THE ISSUE
ECOTOURISM, WISH YOU WEREN’T HERE

INSTRUCTIONS TO CANDIDATES
This Resource Booklet must be handed in to your teacher at the end of each lesson. You must not write on the booklet, apart from writing your name, Centre number and candidate number at the top of this page.

INFORMATION FOR CANDIDATES
The following abbreviations may be used:
MEDC – More Economically Developed Country
LEDC – Less Economically Developed Country
EU – European Union which includes the United Kingdom

CONTENTS OF THE RESOURCE BOOKLET
Resource 1 – Tourism facts and figures
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This resource booklet consists of 14 printed pages and 2 blank pages.
What is tourism?
Tourism means all the activities that tourists take part in, and the services that support them. Tourists, hotels, airports, taxi drivers and ice cream sellers are all part of the tourism industry.

- Tourism is the fastest growing industry in the world.
- It is the world’s largest employer with over 250 million jobs.
- It earns countries over $600 billion a year.
- It is the main source of income for 80% of the world’s countries.

What is a tourist?

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What is a tourist?

visitor to a place for a holiday staying at least one night?

no
day tripper or excursionist

yes
tourist
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The Tourist Industry

<table>
<thead>
<tr>
<th>Travel demand</th>
<th>Providers:</th>
<th>Travel destinations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Influenced by:</td>
<td></td>
<td>Influenced by:</td>
</tr>
<tr>
<td>• rising income</td>
<td>• travel agents</td>
<td>• historical factors</td>
</tr>
<tr>
<td>• increased mobility</td>
<td>• MNC’s/TNC’s</td>
<td>• accessibility</td>
</tr>
<tr>
<td>• improved transport</td>
<td>tour companies</td>
<td>• political stability</td>
</tr>
<tr>
<td>• escapism/adventure</td>
<td>• hotel chains</td>
<td>• type of tourist attractions</td>
</tr>
<tr>
<td>• education</td>
<td>• transport companies</td>
<td>• development level</td>
</tr>
<tr>
<td>• advertising</td>
<td>• government tourist boards</td>
<td></td>
</tr>
</tbody>
</table>
Where do they go?

International tourist arrivals, 2000

<table>
<thead>
<tr>
<th>Region</th>
<th>Arrivals (millions)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>106.9</td>
<td>15.3%</td>
</tr>
<tr>
<td>Europe &amp; North Asia</td>
<td>403.3</td>
<td>57.7%</td>
</tr>
<tr>
<td>East Asia &amp; the Pacific</td>
<td>111.9</td>
<td>16.0%</td>
</tr>
<tr>
<td>Africa</td>
<td>27.6</td>
<td>4.0%</td>
</tr>
<tr>
<td>Middle East</td>
<td>20.6</td>
<td>2.9%</td>
</tr>
<tr>
<td>South Asia</td>
<td>6.4</td>
<td>0.9%</td>
</tr>
<tr>
<td>South America</td>
<td>22.1</td>
<td>3.2%</td>
</tr>
</tbody>
</table>

Top 10 tourism destinations 2002

<table>
<thead>
<tr>
<th>RANK</th>
<th>COUNTRY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>France</td>
</tr>
<tr>
<td>2</td>
<td>Spain</td>
</tr>
<tr>
<td>3</td>
<td>USA</td>
</tr>
<tr>
<td>4</td>
<td>Italy</td>
</tr>
<tr>
<td>5</td>
<td>China</td>
</tr>
<tr>
<td>6</td>
<td>UK</td>
</tr>
<tr>
<td>7</td>
<td>Canada</td>
</tr>
<tr>
<td>8</td>
<td>Mexico</td>
</tr>
<tr>
<td>9</td>
<td>Austria</td>
</tr>
<tr>
<td>10</td>
<td>Germany</td>
</tr>
</tbody>
</table>

International tourist arrivals, 1950–2020

Worldwide tourist numbers

<table>
<thead>
<tr>
<th>Year</th>
<th>Arrivals (millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1950</td>
<td>25m</td>
</tr>
<tr>
<td>1960</td>
<td>69m</td>
</tr>
<tr>
<td>1970</td>
<td>160m</td>
</tr>
<tr>
<td>1980</td>
<td>286m</td>
</tr>
<tr>
<td>1990</td>
<td>425m</td>
</tr>
<tr>
<td>2000</td>
<td>698m</td>
</tr>
<tr>
<td>2010</td>
<td>1 billion?</td>
</tr>
</tbody>
</table>
POSSIBLE IMPACTS OF TOURISM

Today, many people are seeking new locations for holidays abroad. For poorer countries that have few development opportunities tourism may provide an important way of improving their quality of life.

Tourism and the multiplier effect

- ATTRACTS TOURISTS
  - INCREASED TOURIST SPENDING
  - JOBS CREATED
  - MORE FOOD CROPS GROWN
  - INVESTMENT IN HOTELS, AIRPORTS, ROADS
  - MORE MONEY IN ECONOMY

Hidden costs

Other indirect costs of developing tourism are less obvious and more difficult to measure. Hotel and road construction can destroy wildlife habitats, ruin the scenery, and increase air and noise pollution. Local cultures can suffer too as they are commercialised to entertain tourists. If these costs are overlooked the destination may lose its holiday appeal altogether.

Most tourists are unaware of these impacts and do not have to pick up the bill. Instead, local people have to bear the brunt long after the tourists have gone home.
Cycles and stages of tourism

<table>
<thead>
<tr>
<th>Stage</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Take-off point</td>
</tr>
<tr>
<td>2</td>
<td>Peak production</td>
</tr>
<tr>
<td>3</td>
<td>Saturated market</td>
</tr>
<tr>
<td>4</td>
<td>Stage 4</td>
</tr>
</tbody>
</table>

Tel Aviv beach, Israel.

Chiang Mai, N. Thailand.

The leakage concept

- Foreign developers and hotel owners take out their profits
- Foreign workers send money to their own countries
- Governments and local investors repay loans and interest to international banks
- Local business people invest their tourism earnings abroad
- Payments for goods imported for tourists
- Travel costs taken out by foreign airlines, cruise ship companies, etc.
Where shall we go this year?
Is this the future for Antarctica?
TOURISM VIEWPOINTS

When the tourists flew in

When the tourists flew in
The Finance Minister said
“It will boost the Economy
The dollars will flow in.”

The Minister for the Interior said
“It will provide full
and varied employment
for all the indigenes.”

The Minister of Culture said
“It will enrich our life …
contact with other cultures
must surely
improve the texture of the living.”

When the tourists flew in
what culture we had
flew out the window
we traded our customs
for sunglasses and pop
we turned sacred ceremonies
into ten-cent peep shows

When the tourists flew in
local food became scarce
prices went up
but our wages stayed low

When the tourists flew in
we could no longer
go down to the beaches
the hotel manager said
“Natives defile the sea-shore.”

When the tourists flew in
the hunger and squalor
were preserved
as a passing pageant
for clicking cameras
– a chic eyesore!

When the tourists flew in
we were asked
to be ‘side-walk ambassadors’
to stay smiling and polite
to always guide
the ‘lost’ visitor …
Hell, if we could only tell them
where we really want them to go!

Cecil Rajendra, a poet from Penang, Malaysia

From Development and Destruction, K, Dixit, L Turing (1986 Geobuch, Munich, WWF)
Mass tourism: beautiful Benidorm?

Tourism can change a place completely and forever …

Benidorm in 1960: 6200 residents, two beaches and a few hotels.

Benidorm in 1995: 55 000 residents, and 350 000 tourists at its busiest time.

IMPACTS ON TOURIST DESTINATION

- Seasonal employment
- Low paid jobs
- Crime, violence, pollution
- Improves transport
- Foreign currency
- Water shortages
- Boosts local industry
- Culture links

IMPACTS OF MASS TOURISM

1. Cheap package holidays to a resort
2. Tourists rush to go there because it is cheap
3. So there are lots of cheap hotels built in the resort
4. But no-one controls the building and the numbers of tourists
5. So the area gets spoiled
6. Now many tourists are put off
7. So the tour operators have to make their prices cheaper
8. In the end no tourists want to go there at all

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SUSTAINABLE TOURISM – SOME OPTIONS.

Sustainable tourism means tourism where:
♦ tourists have an enjoyable holiday, while respecting the place, people and culture
♦ local people are involved in decisions about tourism, and get a fair share of the earnings from it
♦ there is as little damage as possible to the environment.

1 Community tourism

In community tourism, small groups of tourists go to stay with local people in their villages. They eat local food. They see how the people live. They learn about their culture and customs. The money they pay for food, guides and accommodation goes straight to the local people.

2 Ecotourism

This is when people travel to natural areas to understand the natural world and culture. They are careful not to alter the ecosystem whilst at the same time producing economic opportunities that benefit the local people.

(Adapted from Ecotourism Society.)
Country profile: Nepal

With its ancient culture and the Himalayas as a backdrop, the landlocked Kingdom of Nepal has for many years been the destination of choice for foreign travellers in search of adventure.

Nepal is also one of the poorest countries in the world, a situation made worse by an ongoing Maoist rebellion.

**Population:** 25 million (UN, 2003)
**Birth rate:** 32.46 births/1,000 population (2003 est.)
**Death rate:** 9.84 deaths/1,000 population (2003) est.)
**Infant mortality rate:** 70.57 deaths/1,000 live births
**Literacy:** total population: 45.2%

**Environment – current issues:** Deforestation, encroachment on animal habitats and vehicle pollution in the capital, Kathmandu.

**Natural hazards:** Severe thunderstorms, flooding, landslides, drought, famine, summer monsoons.

**Economy:** Most of the population depend on agriculture – over 40% are estimated to live below the poverty line.

Foreign aid remains vital to sustaining the Nepalese economy, and the country is also dependent on trade with neighbouring India.

**Capital:** Kathmandu
**Major language:** Nepali
**Major religions:** Hinduism (official), Buddhism
**Life expectancy:** 60 years (men), 60 years (women) (UN)
**Monetary unit:** 1 Nepalese rupee = 100 paisa
**Main exports:** Carpets, clothing, leather goods, jute goods, grain
**Average annual income per capita:** US $250 (World Bank, 2001)
NEPALESE TOURISM

Mt. Everest (8848 metres)

Following the Toilet Paper Trail

ANIMAL SPOTTING FROM ELEPHANT BACK IN ROYAL CHITWAN NATIONAL PARK

ORNITHOLOGY

MOUNTAINEERING

RAFTING

TREKKING

WALKING IN THE FOOTHILLS OF THE HIMALAYAS

REALY PICTURESQUE!
The HIMALAYAN TOURIST CODE

By following these simple guidelines, you can help preserve the unique environment and ancient cultures of the Himalayas.

Protect the natural environment

- **Limit deforestation - make no open fires** and discourage others from doing so on your behalf. Where water is heated by scarce firewood, use as little as possible. When possible choose accommodation that uses kerosene or fuel efficient wood stoves.

- **Remove litter, burn or bury paper** and carry out all non-degradable litter.

- **Keep local water clean and avoid using pollutants** such as detergents in streams or springs. If no toilet facilities are available, make sure you are at least 30 metres away from water sources, and bury or cover waste.

- **Plants should be left to flourish in their natural environment** - taking cuttings, seeds and roots is illegal in many parts of the Himalaya.

- **Help your guides and porters to follow conservation measures.**

*The Himalayas may change you - please do not change them.*

As a guest, respect local traditions, protect local cultures, maintain local pride.

- **When taking photographs, respect privacy** - ask permission and use restraint.

- **Respect religious and cultural places** - preserve what you have come to see, never touch or remove religious objects.

- **Giving to children encourages begging.** A donation to a project, health centre or school is a more constructive way to help.

- **You will be accepted and welcomed if you follow local customs.** Use only your right hand for eating and greeting. It is polite to use both hands when giving or receiving gifts.

- **Respect for local etiquette earns you respect** - loose, light weight clothes are preferable to revealing shorts, skimpy tops and tight fitting action wear. Hand holding or kissing in public are disliked by local people.

- **Observe standard food and bed charges** but do not condone overcharging. Remember when you’re shopping that the bargains you may buy may only be possible because of low income to others.

- **Visitors who value local traditions encourage local pride and maintain local cultures** - please help local people gain a realistic view of life in your country.

*Be patient, friendly and sensitive! Remember - you are a guest!*
## ECOTOURISM IN THE ANNAPURNA SANCTUARY IN NEPAL

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
<th>Year</th>
<th>Event</th>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td>Mass tourism begins</td>
<td>1990</td>
<td>Rapid Increase in numbers.</td>
<td>21st century</td>
<td>Political unrest</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Negative impacts on local communities and environment.</td>
<td></td>
<td>Tourist Decline</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Animal sheds converted to tourist lodges.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Deforestation.</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>New lodges built.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Increased solid waste pollution.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Local people exploited.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### The situation in December 2004

- Ecotourism continues to be promoted in the form of an integrated management programme.
- Local community involvement in planning and management.
- The number of lodges is limited to 26 which are located 2 to 3 hours trekking time apart.
- Lodge size is limited to 15 beds and all have adequate sanitation. Kerosene is the only fuel allowed.
- The forested areas between the lodges are left as wilderness areas.
- All profits are returned to the local community to repair trails and improve their quality of life by providing health services, clean water, education and funding conservation projects.
- Trekking numbers are limited by permits.