

Component 2: Learning Aim B
Impact of travel and tourism and sustainability

Social Impacts

People living in destinations that are more reliant on income from tourism for their livelihood are more at risk from exploitation. Social impacts affect people and their lives.

Negative impacts

- Disruption to everyday life
- Loss of culture
- Resentment towards visitors
- Increased crime
- Exploitation of locals
- Staged authenticity

Positive impacts

- Improved quality of life
- Access to facilities
- Improved transport and infrastructure
- Improved cultural awareness

Economic Impacts

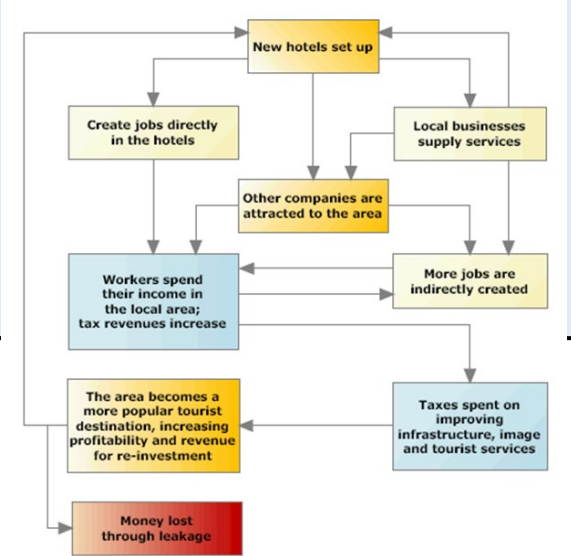
Tourism can bring economic benefits to an area. However, often local communities do not receive a fair share of the overall income generated by tourism. Too much money can go to the big organisations and not to the people or local organisations who are in direct contact with tourists.

Negative impacts

- Low paid jobs
- Seasonal unemployment
- Increased cost of living

Positive impacts

- Economic multiplier effect
- Employment opportunities
- Training and education
- Foreign currency earnings



Analyse - examine something methodically and in detail, typically in order to explain, interpret or communicate something.

Assess - give careful consideration to the factors or events that apply and identify which are the most important or relevant. Make a judgement on the importance of something, and come to a conclusion where needed.

Define - give the meaning of a term or phrase.

Describe - give an account of something, such as steps in a process or characteristics of something. The response should be developed, but does not require justification or reasoning.

Discuss - consider the different aspects in detail of an issue, situation, problem or argument and how they interrelate.

Explain - provide reasoning to justify or exemplify a point. The response should be developed using linked points providing reasoning/justification.

Evaluate - consider various aspects of a subject's qualities in relation to its context, such as strengths or weaknesses, advantages or disadvantages, pros or cons. Come to a judgement supported by evidence which will often be in the form of a conclusion.

Environmental Impacts

One of the biggest global issues is how we care for the environment. People are worried that tourism currently places too much pressure on the environment and irreversible harm is being done, such as effects on wildlife.

Negative impacts

- Increased pollution including noise, air, and water
- Overcrowding
- Traffic congestion
- Reduced biodiversity - loss of habitats and wildlife
- Erosion to footpaths, riverbanks and lakeshores
- Environmental degradation

Positive impacts

- Conservation including protection of wildlife, protected areas and national parks
- Education
- Open spaces and improved street furniture
- Regeneration including urban renewal and the reuse of traditional buildings for new activities

Sustainable Infrastructure Development

Infrastructure - the basic physical and organisational structures and facilities (e.g. buildings, roads, power supplies) needed for the operation of a society or enterprise.

- **Transport** - roads, railways, airports, tramlines. Better transport can benefit tourists and locals
- **Telecommunications and networks** - tourists want Wi-Fi, locals would also benefit from having more Wi-Fi coverage
- **Buildings** - police stations, doctor's surgeries and hospitals serve both tourists and local people
- **Power supply** - tourists expect access to electrical power. Better provision helps locals and tourists
- **Water and sewerage supplies** - the tourism industry needs to work with local residents to ensure that there is fair access to water and sewerage for tourists and also the people that live there

Sustainable Tourism

Meets the needs of tourists and local communities whilst also protecting the environment for the future.

- Showing respect for local cultures and the natural environment
- Understanding that there are resources in the world that are precious, such as water and energy, that need to be used carefully
- Buying local products and ensuring that local families receive fair economic returns
- Protecting endangered wildlife
- Enhancing and protecting destinations to ensure that future visitors can enjoy them and that any negative impact on the people who live there is reduced
- Being responsible for the actions you take whilst also enjoying yourself



Sustainability Engaging Local Communities

Benefits of partnership projects:

- Improved profitability
- Improved conservation and less risk to the environment
- Alternative income for local communities
- Improved visitor experience
- Jobs (both during construction and staffing on completion)

A tourist tax is a tax (extra charge) to maintain their tourist areas and facilities.

These can bring in much needed income that can be invested in improving infrastructure and funding community projects.

- Air Passenger Duty (APD) - a charge levied on larger aircrafts
- Departure Tax - many countries charge tourists to use their airports
- Valued Added Tax (AED) - applied to the purchase of goods and services throughout the EU
- Fuel Duty - tax applied to fuel for cars and motor vehicles
- Sustainable Tourism Tax - applied to holiday accommodation
- Hotel / City Taxes - usually a per person per night charge, common across Europe and the USA

Sustainability All Inclusive

All inclusive resort - a holiday resort that includes accommodation, three meals, soft drinks, and possible other services in the price. Many also offer sports and water sports and other activities that are included in the price as well.

Responsible tourism - tourism which minimises negative social, economic and environmental impacts, generates greater economic benefits for local people and enhances the well-being of host communities.



Sustainability Visitor Management

Visitor management is a key part of sustainable tourism. Many destinations are popular because of their natural beauty. Done properly visitor management can restrict damage to the natural environment and positively contribute to conservation.

- Restricting the number of visitors - limits the amount of people in one area at any given time therefore reducing damage to the environment
- Controlling movement of people - ensures the safety of the visitors as well as restricting damage to the location whether built or human
- Direction of flow - allows visitors to access the main areas of a site safely
- Maximum visa time limits - this also reduces the number of visitors to different destinations

RESPONSIBLE TOURISM



Sustainability Traffic Management

There are a number of traffic management strategies that aim to restrict the amount of traffics on the roads.

- Restricting traffic - congestion charges aim to reduce the amount of traffic within city centres e.g. in London in 2018 it cost £11.50 to drive a private car, this money is then invested in improving the transport system
- Affordable and frequent public transport - this encourages more people to use public transport than private cars for example bus and rail services as well as underground systems
- Adequate parking facilities - parking charges in the city are often high to deter people, local authority owned car parks mean that income can be reinvested
- Park and ride schemes - keep traffic out of the city centre and encourage the use of public transport. Involve parking at an out of town location and then being transported by public transport to the destination e.g. bus
- Alternative types of transport - introduction of electric buses, electric vehicles, car pooling and car sharing



Sustainability Planning

If planned carefully, new developments can be sustainable; they can bring many benefits for organisations, tourists and, most importantly, host communities and the local environment.

- Building regulations - relate to the design and construction of buildings
- Planning permission - gaining planning permission can be a challenging and lengthy process with only some places being allowed to be built on
- Size and location of developments - developments that improve sites which have previously been built on are more likely to get planning permission as it aids regeneration of the area
- Maintaining local styles - a sustainable approach would avoid modern buildings and retaining the historical integrity of the location
- Encouraging sustainability - many new developments incorporate sustainability into their designs e.g. renewable electricity, insulation etc

Sustainability Controlling Resources

Tourism requires lots of resources, placing demand on things such as energy, food and water so it is important that these are controlled.

- Waste management - recycling of rubbish and plastic is preferred and the most sustainable way of disposing of waste. Toilet waste usually enters the sewerage system but is sometimes stored hygienically
- Energy - some places are now attempting to make more use of greener, renewable energy such as solar, wind, geothermal and tidal power
- Water supplies - water stress is an issue particularly in hot locations, in response to this hotels are encouraged to limit the size and number of their swimming pools, restrict the use of water fountains and recycle water
- Managing demand in fragile natural areas - some places have dedicated nature and marine reserves that control where visitors can access and what they can do when there

Visitor Education

Through education visitors can be informed about the ways in which they could help the destination; for example, through helping with a conservation project or donating to a particular scheme.

Steps to Success

Details

Have a clear script for the destination to follow and key messages that everyone will understand	This means finding out what a range of key stakeholders, such as the host community, want and need visitors to know about the destination
Ensure that tourism marketing of the destination highlights the potential added value of World Heritage Status	Making sure that visitors know that the destination has World Heritage Status as this is a powerful brand for attracting cultural tourists
Make understanding the site easy	Bringing all of the information about the site or destination into one place that is easy to access
Be creative—communicate through everything, throughout the whole life cycle of the visitor experience	Providing visitors with key information about the site or destination before they visit, so that visitors are clear about what they can and cannot do, through brochures, booking websites etc
Explore the importance of the site and its outstanding universal appeal in the most appropriate areas	Using storytelling and interpretation to encourage people to visit areas where they are less likely to damage a site
Outsource communication of key sustainable tourism messages	Training and helping tourism professionals to deliver key messages about the site or destination
Use communication to build lasting relationships with visitors	Keeping in communication with visitors after they visits as they may be willing to donate to projects in the future

Practice Exam Questions

1. State **two** ways an airline could reduce single-use plastics on flights. [2]
2. Explain **two** ways tourism may improve the quality of life for local people in emerging tourist destinations. [4]
3. Explain **two** ways that visitors to a destination could be educated on the possible impacts of their visit. [4]
4. One role of governments in some global destinations is to manage tourism development through taxes, rules and legislation. Give **three other** roles of governments in managing tourism development. [3]
5. Give **two positive** social impacts that tourism may have on local communities. [2]
6. Explain **two** reasons why increased visitor numbers may have **negative** impacts on the environment of a location. [4]
7. Explain **one** way the hotel could manage noise pollution and **one** way the hotel could manage loss of culture. [4]
8. One feature of sustainable tourism is that it protects the environment. Give **two** other features of sustainable tourism. [2]
9. Explain **one** way that a hotel restaurant could manage waste management. [2]
10. Explain **one** way that a cruise operator could manage energy use. [2]
11. Give **two** possible negative social impacts of tourism on the local communities of a destination. [2]
12. Explain **one** reason why increasing visitor numbers in a destination can have a negative economic impact on the local community. [3]
13. Explain how each of these three proposals could help to minimise the negative impacts of tourism. [6]
 - A. Introducing a limit on the number of tourists permitted to enter the city.
 - B. Limiting the amount and size of cruise ships that are allowed to use the canals nearest to the city centre.
 - X. Developing a new port area on the outskirts of the city.