SL IB Geography

Your notes

8.4 Managing Tourism & Sport for the Future

Contents

8.4.1 Consequences of Unsustainable Touristic Growth

Carrying Capacity

- **Carrying capacity** is a way of measuring how sustainable tourism is
- Carrying capacity can be broken down into three elements:

The Three Elements of Carrying Capacity

Elements	Definition
Physical	The measure of absolute space, e.g. the number of car park spaces available
Ecological	The level of use that the environment can sustain without damage occurring
Perceptual	The level of crowding a tourist will put up with before they think it is too crowded and want to leave

- Butler's model of tourism argues that tourist destinations will eventually exceed their carrying capacity
- This will result in either:
  - Adaptation which will lead to rejuvenation
 - Decline due to unsustainable tourism

Management of Tourism Hotspots

Sustainable management of tourism

- Sustainable management can be achieved by either:
  - Increasing carrying capacity by providing more resources for tourists such as hotels or increasing the size of the attraction(s)
  - Limiting tourist numbers so that the carrying capacity is not reached by setting limits on visitors or permit systems

Urban hotspots: Venice
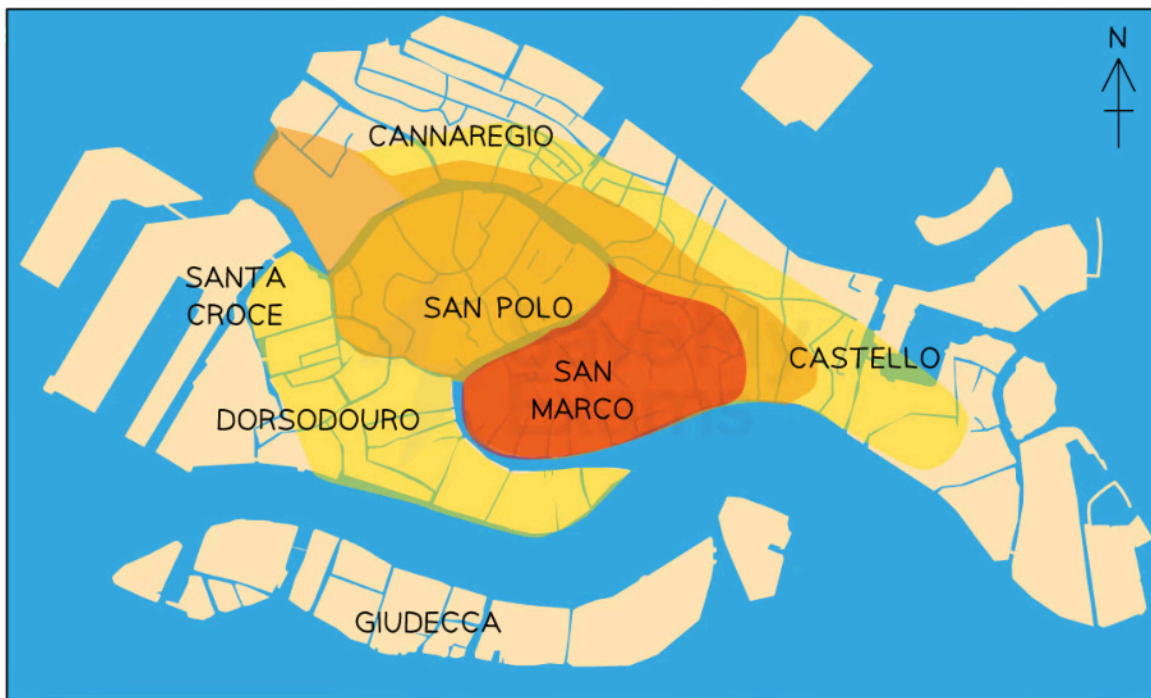
Venice Map

- Venice's historic urban centre is 700 hectares
- Buildings are protected from alterations by government legislation
- There is conflict between those who want to increase tourism because they profit from it and those groups of people who believe that Venice has reached its **carrying capacity**
- It has been suggested that the optimum carrying capacity for Venice is:
  - People who use **hotel accommodation** – 9,780
  - Tourists who use other forms of accommodation– 1,460
  - **Day trippers** – 10,857
  - An annual turnover of 8 million people
- Tourism patterns are not equal in Venice
  - More tourists arrive in the summer and on weekends

- According to some research, over 110,000 visitors visit Venice in the summer each day
- Research from 2019 suggests that the carrying capacity should be 55,000 tourists per day
- It is clear that the carrying capacity is being reached in Venice from the tourist numbers that are visiting
- **Day trips** are more popular than people staying for extended stays in Venice
- There have been complaints from locals about the behaviour of tourists, including covering churches with graffiti, swimming in canals and sleeping on bridges
- In 2023, 270 cruise ships visited Venice, bringing 600,000 day trippers
- The destination is still marketed to tourists, which has alienated the local population
- The local population has decreased from 120,000 in the 1960s to 50,000 in 2019
- UNESCO has considered putting Venice on the World Heritage Danger list

Management of tourism in Venice

- The government has started to charge people to enter the city through the square's gates at a fee of $4.50
- To control the number of day trippers, the local government has banned unauthorized coach trips
- People arriving by car may be turned away if they have not pre-booked parking
- From 2021, cruise ships were banned from Venice
- From June 1st, 2024
    - Tour groups will be limited to 25 people
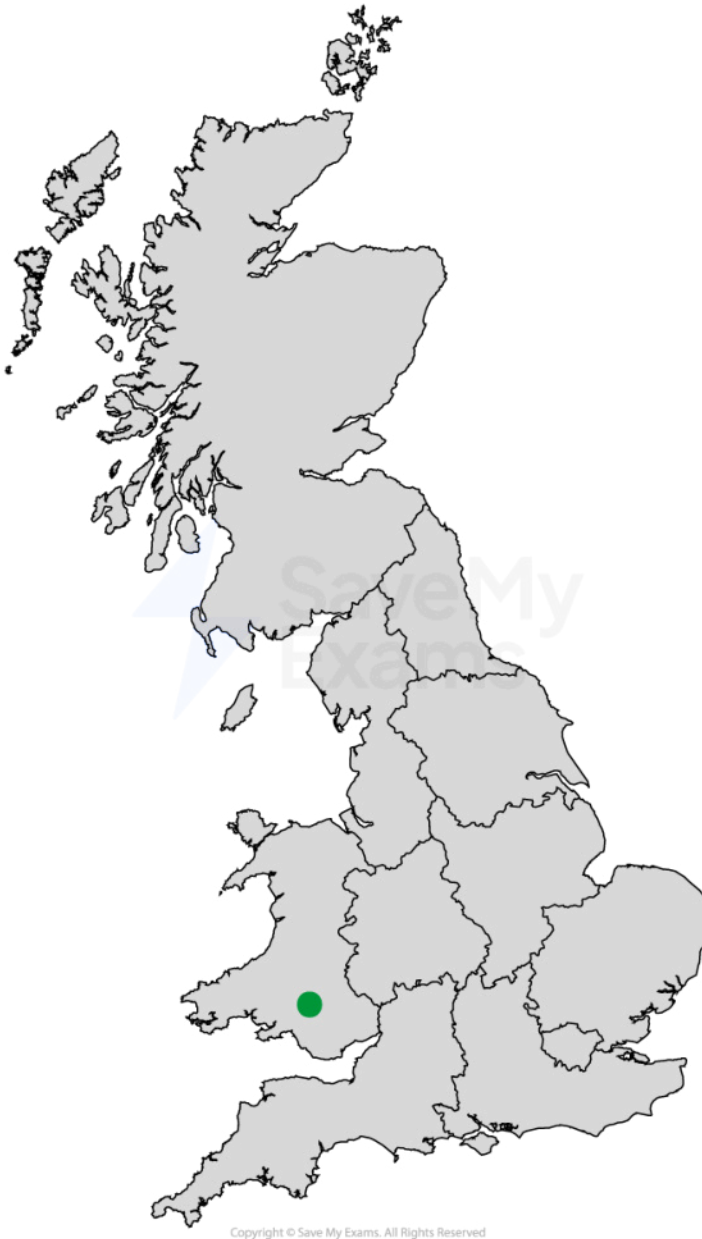   - Loudspeakers will be banned

Rural hotspots: Brecon Beacons

Location of the Brecon Beacons

- Brecon Beacons is a **national park** in Wales
- It is also a **UNESCO Global Geopark**
  - This recognises the importance of the area's geological heritage
- **Dark sky status** has also been awarded to the Breacon Beacons
- A varied landscape of glaciated valleys and moorland
- It covers an area of 1,344 km2

- The population of the area is approximately 33,000
- The number of visitors is about 4.15 million a year
- Over £197 million is spent every year by tourists in the area
- There are approximately 10,000 beds available for tourists in the areas
- There have been many criticisms from locals about how tourists bring many problems to the area, such as disruption to farmers
- In some areas in the Brecon Beacons the carrying capacity is being exceeded
- These areas experience congestion with negative impacts on the environment and the local communities

Management of tourism in Breacon Beacons

- The management plan for the area (2022-2027) includes several management strategies including:
  - Sustainable travel options around Pen y Fan to reduce parking on verges
  - Planning powers to control light from new developments to maintain the Dark Skies area
  - Creation of community based hubs to provide services for local residents to reduce the impact of second homes
  - There is also focus on ecosystem regeneration including:
    - Woodland expansion and regeneration
    - Restoration of rivers Wye and Usk
  - A cycling and walking networks to encourage travel without cars

8.4.2 Sustainable Tourism

Sustainable Tourism

- **Sustainable tourism** meets the needs of the present without compromising the needs of **future generations**
- Sustainable tourism needs to:
  - Maintain **biodiversity**
  - Involve local people in the development process
  - **Respect local cultures**, livelihoods and customs
  - **Promote equity** in the distribution of costs and benefits of tourism
  - Use resources sustainably
  - **Reduce overconsumption** and waste
  - Support local economies
  - Marketing tourism responsibly
  - Train staff to work sustainably
  - Ensure that visitors are carrying out sustainable practices
  - Maximising economic benefit whilst carrying out sustainable tourism

Ecotourism

- Ecotourism is often called green tourism
- To be ecotourism it must be sustainable
- It has been defined as:

"Responsible travel to natural areas that conserves the environment, sustains the well-being of local people, and involves interpretation and education"

(TIES, 2015)

- Ecotourism is growing rapidly with a market size of over US$374 billion a year
- It can take place in a variety of environments but is usually in areas that are remote with **low population densities**
- Related to tourism that protects and benefits local ecology, such as coral reefs, forest parks and lakes
- It is an important way for tourists to get first-hand experience in conservation
- Conservation must also allow for local people to make a profit from tourism
- There is also conflict between people who believe that tourists should have full access to tourist attractions and those who want to conserve the local landscape
- Ecotourists have also been called **egotourists** because they put little into the economy but want to go to off the beaten track

Case Study: Gambia

The Gambia – location

- The Gambia is the smallest country in mainland Africa
- It is 15 to 30 miles wide on either side of The Gambia River
- The Gambia extends almost 300 miles into the interior and is surrounded by Senegal

Location of The Gambia

The Gambia – climate

- The country has a wet and dry tropical climate
  - Average temperatures in the dry season range from 18≡C to 30≡C
  - Average temperatures in the wet season range from 23≡C to 33≡C
  - Average annual rainfall is 1000mm in the south and 700mm in the north

The Gambia – population

- It is home to nine different indigenous groups
- Two-thirds of the population is under 30
- Predominantly a Muslim country

The Gambia – environment

- There are nearly 600 species of birds in the country
- The country is known for its small beaches along the Atlantic coastline

The Gambia – tourism

- Tourism experienced a short decline after a military coup (takeover) in the 1990s but is now an important industry

Your notes

- Tourism makes up 20% of The Gambia's GDP

Footsteps an eco-lodge

- Footsteps is an adult-only eco-lodge
- Located 45 minutes south of the main tourist area, close to the village of Gunjar

IMAGE

Round houses at Footsteps Eco-Lodge

- The eco-lodge was built in 2002
  - A range of accommodations are available, including round houses and studio apartments
  - There is a 3-night minimum stay and the prices range from £35 to £90 a night
- Electricity to the accommodation is provided by **solar energy**
  - The eco-lodge provides 100% of its energy at the lodge
- **Composting toilets** ensure that sewage waste is recycled
- Water is supplied from tube wells and is stored in tanks
- **Grey water** (wastewater) from people's rooms is filtered back to the gardens to irrigate the fruit and vegetables
- The eco-lodge aims to be plastic-free including no plastic straws available for drinks or plastic wrap being used to cover food
- The lodge works with local crafters who offer activities at the lodge
- Only local people are employed from the village
  - Each member of staff receives training, fair pay, and a pension
  - Offer small saving plans and a microloan system for staff meaning they can deal with unexpected emergencies or plan for the future
- Food is sourced locally
  - Fruiting trees are planted around the accommodation to keep the rooms cool
 - No pesticides are used to grow fruits and vegetables

8.4.3 Future International Tourism

Social Media

- International tourist arrivals worldwide reached 1.4 billion in 2018
- The rapid growth of the worldwide tourism industry is due to a variety of factors:
  - Economic growth
  - More disposable income
  - Increased leisure time
  - Promotion of tourism by governments
  - Development strategies
- The effects of Covid 19 seriously limited growth in the tourism industry because of the international lockdowns
- Tourism figures are expected to continue to grow but more slowly than anticipated before Covid19
- An expected 1.8 billion tourists are expected to make some form of trip by 2030
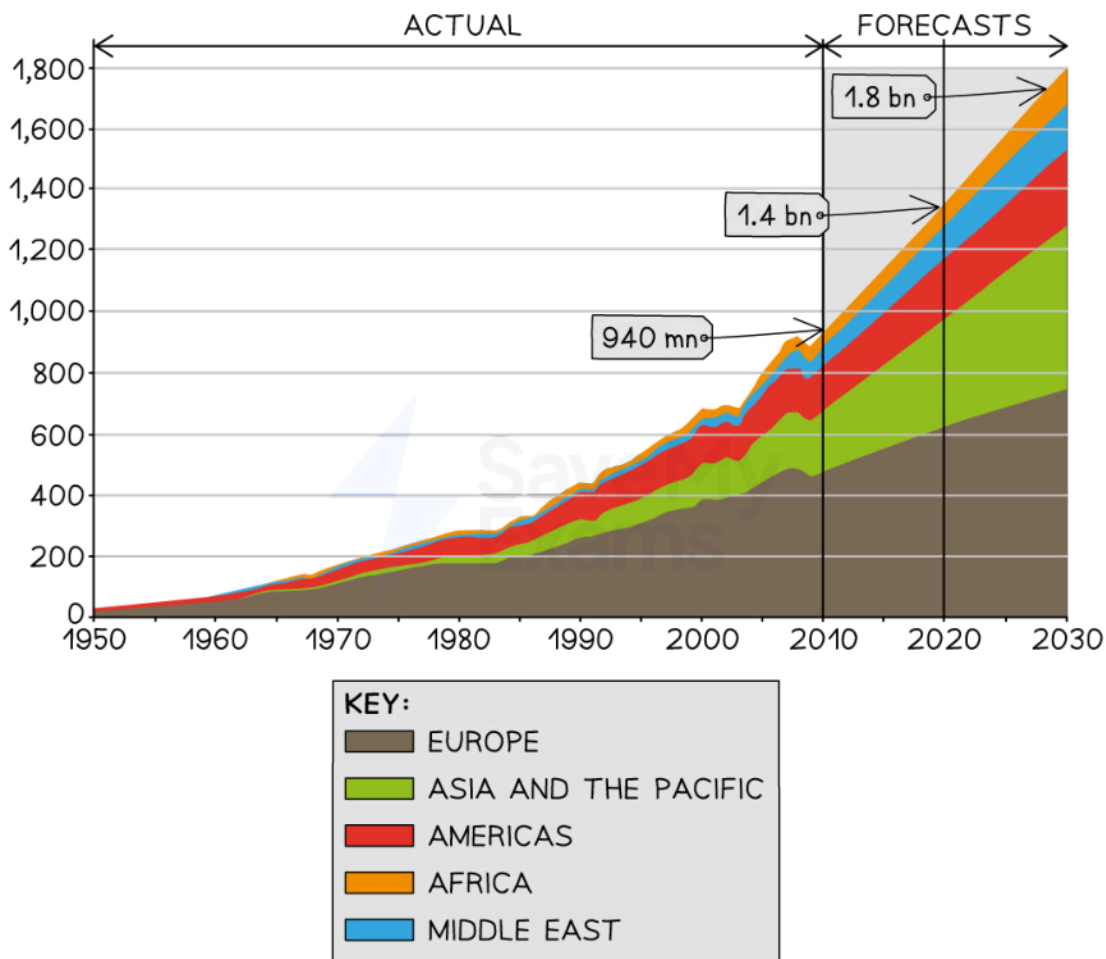
Future tourism projections

The impact of social media

- Social media has changed how people now research trips and how they use apps such as Instagram to record their trips and share their experiences
- This user-generated content gives more people information about the destination
- According to recent statistics, 48% of people now choose a destination based on what they see on Instagram
- Over 35% of respondents discover new places on Instagram
- There are over 1 billion visitors to Instagram each month
- Tourist companies use Instagram to share their holiday packages
- Instagram is an effective tool for small businesses to share their businesses
- Trip Advisor was founded in 2000 and allows individuals to leave reviews about a restaurant, trip organiser or accommodation provider
- Poor reviews on Trip Advisor can damage a small business

International Security

- International security can be a deterrent for tourist destinations
- There has been a global increase in travel safety
  - Security checks on all forms of travel, particularly airlines, have increased
- Tourism is safer than it has ever been
- The impact of terrorism or military takeovers can increase economic decline
- These threats can then be passed over to airlines, hotels, restaurants and shops
- The 9/11 terrorist attacks in the USA showed why there is a need for safe travel
- After the attacks, it was estimated that the city lost $83 billion in New York alone
- In some countries, there is a huge disparity between wealthy tourists and people with low incomes and this can cause friction
- Conflict can also take place when tourist behaviours differ from that of the host country

Diaspora growth

- **Diaspora** tourism is a form of niche tourism
- This includes people in diaspora communities travelling to the areas the countries they or their families migrated from
- Diaspora tourism may include visiting friends and family
- Diaspora tourism can bring positive economic impacts to the local economy as tourists eat in local restaurants
- This form of tourism is not usually seasonal as people visit their friends and family throughout the year
- The **Africa Heritage Diaspora Tourism Trail (AHDTT)** was established in 2001
- Formed by UNESCO, AHDTT is part of an international effort to document and highlight the history of slavery
- Many countries are now offering AHDTT organised trips including Bermuda, The Gambia and Ghana
- Cemetery Tourism (Genealogy tourism) focuses on tourism around people researching their family tree
- Diaspora tourism is less affected by economic recession because people visit all year round

Your notes

8.4.4 Poliitical & Cultural Influences on International Sport Participation

International Agreements

- Governments are encouraging people to increase their sporting activity for several reasons including
  - Health benefits
  - Politicians are often keen to be linked to success in sporting activities because they create a 'feel good factor'
  - To boost their economies
- It is difficult to identify clear economic benefits from hosting international sporting events
  - The London 2012 Olympic Games were estimated to bring £13.3 billion to the UK economy
- Some sports participation is short-term term such as an increase in lawn tennis around the time of Wimbledon
- Qatar is a country that is trying to increase sports participation:
  - In 2010 awarded the 2022 Fifa World Cup
  - In 2011 Qatar sponsored Barcelona football club for 5 years which was worth $150 million
  - Became a major shareholder of Paris St Germain
  - Tour de France secured sponsorship from Qatar Airlines
- Unfortunately, sports continue to be tainted by match-fixing and drug scandals
- Match fixing has been identified in over 20 countries in Europe
- The International Betting Integrity Association (IBIA) says football and tennis accounted for over half of suspicious sporting incidents in the third quarter of 2023
  - In football 16 players were charged for alleged match-fixing in 13 games, including eight in the top flight in Brazil

International agreements

- Participation in international sports is used by countries to demonstrate a country's successes
- Sport may also be used as a tool for diplomacy
- Cooperation between countries can be increased through sporting events
- International sporting events increase freedom of movement between countries

Inclusion & Changing Gender Roles

- Inclusion in sports is used to refer to the involvement in sports of people who were not traditionally involved in those sports for example women's football
  - In England, women's football was popular in the late 1800s and early 1900s
  - In 1921, it was banned by the Football Association (FA) on pitches that were part of the FA
  - The ban was not lifted until 1971
- The current global labour force participation rate for women is just under 47%
- In many countries such as the USA, nearly all women work
- Single professional women have more disposable income to be able to participate in more leisure activities
- Single women also are more likely to actively participate in sport compared to married women
- Religion may also impact the participation of different genders in sport
  - The religion of Islam promotes good health and well-being for both men and women
  - Muslim women may face difficulties because they cannot participate in mixed-gender sports
  - In a 2022 UK survey, 97% of Muslim women in England wanted to increase their current sports participation
  - Over 80% of respondents said they would attend women-only sessions if available
- In Saudi Arabia, women's participation in sports is changing:
  - The weekly activity of female Saudi citizens increased from 8 percent in 2015 to 19 percent in 2019
  - From 2018 families were allowed to enter stadiums
  - In 2019, 21 female athletes competed in the Special Olympics World Games in Abu Dhabi in 2019
  - Women now compete in the World Bowling Women's Championship
  - More than 2,400 female athletes were registered in federations by the end of 2019
- Other barriers to sports for women include:
  - Dress code
  - Parental approval
  - Childcare
  - Lack of role models
  - Time
- Although there have been some improvements there is still a gap between the pay for men and that received by women in sport
  - The average man's salary in the Premier League in England is £3,000,000
  - The average woman's salary in the Super League in England is £47,000

Your notes

Importance of the Paralympics

- The Paralympic Games is an international competition for athletes who have disabilities
- The games take place immediately after the Olympics
- The first official Paralympics took place in 1960
  - It developed from an event held for British World War Two veterans
- Since 1988, the Olympic and Paralympic Games have been held in the same city and at the same venues
- Originally the Paralympic Games were just for wheelchair users but in 1976 expanded to include other disabilities
- In 2016 there were over 4,300 participants representing 159 nations
- Athletes from HICs are more likely to participate as a result of the cost associated with competing