People move to and from many different places for many different reasons.

UNIT 2 PLACE AND LIVEABILITY

TOPIC 9 Tourists on the move

9.1 Overview

9.1.1 Introduction
The World Tourism Organization estimates that by 2030, five million people will move each day. Where will these people go and what will influence their choices? What impact will these choices have on the places they visit?

Starter questions
1 Make a list of reasons people might travel.
2 The Australian Bureau of Statistics provides figures for arrivals and departures from Australian airports. In which other ways might people travel?
3 a Conduct a class survey. Record the last three times you travelled and stayed away from home for at least one night — where, how, why, how far and for how long did you go?
b Compile your class results and decide on a suitable method of representing this information visually.
c Are there any places or types of place that have been visited by more than one member of your class?
d Discuss why this might be a popular place for people to visit.
4 When did you last have a holiday? What places did you visit and what did you do in each place? What impact do you think your visit had on these places? Explain.

Inquiry sequence

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9.4 SkillBuilder: Constructing and describing a doughnut chart 10
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9.2 What is tourism?

9.2.1 Why is tourism important?

The World Tourism Organization defines tourism as the temporary movement of people away from the places where they normally work and live. This movement can be for business, leisure or cultural purposes (see figure 1), and it involves a stay of more than 24 hours but less than one year.

Global tourism increased by 4.7 per cent in 2014: the fifth consecutive year of above average growth. This is despite global economic issues, political change in the Middle East and Africa, and a range of natural disasters. In fact, some of the world’s most popular tourist destinations were those affected by global concerns. Figure 2 illustrates why particular destinations are popular. Although tourism growth was slower in 2012 (3 per cent), a milestone was reached: there were more than one billion tourist movements in a single year.

Worldwide, 277 million jobs exist because of tourism. Globally, about 9.8 per cent of gross domestic product (GDP) is directly linked to the tourism industry, and for many developing countries it is the primary source of income.

**FIGURE 1** Purpose of people’s travel, 2014 (VFR: visiting friends and relatives)

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leisure, recreation and holidays</td>
<td>53%</td>
</tr>
<tr>
<td>Business and professional</td>
<td>14%</td>
</tr>
<tr>
<td>VFR, health, religion, other</td>
<td>27%</td>
</tr>
<tr>
<td>Not specified</td>
<td>6%</td>
</tr>
</tbody>
</table>

**FIGURE 2** Types of tourist destinations

*Source:* © Spatial Vision

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**gross domestic product (GDP)** a measure of a country’s wealth; a GDP of $10 000 per capita means that the country produces $10 000 worth of goods and services in a year for every citizen.
9.2.2 Why is tourism increasing?
Tourism has increased dramatically over the past 50 years and continues to grow. Advances in transport technology have reduced not only travel times but also cost.

- Today, you can fly from Australia to Europe in about 20 hours, whereas 40 years ago the same journey took six weeks by boat.
- Today, airline and tour companies offer a range of cut-price deals, and the increased number of competitors for the tourist dollar means that travel is more affordable.
- Increased awareness and knowledge of the world has sparked people’s desire to see new places and experience different cultures.
- In general, the travelling public has more leisure time and more disposable income, making both domestic and international travel viable.

**FIGURE 3** Four kinds of tourist — are all tourists the same?

- **Organised mass tourist**
  - Least adventurous
  - Purchases a package with a fixed itinerary
  - Does not venture from the hotel complex alone; is divorced from the local community
  - Makes few decisions about the holiday

- **The explorer**
  - Arranges their own trip
  - May go off the beaten track but still wants comfortable accommodation
  - Is motivated to associate with local communities and may try to speak the local language

- **The drifter**
  - Identifies with local community and may live and work within it
  - Shuns contact with tourists and tourist hotspots
  - Takes risks in seeking out new experiences, cultures and places

- **Individual mass tourist**
  - Similar to the organised mass tourist and generally purchases a package
  - Maintains some control over their itinerary
  - Uses accommodation as a base and may take side tours or hire a car

9.2.3 What are the latest trends in tourism?
Tourism is an important component in world economies. One in 11 jobs worldwide is linked either directly or indirectly to the tourism industry. In the first 10 years of the twenty-first century, this industry grew by almost 40 per cent, from 674 million international arrivals in 2000 to 1.2 billion in 2014. It is predicted that this figure will rise to 1.8 billion in the year 2030 (see figure 4).

Tourists added US$1.246 billion to the global economy in 2014. Figure 5 shows the top 10 tourism earners for 2011.
9.2.4 Factors shaping the future of tourism

Tourism is no longer just for the elite. Improvements in transport and technology have increased our awareness of the world around us. Improved living standards, increased leisure and greater disposable incomes have all created opportunities for people to travel and to experience new places and cultures. These factors are also shaping the tourist of the future (see figure 6). Particular growth areas are the 18–35 market — young people travelling while studying, taking a break from study, or seeing the world before they settle down. The other major area of growth is the over-60 age bracket.

Predictions also suggest that Africa and the Asia-Pacific region will be particular growth areas, attracting more and more of the tourist dollar.

Countries such as Kenya and Tanzania offer a different type of tourist experience. Kenya, for instance, offers:

1. safety
2. beaches and a tropical climate
3. safari parks and encounters with lions and elephants
4. a unique tribal cultural experience with the Masai people.

The resulting influx of tourists to Kenya has led to the establishment of national parks to protect endangered wildlife and promote this aspect of the tourism experience.

The true challenge for the future, however, is to ensure that:

1. money remains in the local economy rather than in the hands of developers, and is used to improve local services, not just tourist services
2. the need of indigenous tribes to farm the land is balanced with tourist development
3. tourist numbers are controlled, to ensure that the environment is not damaged.

9.2.5 Medical tourism

Medical tourism involves people travelling to overseas destinations for medical care and procedures. The low cost of travel, advances in technology and lengthy waiting lists caused by increased demand for elective surgery are turning medical tourism into a multi-billion dollar industry.

While people once travelled overseas only for cosmetic procedures such as facelifts and tummy tucks, the range of services offered has expanded dramatically over recent years to include orthopaedic procedures such as knee and hip replacements, fertility treatments and surrogacy services, and complex heart surgery.

Countries all over the world are attracting patients for a variety of reasons. In some instances, it is the high standard of medical care or the outstanding reputation of a particular facility that attracts people, while for others it is the savings to be made and the opportunity to include a holiday and luxury accommodation as part of the package.

Asia is the market leader in the medical tourism industry, with Thailand and India vying for the number one spot. Thailand is slightly more expensive, but does offer a better tourist experience and has a wider number of services available. India, on the other hand, is cheap and boasts state-of-the-art facilities staffed by Western medical staff, predominantly from the United States. Figure 7 illustrates the savings to be made by having selected medical procedures carried out in Asia rather than Australia; figure 8 shows the savings when a variety of procedures are undertaken in Malaysia as compared to the United States, Thailand or Singapore. With medical tourism expected to add more than $8.5 million to Asian economies per year, it is not surprising that there has been a dramatic increase in the number of facilities to deliver these services.
FIGURE 8 Cost savings that can be made by having medical procedures carried out in Malaysia versus the United States, Thailand or Singapore

![Graph showing percentage savings for various medical procedures]

Adapted from: Cosmetic Surgeon India and Rowena Ryan/News.com.au

ACTIVITIES

REMEMBER
1 What is a tourist?
2 Why do you think tourism is one of the fastest growing industries?

EXPLAIN
3 Using your atlas as a primary source of information, select three places from different categories shown in figure 2 that you might like to visit.
   a Calculate the distance between them.
   b Explain how you would travel to each place.
   c Explain what you might expect to see and do in each place.
   d Work out how long it might take to visit each place.
   e Describe each location using geographical concepts such as latitude and longitude, direction and scale.
   f Explain why you have chosen each place.

DISCOVER
4 What type of tourist are you? Make a sketch of yourself, similar to the one shown below.

Annotate your cartoon to describe yourself as a tourist, using information in this section to help you. Include information about your ideal holiday and explain why you appear as you do in your cartoon.

PREDICT
5 In 2014, 1.1 billion tourist movements were recorded globally. How many movements is this per day?

6 a Using information in this section, predict how many tourists there will be in 2020. What percentage increase does this represent?
   b Which places do you think will be the most popular?
   c What impact do you think these increases will have on the environment?
   d Will this result in small-scale or large-scale change?
   e Do you think these numbers are sustainable? Explain.

7 Tourism expenditure increased by 93 per cent between the year 2000 and the year 2010, from $475 billion to $918 billion. Using these figures as a guide, predict how much income might be generated through tourism by 2030.

8 Look back over your responses to the last three questions. What does this tell you about the importance of tourism? Explain.

THINK
9 a Explain what you understand by the term sustainable tourism.
   b Describe an example of tourism that would be considered sustainable.
   c Describe an example of tourism that would not be considered sustainable. Suggest what changes might be needed to make it sustainable.
9.3 Who goes where?

9.3.1 Why is global tourism on the rise?

Tourism is one of the world’s largest industries. Even when global economies are experiencing a downturn, people still travel. After natural disasters, countries rely on the return of the tourist dollar to help stimulate their economies. However, the spread of tourism is not uniform across the Earth.

Over time, travel has become faster, easier, cheaper and safer. Economic growth has meant that many people now have more money to spend and can afford to travel. Increases in annual leave have provided people with more time to travel. For example, Australians and New Zealanders can take long service leave, which is often spent on an extended overseas trip. It has also become more fashionable for young people to spend time seeing the world during their ‘gap year’ and to travel before settling down and establishing a career and raising a family (see figure 1).

Many young travellers see backpacking as the optimum way to travel. Generally this group:
- is on a tight budget
- wants to mix with other young travellers and local communities
- has a flexible itinerary
- seeks adventure
- is prepared to work while on holiday to extend their stay.

At the other end of the scale, there has also been a dramatic growth in mature-aged tourist movements. The number of older people in developed countries is growing. In many instances, they have older children who are no longer dependent on their parents for support. Some of these travellers have savings, access to superannuation funds, and the opportunity to retire early; thus, they have both the time and the money to travel.

9.3.2 Which countries are top-10 destinations?

As each tourist enters or leaves a country, they are counted by that country’s customs and immigration officials. This data is collected by the World Tourism Organization, and the results can be shown spatially (see figure 2).

![Figure 1: Backpackers spend more, travel further and stay longer than other tourists.](image)

![Figure 2: World’s top-10 tourist destinations, 2014](image)

9.3.3 Who spends the most?
Figure 2 shows the countries that attract the most tourists, but which countries do these tourists come from, and how much do they spend? Figure 3 shows the top-10 countries in terms of the money they spend on international tourism.

9.3.4 Where do people stay?
When travelling overseas, most tourists give little thought to who owns the hotel or resort in which they are staying. Table 1 shows the locations of various hotel-chain headquarters, indicating that the corporate owners of many hotels are based in a country that is often not the one a tourist is visiting. Home Inns entered the market in 2008 when they took over another hotel chain. They are primarily located in China and offer budget accommodation.

### TABLE 1 World’s top-10 hotel owners, 2015 (based on rooms)

<table>
<thead>
<tr>
<th>Company</th>
<th>Headquarters (country)</th>
<th>Total hotels</th>
<th>Total rooms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intercontinental Hotels Group</td>
<td>UK</td>
<td>4940</td>
<td>710 295</td>
</tr>
<tr>
<td>Hilton Worldwide</td>
<td>USA</td>
<td>4278</td>
<td>708 268</td>
</tr>
<tr>
<td>Marriott International</td>
<td>USA</td>
<td>4117</td>
<td>701 899</td>
</tr>
<tr>
<td>Wyndham Hotel Group</td>
<td>USA</td>
<td>7645</td>
<td>660 826</td>
</tr>
<tr>
<td>Choice Hotels International</td>
<td>USA</td>
<td>6376</td>
<td>504 808</td>
</tr>
<tr>
<td>Accor</td>
<td>France</td>
<td>3717</td>
<td>482 296</td>
</tr>
<tr>
<td>Starwood Hotels &amp; Resorts</td>
<td>USA</td>
<td>1207</td>
<td>346 599</td>
</tr>
<tr>
<td>Best Western</td>
<td>USA</td>
<td>3900</td>
<td>302 144</td>
</tr>
<tr>
<td>Home Inns</td>
<td>China</td>
<td>2609</td>
<td>296 075</td>
</tr>
<tr>
<td>Jin Jiang (inc. Louvre Hotels)</td>
<td>China</td>
<td>2208</td>
<td>241 910</td>
</tr>
</tbody>
</table>

### ACTIVITIES

1. Carefully study figures 2 and 3 and answer the following.
   a. On which continents are the top-10 destinations located?
   b. Which continents are generating the most in tourism spending?
   c. Describe the interconnection between destinations and tourism spending.

2. What is the difference between a mature-age tourist and a backpacker? With the aid of a Venn diagram, show the differences in the needs of these two groups of tourists.

### DISCOVER

The three main types of tourist attraction are natural, cultural and event attractions. Use a dictionary to help you write your own definition of each term. For each of the countries shown in figure 2, try to find an example of each type of attraction. Use the map in figure 2 in section 9.2 to help you.

### PREDICT

4. a. On a blank outline map of the world, locate and label the capital cities of each of the top-10 tourist destinations.
   b. Plot a trip from your nearest capital city to all 10 of these places, covering the shortest possible distance, and returning to your capital city. Use the scale on the map to estimate the distance travelled.
   c. Calculate the time it might take to complete this journey.

5. a. Describe the pattern of hotel ownership shown in table 1.
   b. Construct a bar graph showing both the total number of hotels and total number of rooms for the top-10 hotel companies.
   c. Find out the average cost of a one-week stay in one of these hotel chains.
   d. How much income would this room generate if it was occupied for each night of the year?
   e. What percentage of your answer to question 5d would be needed to maintain this room, the complex and other associated costs, such as wages?
   f. Estimate how much money is left and where you think it goes. What effect do you think this might have on local economies?
9.4 SkillBuilder: Constructing and describing a doughnut chart

What is a doughnut chart?
A doughnut chart is a circular chart with a hole in the middle. Each part of the doughnut is divided as if it were a pie chart with a cut-out. The circle represents the total, or 100 per cent, of whatever is being looked at. The size of the segments is easily seen. Doughnut charts are a useful visual interpretation of data.

Australia’s food export markets by value, 2010–2011

Source: © DAFF 2012, National Food Plan green paper 2012, Department of Agriculture, Fisheries and Forestry, Canberra. CC BY 3.0.

9.5 Who comes and goes in Australia?

9.5.1 Where in the world are Australians going?
Over 13 million Australians go away on holiday each year. Of these, 10 per cent plan to travel overseas, and 55 per cent plan to holiday within Australia. While the numbers of domestic travellers may be high, international tourism is on the rise.

In 2014 Australians made 7.9 international trips and spent a total of 161 million nights abroad. It is estimated that they contributed $47.3 billion to global economies. While the decline in the Australian dollar has seen an increase in the number of Australians choosing to travel domestically we are taking three times as many international holidays today than we were a decade ago.

Despite the decline in the Australian dollar against other currencies in 2014 our currency still has excellent buying power in a wide range of holiday destinations. Competition between airlines; choice of flights; and package deals that include combinations of tours, accommodation, flights and meals continue to fuel the growth of the international market.

The opportunity to live and work overseas has also seen an increase in the number of people under 30 travelling abroad. The under 30s working visa has ensured that foreign travel is both appealing and affordable for this age group. At any one time there are about one million Australians living and working overseas.

Nepal, Japan and the United Arab Emirates are the fastest expanding destinations for Australians travelling abroad.
9.5.2 Who comes here?
In the first eight months of 2015, 6.8 million tourists came to Australia and spent 242 million nights in the country. Approximately 64 per cent of these international visitors had previously been to Australia. They added about $34 billion to the Australian economy. The most visited states were New South Wales with 52 per cent, Queensland with 37 per cent, and Victoria with 31 per cent. The countries of origin of these visitors is shown in figure 1, while the reasons for their visits are shown in figure 2.

**FIGURE 1** Who’s coming and going? International visitors to Australia in 2015

![Map of international visitors to Australia in 2015](source: ABS, Overseas Arrivals and Departures, cat. no. 3401.0; Tourism Research Australia. Spatial Vision.

Nine-hundred and twenty-five thousand jobs can be attributed either directly or indirectly to the tourism industry. It is predicted that by 2020 an additional 123 000 jobs will be created.

9.5.3 What do visitors want to see?
Australia is a land of contrasts, having a wide variety of both human and natural environments. Thirty of the most popular tourist destinations are shown in figure 3.

**TABLE 1** How we see ourselves

<table>
<thead>
<tr>
<th>State</th>
<th>How we see ourselves</th>
</tr>
</thead>
<tbody>
<tr>
<td>New South Wales</td>
<td>Nightlife</td>
</tr>
<tr>
<td>Northern Territory</td>
<td>Outback</td>
</tr>
<tr>
<td>Queensland</td>
<td>Beaches</td>
</tr>
<tr>
<td>South Australia</td>
<td>Wine</td>
</tr>
<tr>
<td>Tasmania</td>
<td>Nature</td>
</tr>
<tr>
<td>Victoria</td>
<td>Sport</td>
</tr>
<tr>
<td>Western Australia</td>
<td>Wine</td>
</tr>
</tbody>
</table>

**FIGURE 2** Reasons for visiting Australia
Deepen your understanding of this topic with related case studies and questions.

**ACTIVITIES**

**REMEMBER**
1. Why might more Australians choose to holiday overseas rather than in Australia?

**EXPLAIN**
2. Explain the interconnection between the places most visited by Australians and our major source of tourists.

**DISCOVER**
3. Study figure 3.
   a. Identify the top tourist destinations in Victoria.
   b. Suggest other places that you think should be at the top of every tourist’s holiday itinerary.
   c. Identify which are human and which are natural environments.
   d. Prepare an annotated visual display that showcases places of interest within Victoria. Include information about the attractions, their location and why they are a viewing must.

4. a. Survey members of your class to find out which three overseas places they would most like to visit and why.
   b. Each member of the class should ask their parents which three overseas places they would most like to visit and why.
   c. Compile your class data and identify the most popular places selected by students and their parents. Make sure you also collate the data showing the reasons for the choices.
   d. On an outline map of the world, show the results of your survey. Make sure you can distinguish between places chosen by parents and places chosen by students.
   e. What strategies are in place to ensure the sustainable management of tourist facilities in Victoria?
   f. Is there an interconnection between places chosen by parents and by students? Suggest reasons for your observations.

Source: Data © Commonwealth of Australia (Geoscience Australia) 2013 & © State of Queensland (Department of Agriculture, Fisheries and Forestry) 2013. Map drawn by Spatial Vision.

**FIGURE 3** Thirty of Australia’s most popular tourist destinations
9.6 SkillBuilder: Creating a survey

What is a survey?
Surveys collect primary data. A survey involves asking questions, recording and collecting responses, and collating and interpreting the number of responses. Surveys are useful because they provide statistics for a specific topic that might not be available by any other means. A wide range of data can be gathered in an efficient and simple way.

A survey of shoppers

QUESTIONNAIRE FOR SHOPPERS

1. What suburb do you live in?
2. How did you get to the centre?
   Taxi    Bus   Bicycle
   Train   Car or motorcycle  Walk
3. Did you use the car park provided by the centre?
   Yes    No
4. How often do you shop at the centre?
   This is the first time  Once a fortnight
   Several times a week  Once a month
   Once a week          Only very occasionally
5. What types of goods and services will you buy today?
   Clothes    Groceries
   Household/electrical goods  Fresh fruit and vegetables
   Financial/banking services  Light meal/refreshments
6. Do you often shop at any other major shopping centre?
   Yes    No
   If yes, which one?
7. What attracts you to this centre?
8. Apart from shopping, are there any other reasons for you coming to the centre?
   Work       Post office
   Hairdresser  Doctor
   Solicitor  Restaurants
   Dentist
   Other

9.7 SkillBuilder: Describing divergence graphs

What is a divergence graph?
A divergence graph is a graph that is drawn above and below a zero line. Those numbers above the line are positive, showing the amount above zero. Negative numbers that are shown indicate that the data has fallen below zero. A divergence graph allows you to identify changes away from the norm in a trend.

Australia's past and future tourism trends

Average annual growth 2006–16 = 3.1%
9.8 What are the impacts of tourism?

9.8.1 Do the benefits outweigh the costs?
Tourism seems like the perfect industry. It can encourage greater understanding between people and bring prosperity to communities (see figure 2). However, tourism development can also destroy people’s culture and the places in which they live (see figure 1). There is sometimes a fine line between exploitation and sustainable tourism.

Tourism trauma
Use this interactivity to further your understanding of the effects of tourism.
Searchlight ID: int-3335

FIGURE 1 The negative impacts of tourism

- An average of 8000 vehicles a day means that Yosemite Valley is often blanketed in smog. Tourists want trees removed to improve their view of waterfalls and cliffs.
- Coral reefs in the Maldives have been dynamited and mined for building materials for new resorts.
- Revenue generated does not stay in the local economy but goes to overseas companies that own the hotels and resorts (see table 1 in section 9.3). Seventy per cent of Thailand’s tourist earnings goes to foreign investors.
- Tourism generates excessive waste.
- Cruise ships in the Caribbean produce over 70 000 tonnes of rubbish annually, much of which washes onto beaches.
- Tourists often ignore cultural dress codes. This can lead to social tension in places such as Bali and many Polynesian countries.
- On the Inca trail in Peru, tourists have damaged ancient ruins by lighting fires in them.
- Over-commercialisation creates artificial culture. Traditional dances are shortened to accommodate tourists; sacred objects and artefacts are mass produced for the tourism industry.
- There is growth in crime rates as rich tourists interact with poor locals.
- In Kenya, safari tours disturb wildlife so that animals neglect their young and predators are disturbed in their hunt for food.
- In Spain, each tourist consumes 440 litres of water a day — twice that used by residents. In the Seychelles, water consumption by tourists is as high as 1000 litres per day.
- In Nepal, one of the most heavily deforested countries in the world, four to five kilograms of wood are burned daily for heating and cooking for tourists.
- In some countries, such as Indonesia and Jamaica, local people employed in tourism earn about 1 per cent of the income of their guests. Resort workers in Fiji earn the equivalent of $2 an hour.
- In Hawaii, sacred burial sites are being excavated to make way for new tourist resorts.
- Golf tourism severely reduces water resources. An average golf course in Thailand uses as much water as 60 000 villagers use. In one desert location, a golf course uses 3.79 million litres a day — what an average family of four uses in four years.
- In Vietnam, one of the most heavily deforested countries in the world, four to five kilograms of wood are burned daily for heating and cooking for tourists.
FIGURE 2 The positive impacts of tourism

- Provides employment and reduces poverty. For example, tourism directly and indirectly supports jobs in Aruba (76%), Belize (31%) and Namibia (27%).
- Adds more than US$6 trillion to global economies and is the primary source of income for many developing nations. Australia’s share in 2011 was $35 billion or $95 million each day.
- To cope with tourist numbers, improvements are made to infrastructure: roads, rail, and sewerage and water supply networks.
- Encourages restoration of historic sites, such as Pompeii in Italy and Port Arthur in Tasmania.
- Preserves indigenous cultures and heritage, because tourist dollars encourage conservation of sites and self-management.
- Increases awareness of the impacts of actions on the environment.
- Generates additional spending — the Chinese government spent US$40 billion on Olympic events, sports facilities, infrastructure, energy, transportation and water supply, all of which benefit the community long after the event.
- Increases interest in the natural environment, so wilderness areas and endangered species are protected. National parks in Kenya promote shooting with cameras, not guns.
- Increases employment opportunities for women.
- Improves health care in poorer communities.
- Promotes the exchange of cultures and fosters understanding. Strengthens cultures, as tourists are interested in the traditions of places they visit, creating a demand for their survival.
- Generates additional spending — the Chinese government spent US$40 billion on Olympic events, sports facilities, infrastructure, energy, transportation and water supply, all of which benefit the community long after the event.

FIGURE 3 One view on tourism

ACTIVITIES

THINK
1. Using figures 1 and 2, explain how tourism can have both positive and negative effects.
2. Figure 3 shows how the tourist dollar can flow from one job to the next. Those jobs in the centre of the diagram interact directly with the tourist, while those on the outside do not. Copy the diagram into your workbook at an enlarged size. Complete it by adding other jobs. Add to it if you can. Study your completed diagram and write a paragraph explaining the interconnection between tourism and the economy.
3. The type of interconnection shown between industries in figure 3 is sometimes called the multiplier effect. Explain what you think this means.
4. The impact of tourism can be classified as environmental, cultural and economic. Study figure 1, showing the negative impacts of tourism. Working in groups of three, select an impact from each group. Explain the scale of each impact and devise a strategy for sustainable tourism.
5. Which of the following would be the best to develop as a tourist resource in your region: art gallery, museum, cinema complex or sports stadium? Justify your answer.
9.9 What can we learn from our travels?

9.9.1 What is ecotourism?

Tourism has the capacity to benefit environments and cultures or destroy them. Ecotourism has developed in response to this issue. The aim is to manage tourism in a sustainable way. This might be through educational programs related to the environment or cultural heritage, or through controlling the types and locations of tourist activities or the number of tourists visiting an area.

Ecotourism means that ecotourism interpretation is the natural and cultural environment for visitors, and manages the environment in a way that is ecologically sustainable.

A The natural bush is retained and native plants are used to revegetate or landscape the area.
B Composting toilets treat human waste, and worm farms consume food waste. Water is treated with ultraviolet light rather than chlorine. Recycling is practised; for example, grey water is used in irrigation and toilet systems.
C Visitors are encouraged to improve and maintain the environment by using paths or planting trees.
D Buildings blend in with the natural landscape, and local materials are used. Buildings are often raised to prevent damage to plant roots. During construction, builders prevent contamination of the local environment by having workers change shoes and by washing down equipment to keep out foreign organisms.
E Local organically grown produce is used, and craft markets and stalls might also be established and run by indigenous communities, supporting the local economy, creating jobs and reducing poverty.
F There is no golf course, because of the high water use and need for pesticides it would require.
G Low-impact, non-polluting transport such as bicycles are provided for guests.
H Walking trails include educational information boards.
I An information centre helps visitors understand the environment. Local indigenous people are employed to educate visitors about their culture.
J Electricity is generated through solar panels on the roofs of eco-cabins.
K Boardwalks are built over sensitive areas such as sand dunes to protect them from damage. Boardwalks might also be constructed in the tree canopies.
L Trained guides educate tourists about coral reefs and native vegetation, and show visitors how to minimise their impact.
Ecotourism differs from traditional tourism in two main ways.

- It recognises that many tourists wish to learn about the natural environment (such as reefs, rainforests and deserts) and the cultural environment (such as indigenous communities).
- It aims to limit the impact of tourist facilities and visitors on the environment.

Ecotourism is the fastest growing sector in the tourism industry, increasing at about 10 to 15 per cent per year.

**FIGURE 2** Regulations for contact with dolphins

<table>
<thead>
<tr>
<th>Regulation Description</th>
<th>Distance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unlicensed tour boats (including jet skis) must not approach within 150 metres.</td>
<td>150 metres</td>
</tr>
<tr>
<td>Swimmers must hold onto ropes attached to the boat. Limit of 10 swimmers, for a total of 20 minutes.</td>
<td></td>
</tr>
<tr>
<td>Licensed boats must stay 200 metres apart.</td>
<td>200 metres</td>
</tr>
<tr>
<td>Licensed boats may approach to within 50 metres.</td>
<td>50 metres</td>
</tr>
<tr>
<td>No boats may approach head-on.</td>
<td></td>
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</tbody>
</table>

**ACTIVITIES**

**REMEMBER**
1. How does an ecotourism resort differ from a traditional tourist resort?

**EXPLAIN**
2. Use a mind map to explore further changes that could be made to the resort shown in figure 1 to make it even more environmentally friendly. Would you describe your changes as small-scale or large-scale? Justify how these changes might be more environmentally sustainable.

**DISCOVER**
3. Visitors to ecotourism resorts are often attracted by brochures that emphasise the resort’s environmental policies. These brochures also set out guidelines to follow in order to minimise visitor impact.
   a. Design and produce a brochure for the ecotourism resort illustrated in figure 1.

Use ICT tools and techniques to maximise the brochure’s impact.

b. Add another eco-activity to the island and devise strategies to educate tourists and minimise their impact on the environment.

**THINK**
4. One of the most famous examples of wildlife-based ecotourism in Australia is Monkey Mia in Western Australia. Here the wild dolphins come into shore and tourists are able to feed, swim with and touch them.
   a. What rules and other techniques are used to control the interaction between dolphins and tourists?
   b. Predict potential problems that might occur between dolphins and tourists.
   c. Do you think this is an example of sustainable ecotourism? Give reasons for your answer.

**9.10 Are zoos and aquariums eco-friendly?**

To access this sub-topic, go to your eBookPLUS at www.jacplus.com.au.
9.11 What is cultural tourism?

9.11.1 Different cultures
Cultural tourism is concerned with the way of life of people in a geographical region. It is usually connected to elements that have shaped their values or culture, such as a shared history, traditions or religion. It may be linked to unique events, such as the celebration of Chinese New Year or Thanksgiving in the United States. Whatever the reason, the mass movement of people associated with these events has a significant impact on both people and places.

9.11.2 What is the impact of Thanksgiving?
Thanksgiving is held in the United States on the fourth Thursday in November. It dates back to the seventeenth-century celebration of the harvest. Today it is a time for families to get together and give thanks for what they have.

The holiday period runs from Wednesday to Sunday. In 2015, about 46.9 million people travelled an average distance of 884 kilometres to celebrate with family and friends (see figure 1). As millions of people travel across the United States, transport systems are stretched to the limits, creating delays and traffic congestion. Because the holiday season is so close to the start of winter, the weather can further complicate people's travel plans, especially those who live in the northern states. Early winter storms can bring ice and snow, resulting in airport closures and impassable roads.

Surprisingly, in 2015 the cost of travel decreased around the time of Thanksgiving. Travellers paid less for fuel, car hire, accommodation and airfares. However, economic conditions in the United States have meant that the average American spent less.

9.11.3 What is the impact of Chinese New Year?
Chinese New Year is the longest and most important of the traditional Chinese holidays. Dating back centuries, it is steeped in ancient myths and traditions. The festivities begin on the first day of the first month in the traditional Chinese calendar, and last for 15 days. They conclude with the lantern festival on Chinese New Year’s Eve, a day when families gather for their annual reunion dinner. It is considered a major holiday, and it influences not only China’s geographical neighbours but also the nations with whom China has economic ties.

Of special significance is the fact that the date on which Chinese New Year occurs varies from year to year. This date coincides with the second new moon after the Chinese winter solstice, which can occur any time between 21 January and 20 February.

Chinese New Year, or Lunar New Year, is celebrated as a public holiday in many countries with large Chinese populations or with calendars based on the Chinese lunar calendar (see figure 2). The changing nature of this holiday has meant that many governments have to shift working days to accommodate this event.

In China itself, many manufacturing centres close down for the 15-day period, allowing tens of millions of people to travel from the industrial cities where they work to their hometowns and rural communities. This means that retailers and manufacturers in overseas countries such as the United States and Australia have to adjust their production and shipping schedules to ensure they have enough stock on hand to deal with the closure of factories in China. For those shopping online, goods simply will not be available and will be placed on back order.

[FIGURE 1 Thanksgiving and modes of transport]
9.11.4 The logistics of moving 80 million people each day

Chinese New Year has been described as the biggest annual movement of people in China. Over a five-day period, an average of 80 million journeys are recorded in the last-minute dash to make it home for the traditional family celebrations. If you include the 40 days surrounding 8 February (the date of Chinese New Year in 2016), more than 3.65 billion people travel in China alone.

Most people elect to travel by road as most middle-class citizens cannot afford to fly home, nor do they want to queue for hours or days to purchase bus or rail tickets. Nevertheless, in 2016, 24 million chose to travel by air; in fact, one airline added an additional 210 flights to cope with the increased demand. However, weather conditions and the impact of additional flights competing for the same amount of air space meant that about 80 per cent of flights were delayed. Delays of more than five hours were not uncommon. It is also not uncommon for commuters to add thousands of kilometres to their journey. One airline traveller flew from Beijing to Kunming in southern China via Bangkok because he could not get a direct flight.

A growing trend in both 2015 and 2016 was motorcycle convoys as these vehicles are not only cheaper to run but have the added advantage of being able to avoid the congestion created by 80 million people and their vehicles clogging the motorways.

Rail travel was not without its own problems as a system with a capacity to move 3.4 million people had to cope with 145 million travellers. In 2012 a new online booking system was introduced; however, it crashed when 1.66 million people attempted to log on at the same time. The system is still plagued with issues and unable to keep pace with the increased demand and has done little to address the issue of scalpers. Even with extended selling hours people were faced with long queues that often saw tempers flare. Prices were also often double or triple the usual cost as scalpers cashed in on those desperate to get home. In 2015 the rail network was expanded through the addition of 9000 kilometres of track, making it the world's second largest rail network, second only to the United States.
In 2016 almost 100 000 people were left stranded at railway stations after ice and snow in other parts of the country caused long delays. Fifty-five trains in Shanghai and 24 in Guangzhou were unable to leave their respective stations when China was struck by a record-breaking cold snap. Almost 4000 police and security guards were called in to keep order (see figure 3).

FIGURE 3 Travel chaos as crowds swell outside Guangzhou station after bad weather causes long delays

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The term cultural tourism refers to the movement of people for the purpose of visiting cultural, historical, archaeological, and religious sites. Thanksgiving and Chinese New Year are cultural events because they are celebrated with traditions and ceremonies that reflect the cultural heritage of the societies that observe them.

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3. As a class, brainstorm a list of cultural or celebratory events that occur in Australia.

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ACTIVITIES

EXPLAIN
1. In your own words, explain what is meant by the term cultural tourism.
2. Why are Thanksgiving and Chinese New Year regarded as cultural events?

DISCOVER
3. As a class, brainstorm a list of cultural or celebratory events that occur in Australia.
4. Use the internet to find out more about either Chinese New Year or Thanksgiving. Investigate the history, myths and traditions associated with your chosen event. Prepare an annotated visual display comparing your finding with a cultural or celebratory event in Australia. Make sure you include references to the scale of your chosen event and the place in which it occurs.

THINK
5. Copy the table below into your workbook and fill it in. Use the Thanksgiving weblink in your eBookPLUS to find out more and help you complete your table.

<table>
<thead>
<tr>
<th></th>
<th>Thanksgiving</th>
<th>Chinese New Year</th>
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</thead>
<tbody>
<tr>
<td>Number of trips</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Most common form of transport</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Length of holiday period</td>
<td></td>
<td></td>
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<tr>
<td>Purpose of trip / activities</td>
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</table>

6. Write a paragraph explaining how cultural events can change people, places and the environment.

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Weblink: Thanksgiving

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a. What is the preferred mode of transport for Thanksgiving and for Chinese New Year? Suggest reasons for differences in travel arrangements. In your response, include reference to the scale of movement.

b. Make a list of problems associated with the mass movement of people.

c. Select one of the problems you have identified and explain the impact it might have on people, places and the environment. Suggest a strategy for the sustainable management of this problem in order to reduce its impact.

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5. Copy the table below into your workbook and fill it in. Use the Thanksgiving weblink in your eBookPLUS to find out more and help you complete your table.

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6. Write a paragraph explaining how cultural events can change people, places and the environment.
9.12 Is sport a new tourist destination?

9.12.1 How are tourism and sport connected?

Sport tourism involves people travelling to view or participate in a sporting event. It is an expanding sector of the tourism industry, currently adding $600 million to global economies each year. It is estimated that, on average, 12 million international trips are made to view sporting events. But what impact does this have on people and places?

Governments spend millions of dollars to attract people to sporting events such as the Olympics, the cricket and soccer world cups, and motor racing events, to name just a few. These events also trigger:

- construction of new stadiums
- expansion and upgrades of transport networks
- improvements to airport facilities
- clean-ups of cities in readiness for the arrival of tourists.

Sports tourists fall into two broad categories: those who like to watch and those who want to participate. The latter view sport as a part of their leisure and recreational activities (see figure 1). A common trait in all sports tourists is their passion and willingness to spend money to indulge this passion.

9.12.2 Are the Olympics a tourist bonanza?

Major sporting events such as the Olympics translate into improved infrastructure, and provide the host city with considerable international exposure. Does this bring in more tourists and justify the capital outlay? (See figure 2.)

The general consensus is that the costs associated with hosting a one-off major event, such as the soccer World Cup or the Olympic Games, do not meet the anticipated outcomes. Statistics show that three million tourists visited the United Kingdom in August 2012 (their Olympic year) — 5 per cent less than in the previous year. Tourism spending, however, went up by 9 per cent, in part because of spending on Olympic tickets. In addition, many UK residents chose to holiday overseas rather than remain at home during the Olympic Games. Organisers were also frustrated by the number of empty seats in many of the venues. On the plus side, however, building the Olympic village provided a £6 billion boost to the building and construction industry.

But what happens to the people who originally lived on the site of the proposed new venues and athletes’ village? Quite simply, they are moved on. While they may receive some compensation, land values go up in the shadow of renewed development. Residents simply cannot afford to live in the new developments, nor can they afford to renovate their existing dwelling. In the lead-up to the Beijing Olympics, 1.5 million Chinese people were forced out of their homes to make way for Olympics venues.

Once the event is over, many of the stadiums are under-used, and it can take years to recover from the cost of staging the event. The city of Montreal, for instance, took 30 years to pay back the equivalent of US$6 billion (in today’s money) in Olympic spending.
9.12.3 What is the status of other sports events?

It has generally been accepted that regular sporting events can have financial benefits. Many international tourists visiting the United Kingdom include a sporting event on their itinerary. Most popular is soccer, because of the opportunity to see some of the world’s most talented athletes playing in some of the UK’s top teams. In 2014, 800,000 international fans added £684 million to the British economy. Official figures show that these fans spent an average of £850 — far more than the average £570 spent by the rest of the tourist population.

Overall, sporting events stay longer and are not deterred by the weather. The popularity of football is also evident in Australia, where three separate codes attract huge crowds every week, and fans are prepared to travel interstate to watch their team play.

But it is not just football that attracts the crowds. The English cricket team is followed around the world by its unofficial cheer squad, nicknamed the Barmy Army. Other ‘fanatics’ based in Australia organise 58 tours to 57 destinations each year, taking in some of the biggest sporting events both at home and abroad.
### ACTIVITIES

#### REMEMBER
1. a Is someone who goes to a local football match a tourist? Explain.
   
   b What if that person travels interstate? Explain.

#### EXPLAIN
2. a Brainstorm a list of sports that might spend money to attract tourists. Categorise these as hard and soft sport tourism events.
   
   b Figure 3 in section 9.8 shows how the tourist dollar can flow from one job to the next. Complete a diagram like this for the Phillip Island Grand Prix circuit.

3. a What facilities would be needed to cater for such a large influx of people?
   
   b With a partner, brainstorm a list of negative consequences that might result from having a Grand Prix circuit on Phillip Island. Make sure you consider the impact on people and places.

#### THINK
4. a The Phillip Island Grand Prix racing circuit is located 100 kilometres south of Melbourne, Victoria. The island is linked to the mainland by a bridge. The area is popular for its beaches and wildlife, but it is also home to a racing circuit that stages a variety of motor sports throughout the year. Collectively, more than $110 million is generated annually from the circuit’s car and bike activities. Three events — the Moto GP, V8 Supercars and Superbikes — bring in over $79 million. Each of these events brings more than 65 000 people to the island.
   
   b Write a paragraph explaining the interconnection between the location of sporting facilities and their impact on people and places.

5. a Do you think this is an example of sustainable tourism? Justify your point of view.

#### 9.13 Review

9.13.1 Review
The Review section contains a range of different questions and activities to help you revise and recall what you have learned, especially prior to a topic test.

9.13.2 Reflect
The Reflect section provides you with an opportunity to apply and extend your learning.

Go to the Resources section of your eBookPLUS.