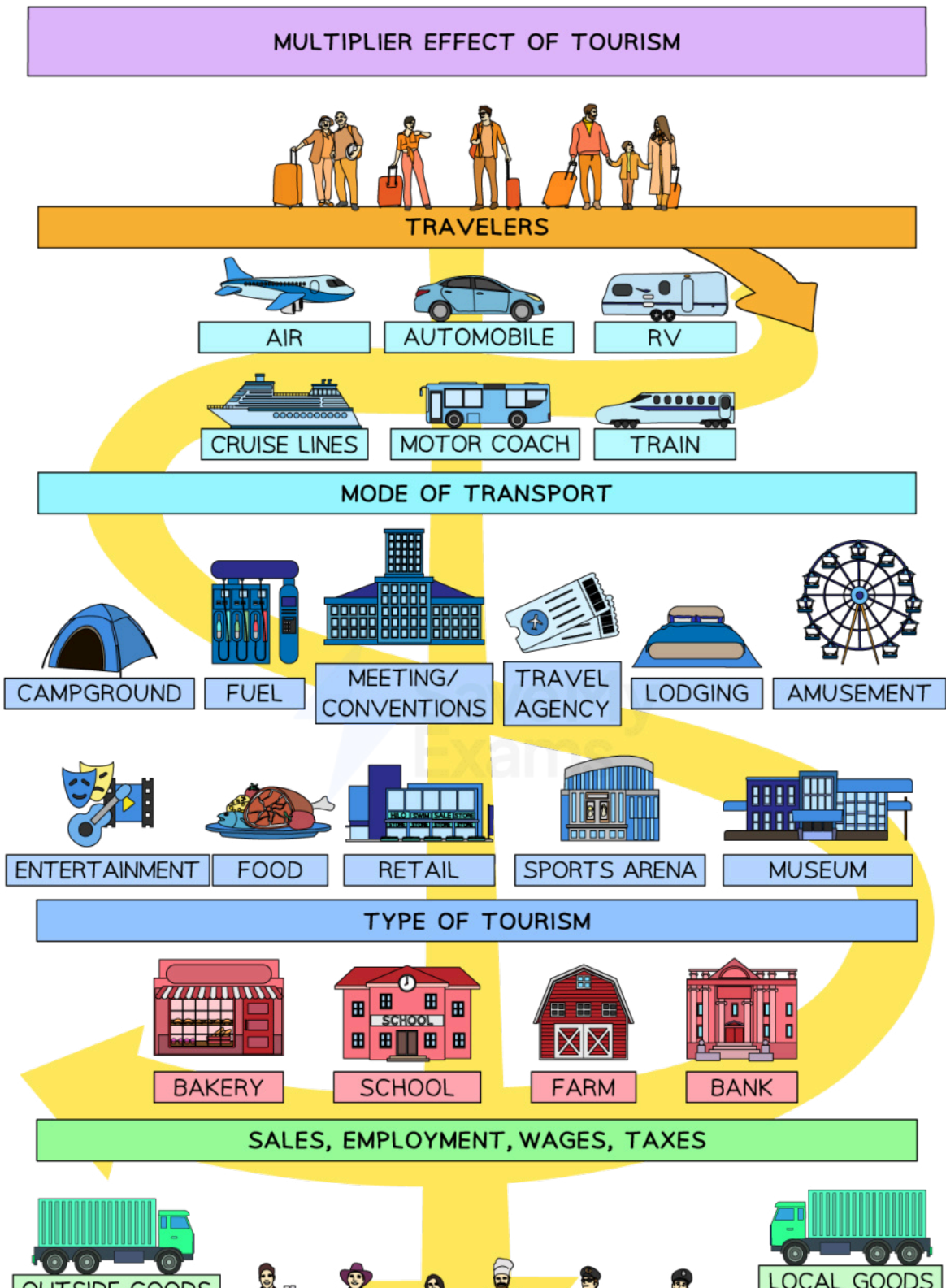
Costs & Benefits of Tourism

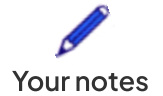
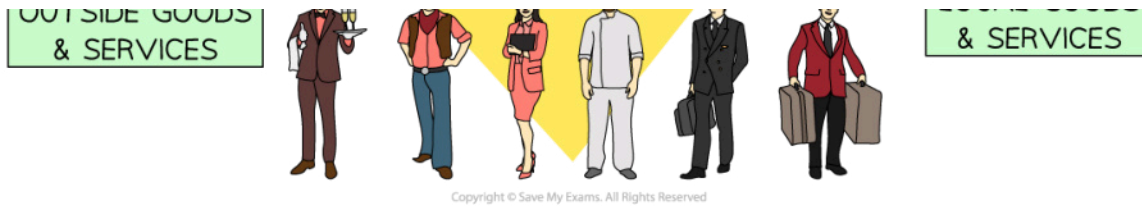
Benefits of tourism

- Tourism can provide economic development for lower-income and emerging nations if they do not have access to raw materials for manufacturing
- Tourism is sometimes regarded as an export
 - Goods and services are not subject to price fluctuations of **commodities** on the world market
- **National tourism strategies** are government policies to encourage tourism
- Tourism can benefit unemployment levels in both rural and urban environments
- Tourist jobs include
 - Catering
 - Transport
 - Guiding
 - Accommodation workers
 - Food production
 - Construction through the building of hotels and other infrastructure
- Tourism can also provide new skills for people, such as learning multiple languages
- The multiplier effect takes place when income generated by local people is circulated back into the local economy



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The multiplier effect in tourism

Costs of tourism

- **Leakage** - due to foreign ownership of many aspects of the secondary resources such as hotels much of the money made does not remain in the country but is lost to the foreign owners
- Employment for local people is often low-skilled and poorly paid
 - Jobs in management are often filled by workers from the countries where the TNC headquarters are located
- Price increases occur in local businesses as tourists can pay higher prices
 - This impacts locals menacing they are less able to afford goods
- Inequality occurs because some areas attract more tourists than others
- Water usage increases as tourists use large quantities of water
- Land is used for building resorts, hotels and other facilities such as golf courses

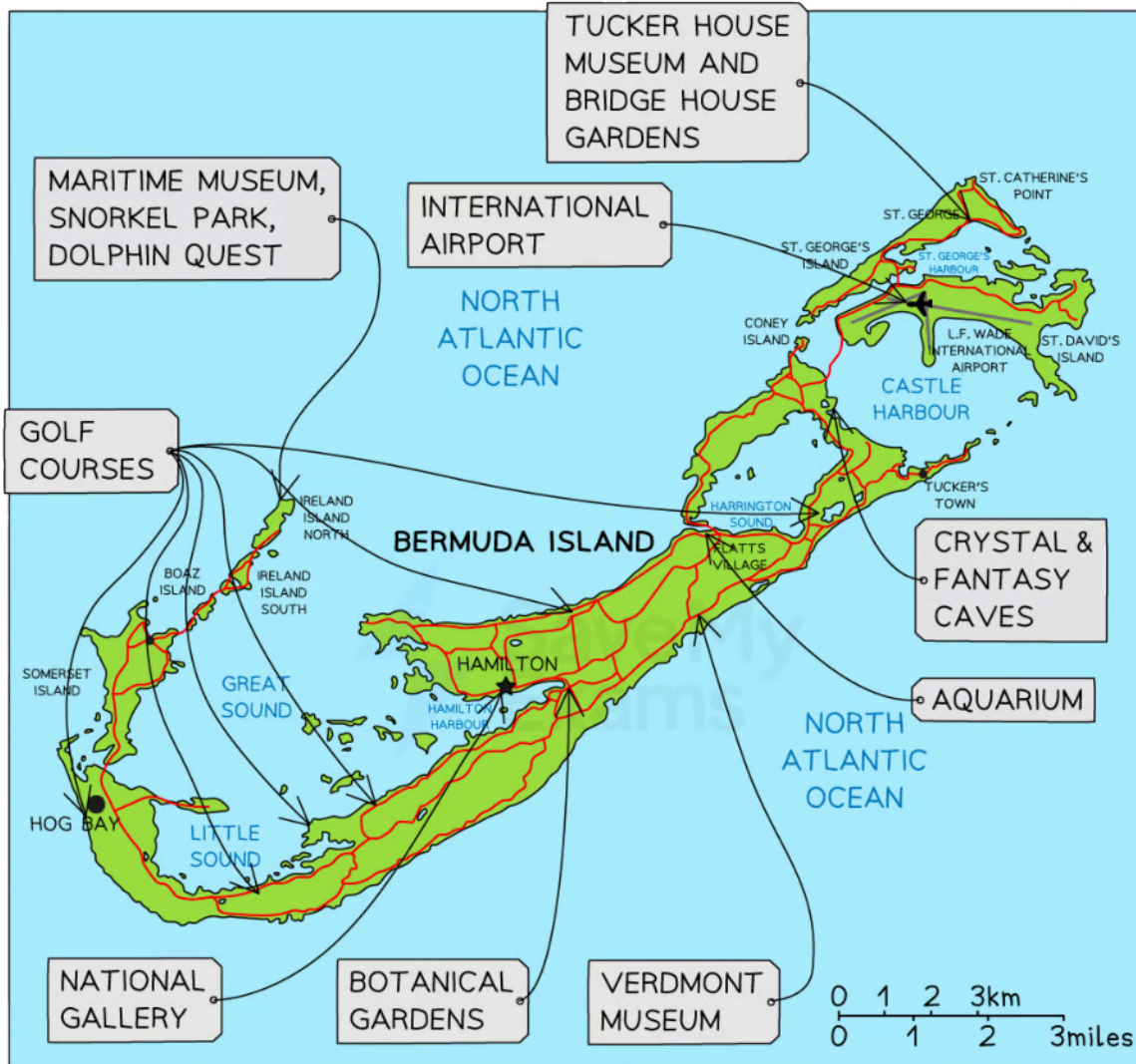
Tourism in Small Island Developing States (SIDS)

- Small islands often rely on tourism for economic development
- There are benefits to tourism for SIDS:
 - Manufacturing is unlikely to be possible due to the small land area
 - Tropical islands have many natural attractions, such as beaches, rainforests, and coral reefs
 - Tourism is not restricted by quotas or tariffs
 - Direct and indirect employment provides jobs
- There are negatives of tourism for SIDS:
 - Can be negatively affected by global pandemics
 - Transport and accommodation costs can be high

Tourism in Bermuda



Your notes



KEY:
 BERMUDA
 — ROAD
 ★ CAPITAL CITY
 ● CITY OR TOWN

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Location of Bermuda

Facts about Bermuda

- Bermuda is a British Overseas Territory in the Atlantic Ocean
- It is 21 square miles



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- Population size of 63,867 (2021)
- In 2019 (pre-COVID-19) tourism was the second-largest industry in Bermuda and accounted for over 5% of its GDP
- In 2022, tourism accounted for around 3% of the GDP
- The terrain is hilly, with the highest location at Gibb's Hill, which is 260 feet above sea level
- Bermuda is an archipelago of seven main islands and some 150 other islands and islets
- The islands have a **subtropical climate**
 - The annual mean temperature is 70.2°F
 - The average annual rainfall is 57.6 inches
 - High humidity throughout the year makes summers sticky and warm and winters cold and damp
- There are no rivers or lakes on Bermuda and water supply is through rainfall harvesting or desalination

Tourism in Bermuda

- Each year, an average of 405,000 visitors arrive on cruise ships
- In 2023, 505,217 visitors in total visited Bermuda, compared to 605,003 visitors in 2019
- The **Bermuda Tourism Plan** was launched for 2019–2026

Success Indicators for the Bermuda Tourism Plan

Tourism will contribute \$1.2 billion to GDP (average 4.5% leisure visitor growth per year)	30% of visitors will arrive by plane in the summer (25% in 206/17)	More than 56% of leisure arrivals will be in non-summer – September to May (52% in 2017)	More than 8% of air arrivals will be African Americans (4% in 2017)	More than 83% of people will recommend Bermuda to family and friends (76% in 2018)	More than 70% of residents will support tourism development (61% in 2018)
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- According to tourism figures reported by the **Bermuda Tourism Authority**, the reasons for tourism are:
 - Vacation
 - Destination weddings
 - Sporting events
 - Business
 - Visiting family and friends
- Over three quarters (76%) of visitors are from USA, 7% Canada, 9% UK, 3% Europe, and the remaining are from other places

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Tourist destinations in Bermuda

- Economic importance:
 - Tourism is the second largest industry after insurance/reinsurance
 - Tourism is a significant employer, both directly and indirectly
 - There is little agriculture; the majority of food is imported onto the island
 - Manufacturing accounted for only 0.35% of GDP in 2021
 - The government recognises the importance of tourism. It has a dedicated department and separate authority to increase tourism

- In 2022, the average spend per air visitor rose to \$1,852 per person, up 24.8% from 2019

People employed in tourism in Bermuda

	2019	2021
Direct employment	3240	1137
Indirect employment	493	196
Wage income	\$340 million	\$159 million



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Vulnerability of tourism in Bermuda

- All tourism is vulnerable to both external and internal factors
- Vulnerability to external shocks:
 - Tourist demand and revenue grew rapidly up to 2019
 - Impacted by COVID-19 from 2020–2021 as the island shut down to flights and cruises
 - Rising sea levels have been recorded by the tide gauge
 - Bermuda is affected by hurricanes, which take place from May until November
 - Highest record hurricane storm surge of 0.86m (2.8ft) for Hurricane Nicole in 2016
 - Sea temperatures are increasing, which is affecting Bermuda's coral reefs and tourism activities linked to them
- Vulnerability to internal limitations
 - The average tourist consumes more water than the average Bermudian
 - Almost all water for hotels is provided by desalination
 - Bermuda uses rain tanks to collect rainwater for drinking
 - There are no economic minerals and agricultural potential is very low because of the limited land size
 - The amount of solid waste pollution produced by tourists is high
 - Waste is taken to an incinerator and to a landfill
 - Salaries paid to local people tend to be low-paid and seasonal

Reducing vulnerability

- There are a range of ways of reducing Bermuda's vulnerability to external shocks and internal limitations. These include:
 - Promoting electric vehicles
 - Advising establishments on greener hospitality services for waste
 - Work with environmental groups to increase environmental practices
 - Improving accessibility for disabled tourists
 - Working with the government on out-of-date tourism regulations
 - Using community outreach programmes to encourage more Bermudians to work in the tourist industry
 - The development of the **African Diaspora Heritage Experience**
 - Providing a focus on key sports such as sailing and golf
 - The setting up of Bermuda's own airline, which targets travellers from the east coast of the USA

- Investing in hotels such as the Southampton Princess through the **Fairmont Southampton Hotel Act**
- Making the Southampton Princess an Anchor hotel sponsored by the Bermuda government
- Bermuda hotels have signed up to a guarantee scheme against hurricanes



Your notes



Your notes

8.3.4 Hosting of International Sporting Events

Factors Affecting the Hosting of International Sporting Events

- Hosting an international event such as the Olympics or the World Cup is expensive
- Countries **lobby** to try and persuade organisers of the event that they are the best location
- When a country makes a bid to run the event, they must ensure that they can successfully carry out the building project and host the games
- This includes economic factors including the ability to raise the money for:
 - Build the facilities
 - Developing the infrastructure
- The following infrastructure would be needed for international games:
 - Various stadiums to host all of the different teams or events
 - Training facilities for competitors
 - Hotels or other accommodations for competitors and fans
 - An effective public transport system
- Unfortunately, there have been accusations of corruption in organisations which run the events, such as the International Olympic Committee and Federation Internationale de Football Association
- There are various political factors involved which need to be taken account of when considering whether a country bids for an international event:
 - The government will be the primary source of funding and will need to allocate public funds to large infrastructure buildings
 - Government must ensure that they can ensure adequate safety for visitors and participants which might be difficult to do if the country is known to be unsafe
 - Diplomatic relations also can influence the hosting of the games such as when the USA and Soviet Union boycotted each other's games during the Cold War
- Countries usually have a cultural link to the event being held
- However, the event may be used to raise the profile of a sport(s) in a country
 - Qatar does not have a football tradition but the 2022 World Cup was held there

Advantages and Disadvantages of Hosting an International Sporting Event

	Advantages	Disadvantages
Economy	Hosting an international event brings increased tourism Increased temporary job opportunities Infrastructure development, which provides long-term benefits to the host city	Montreal hosted the Olympic Games in 1976, and made a loss of over \$1 billion, which took many years to pay off



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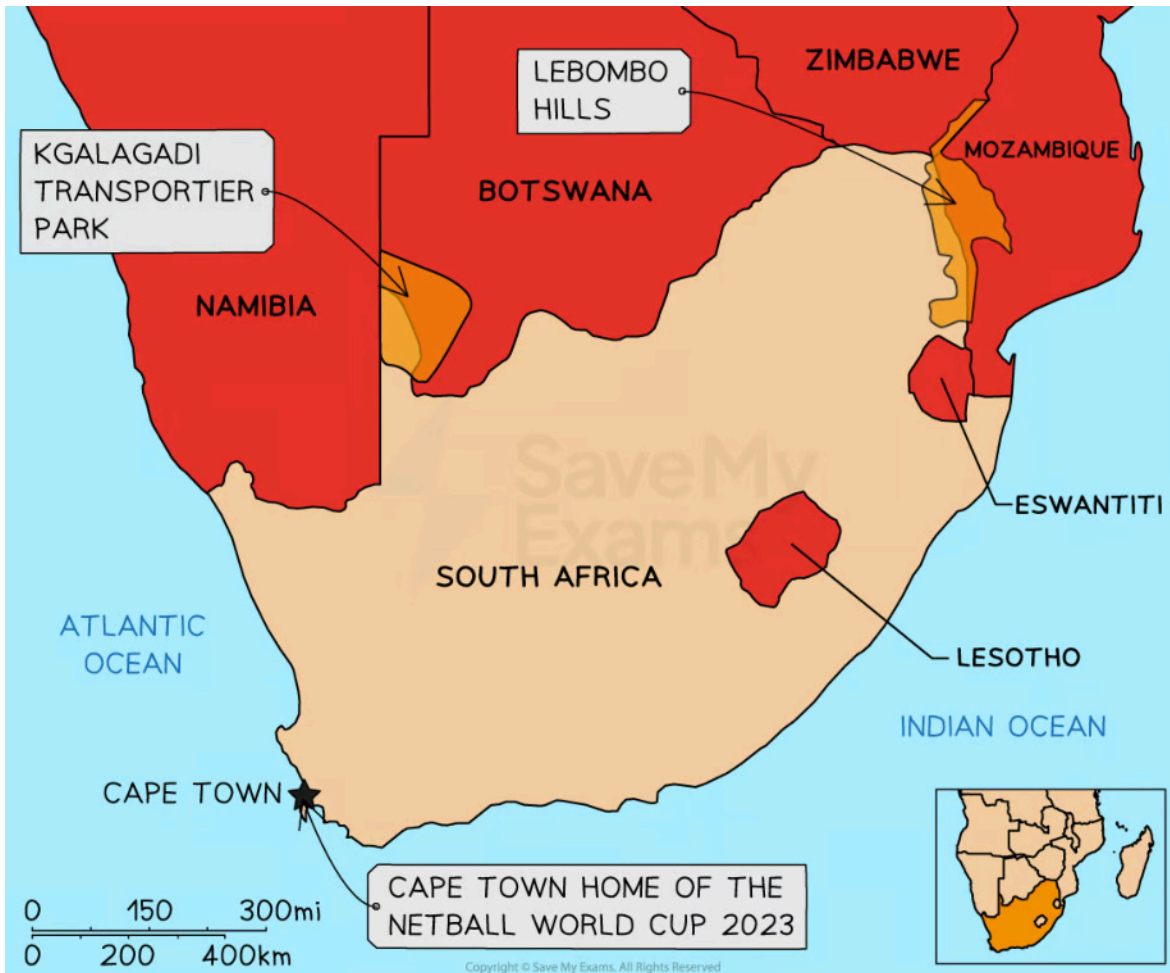
Political and worldwide exposure	Hosting an international event increases the country's visibility on the global stage and promotes the country for further tourism opportunities	There were many criticisms of worker abuse in Qatar before the 2022 Fifa World Cup
Sports development	Inspiring youth to try new sports, this may lead to more international sportspersons in the future	Many sports do not continue with funding after the event has finished
Community engagement	As the competition attracts hundreds of thousands of spectators, there is a need for volunteers from the local community to support the event	
Cultural exchange	International visitors can share their culture with the host country and vice versa	



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Case Study: Netball World Cup

- The **Netball World Cup (NWC)** has been an international event for 60 years
- The NWC was hosted in South Africa in July and August 2023
- The host city was Cape Town in South Africa



Map of South Africa

- The final was held at the **Cape Town International Convention Centre**
- New Zealand and Australia have dominated the World Cup and have won every one of the last 15 titles
- 16 teams took part in the international competition:
 - Australia
 - Tonga
 - Fiji
 - Zimbabwe
 - England
 - Malawi



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- Scotland
- Barbados
- Jamaica
- South Africa
- Wales
- Sri Lanka
- New Zealand
- Uganda
- Trinidad and Tobago
- Singapore

Costs and Benefits of the Netball World Cup

Costs	Benefits
The arena at Cape Town's International Convention Centre was not always full and many tickets remained unsold	Global coverage of the sport's 60 games was available through the OTT platform NetballPass
The cheapest tickets for the tournament were R500, which was too high for many local people to attend and much higher than the Women's T20 Cricket World Cup, which was also held in South Africa	It is the first time the event has been held on African soil
For the weekday matches during stage two preliminaries, the ticket sales dipped to below 60%	The Local Organising Committee and World Netball provided local schools and fans with 1,000 tickets a day, to encourage future recognition of the sport
The total budget was set at R88 million to host the games	The local hospitality industry reported a positive increase in occupancy rates
There were reports that Australian fans had paid over AU\$5,000 for accommodation and VIP tickets but when they arrived, their tickets had not been allocated	Hosting the Netball World Cup also bolsters Cape Town's fast-growing reputation as a global hotspot for international sports events across a variety of sporting codes
Cape Town's International Convention Centre is not a traditional netball centre so had to be adapted for the games	The Netball World Cup 2023 (NWC 2023) was named the 'Best Sporting Event of the Year 2023' at the Sports Business Awards 2023 in London
Major General Charl Annandale, the tournament's security advisor, said that there had been reports of theft from the teams from Jamaica, Trinidad and Tobago, and Singapore	Sponsorship sales were double when compared to the 2019 World Cup
A taxi strike took place during the World Cup, which limited the number of transport options available from the hotels to the stadium	The host broadcaster, SuperSport, also made history as the NWC2023 was recorded and produced by an all-women crew
	#pivot4planet campaign was introduced for the first time to enable the games to be more sustainable



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A full carbon footprint and impact report is being produced for the first time in the history of the event, which included details of the longer-term legacy projects

All clothing, hats and bags used by support crews and for sale as official merchandise at the main tournament were locally produced

Multi-bin recycling stations at the games allowed for separation at source with a goal of diverting at least 80% from landfills through recycling and collecting organic materials for use as animal feed

More than 400 volunteers, officials and support staff were trained in responsible event-hosting

Nearly R2 billion was raised from sporting events in 2023, which included the Netball World Cup

Reports of over 26,000 job opportunities were created

Cape Town suffers from electricity shortages but there were no electricity shortages during the World Cup which meant that the games were able to run successfully