

Tourism and the Economy

Reasons for the growth of tourism

- More airports and other forms of transport
- Airfares have become increasingly more affordable
- People have more money to spend on holidays (disposable income)
- People have longer/paid holidays from work
- More package holidays
- More travel agents
- More holiday resorts.

Growth of holiday destinations

- **1950s:** Traditional British holiday resorts e.g.. Brighton
- **1960s:** Growth of a small number of European coastal areas e.g.. Southern Spain, France and Italy.
- **1970s:** Further developments in places like Portugal and Turkey. More people took long-haul holidays e.g.. USA
- **1980s:** Holidays in LEDCs such as Goa (India) more popular.
- **1990s:** People interested in going to more remote areas e. g. Alaska and northern Australia.

Reasons for the growth of tourism in the Mediterranean

More than 120 million people visit the area surrounding the Mediterranean Sea each year.

WHY?

- Hot, dry summers and mild winters
- Lots of beaches
- Many people return year after year
- Fast and relatively cheap to get to
- Most big holiday companies offer 'package holidays'

An area where tourism has declined - Spain

Many people visit Spain because of its attractive climate and long coastline. Because of this most of the coastline is highly developed. But by the late 1980s and early 1990s it was clear that the popularity of the area was beginning to decline.

WHY?

- Area had become too crowded
- Standard of accommodation had fallen
- Beaches were dirty
- Places such as Turkey and Greece provided cheaper holidays.

What have the Spanish government done about it?

'A plan for tourism' was drawn up by the Ministry of industry to try to reverse the downward trend. Some of the measures included in the plan are:

- A ban on the building of any new hotels unless they are 4 or 5 star.
- Stop the building of high-rise building.
- Demolition of many of the poorest high-rise hotels.

Although it is too early to say, it does seem that recent changes have reversed the decline.

Kenya - an area where tourism is increasing

Tourism is Kenya's fastest growing industry and largest earner of money from overseas.

To encourage tourism and protect its scenery and wildlife, Kenya has set up over 50 National Parks and game reserves. Many people go on safari to these areas.

Other tourists visit the coastal areas and take advantage of the sandy beaches and warm sea.

Advantages

- Boosts national and local economies
- Brings jobs and money to areas (regional development)
- Can preserve local cultures

Disadvantages

- Pressure on the environment (vehicles eroding tracks etc..)
- Pressure on wildlife (animals frightened by buses etc..)
- Pressure on local people (nomadic tribes like the Maasai have to move and settle permanently)

Tourism in the European Union

The importance of tourism in the European Union was recognised in the early 1990s when the EU produced a policy document for the development of tourism. Some of the aims included:

- Promoting Europe as a tourist destination
- Using tourism to help poorer areas develop
- Making it easier to travel within the EU
- Improving the quality of tourist facilities and beaches.

Eco-tourism and sustainable tourism

- Eco-tourism (e.g.. in parts of Kenya) is the development of tourism that looks after the environment and takes into account the needs of the local people. Sustainable tourism (e.g., in parts of the Amazon rainforest, Brazil) is tourism that doesn't damage the environment or loses traditional culture.