GCSE Leisure and Tourism

Unit 4
Choice and Change in Leisure and Tourism

Introduction
One of the most important things to understand about the leisure and tourism industries is that they are continually changing. The changing or dynamic nature of these industries is what makes them interesting to study. It is also important to understand why these changes are taking place.

There are a number of reasons why the leisure and tourism industries are constantly changing. These include:

- Changes in lifestyle – People live their lives differently to what they did a few years ago, and these patterns are constantly changing. More elderly people are taking part in leisure and tourism activities and there is an increasing understanding of the need to follow a healthy lifestyle.

- The impacts of technology – Technology has made many differences to the leisure and tourism industries. PCs and laptops are used to book holidays and communicate with friends. Technology has brought about a revolution in home-based entertainment.

- Awareness of the impacts of tourism and the need for a sustainable approach to tourism. The positive and negative impacts of tourism are now more fully understood. At the same time, the need for tourism to be sustainable in the future is also being accepted.

The need to protect special areas such as Yosemite Valley in California is now understood.
• External pressures – There are many things over which the leisure and tourism industries have no control. Cuts in public spending may result in leisure centres being closed and if people feel less well off they will tend to spend less on leisure and tourism. At the same time ash clouds, floods and hurricanes may have impacts over which the industries have no control.

*Some theatres may have to close if local councils have to make cuts in their budgets.*

Leisure and tourism organisations need to be able to respond to these changes with new products and services, or be prepared to adapt the products they already provide. Not all organisations can do this successfully. In recent years some travel companies and airlines have gone out of business because they could not compete and became unprofitable.

In the twentieth century there was a steady increase in the amount of leisure and tourism activity as more people became able to afford to spend money on holidays and other leisure products. It may be that the twenty first century will see changing patterns brought about by a reduced level of income and more difficult economic conditions.
Factors affecting leisure and tourism activities

There are many factors which affect the leisure and tourism activities that people choose to take part in. These factors will work together to produce general patterns of leisure and tourism activities for different types of people. However, these can only be general observations and each individual will make their own choices.

Age group

Age is a very important factor in choosing leisure and tourism activities. The activities which people take part in vary throughout their lives and the amount of choice they have varies as well.

Set out below are different age groups with some ideas about the choice and range of leisure and tourism activities they may take part in.

- Babies and young children – very young children have a lot of leisure time because they have not started school and spend a lot of time in play activities. However, it could be said that they have very little choice. Young children play with the toys provided by parents and family. If they go on holiday, it is where their parents decide to go and they need to be transported to play areas, parks, attractions and other facilities by their parents.

Parents will need to transport babies and young children to leisure facilities.
• Older children – from the age of 5 or thereabouts, children will begin to make more of their own choices about leisure activities. They will develop the ability to choose some of their favourite games and cartoon characters and enjoy doing some activities more than others. At this age some might choose to read story books or be able to master simple console games. Boys and girls might begin to do different things.

Team games are often introduced to 7 and 8 year old children who will be able to kick, throw and hit balls so that they are able to take part in simple games of rugby, football, netball and other sports.

From the age of 5 or 6 children can take part in a range of sports and games.

The range of leisure activities available, such as music tuition, dance and swimming classes, increases rapidly as children go through the later years of primary school until the age of 11 or 12.

Some children might have the opportunity and choose to learn to ride ponies.
Also in this age group, children will become more proficient with the use of leisure technology. They may well have their own mobile phone, be able to use a PC and play a range of console games, many of which might be in their own bedrooms.

However, as far as tourism is concerned, this age group is very much dependant on the choice of holiday type and destination made by their parents. Many parents give careful consideration to the needs of their children when making decisions about holidays, but it will be the parents’ choice.

*Parents of older children may decide to visit theme parks and other attractions aimed at the particular age group.*
• Young teenagers – this group has far more choice in terms of leisure activities than children. They may decide to take part in more passive than active leisure activities, meaning that they may choose to watch television or DVDs and listen to music and not take part in the organised games which younger children enjoy. Just chatting with friends is still a leisure activity.

In this age group, each individual has more choice about their leisure activities. They can choose to or not to carry on with team games they played as children and they have some independence from their parents. Their choice of leisure activity will be more influenced by their friends than their family and they may be able to travel some distances on their own using bicycles and public transport.

One of the biggest factors influencing younger teenage children is the amount of money they have available. Many will not be working so may rely on parents to provide money for their leisure activities.

Most young teenagers will be able to use a wide range of leisure technology. Music, television and communications technology will become increasingly important. A mobile phone will be a vital leisure accessory.

Young teenagers will begin to have some say in their tourism activities as well. Families may well decide to go on holiday with friends who have children of the same age so that they have someone to be with. Also, during this stage, some children take part in their tourism activities away from their parents, often on school study visits. These visits provide young teenagers with the opportunity to travel independently, which may affect the choices they make as tourists later in life.
School study visits provide young teenage children with the opportunity to become tourists, travelling without their parents for the first time in many cases.
• Older teenagers – from the age of about 16 to 19 a wide range of new leisure opportunities become available. This age group can begin to visit clubs and some pubs and access other forms of entertainment. They may also learn to drive and be able to travel to leisure facilities further from their homes or use public transport. This age group might choose to attend music festivals and concerts or go to major sporting events, without their parents.

Within the older teenage group, some will have left school and started full time employment and have more income which they can choose to spend on leisure, others will be working part-time. Many will be attending college or university and choose to take part in a range of leisure activities with their fellow students.

They may choose to take up new sports or return to sports they last played as children. They may also be aware of the need to remain fit and healthy and so may choose to join a gym.

This age group is able to make their own choices about tourism activities. They may choose to travel in groups to destinations which have a reputation for attracting young people. They may also choose to travel to long-haul destinations as part of a ‘gap year’ between school and university.

‘Gap year’ travel can involve older teenagers travelling to long haul destinations independently and meeting new friends.
Young adults – this group, up to the age of about 30 or so, tends to have a great deal of choice regarding their leisure activities. They will be completely independent of their parents and make all their choices about leisure and tourism activities. They will be very much influenced by their friends and partners as well as by the amount of income they have to spend on leisure activities.

Many will enjoy entertainment and attending concerts as well as major sporting events. They may also try new adventure activities such as skiing, windsurfing and other water sports.

*Adventure activities will be popular with young adults.*

Most will be at their peak physical condition and will take part in a range of team games.

During this time, many people will get married or choose to live with a partner. Quite a few will become parents.

This age group has a great deal of choice and independence regarding their leisure and tourism activities.
• Young middle aged people – this group includes people in their mid-thirties and forties. Generally, this group are the parents of young children and their leisure and tourism activities may be very much related to their family situation. They may well choose to spend a lot of their leisure time with their children as well as continuing to enjoy other leisure activities with friends. It is often the case that people stop playing many of the more physical team sports during this time.

Many parents enjoy leisure activities with their children.

The choice of tourism activities this age group undertakes will depend on their family situation. Many want to spend ‘quality time’ with their children on holiday. Single people or those without children tend to have a greater choice of destination and may well travel to more exotic locations.

Single people in young middle age will still enjoy adventure activities.
• Middle aged people – this age group includes people in their later forties and fifties. Most people in this group are still physically fit and can take part in most leisure activities. Although they are unlikely to take part in physical team games such as football and rugby they participate in a range of sports such as golf and tennis and may be members of gyms.

Many people in this age group will enjoy a range of entertainment and sporting events as well as eating and drinking in pubs and restaurants as well a range of home-based leisure activities.

Their leisure activities may well involve their families if they have older children or a teenage family.

This group tends to have a great deal of choice with their tourist activity, depending on their level of income. They may well enjoy family holidays participating with their children.

Middle aged people can still enjoy many physical leisure activities including skiing.

• Retired people – this group generally includes people from the age of 60 till the mid 70s. Many in this age group are physically active and will enjoy a range of leisure activities. Home-based activities will be popular, including cooking, gardening and television.
This age group will still enjoy a range of sports as well as cycling and walking. They will also tend to visit attractions such as stately homes and gardens.

Many retired people enjoy walking

Retired people also tend to enjoy cruise holidays, although these are now becoming more popular with other age groups as well.
- Elderly people – people tend to stop taking part in most active leisure activities from their late seventies onwards. This age group mainly takes part in home-based activities although many can still travel to a range of facilities such as cinemas and theatres.

Some will still take part in tourist activities with their families but they are less likely to travel independently.

Many elderly people can still drive and enjoy a range of leisure activities independently.

It must be appreciated that most people are now active into their eighties and the leisure and tourism industries have to cater for their needs.
**Activity 1**

For each of the people listed below, suggest a product they could use in their leisure time costing about £25 which would be suitable for them and explain your suggestion.

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A 10 year old boy
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A 17 year old girl
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A 28 year old man
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A 37 year old woman

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A 46 year old man

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A 68 year old woman

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Activity 2

Suggest five leisure activities for each of the following people:

1. Mr Brown aged 66, a retired teacher who lives with his wife and has two young grandchildren.

2. Errol aged 25, has a degree in electronics and works for a computer company.

3. Elizabeth aged 42, who lives with her two boys, aged 10 and 13.

4. Sunita aged 14, who has two older sisters.

5. Malcolm aged 33, who is confined to a wheel-chair.
**Activity 3**

Think about the leisure activities for these two people:

**Alan** is 27. He is a member of his local amateur athletics club and enjoys running marathons. He trains on four or five days a week and runs about 20 miles on each day. He represents his club in competitions and runs marathons in different parts of the country including the London marathon. He has also competed in the New York marathon. To help keep fit, Alan does not drink alcohol.

**Gemma** is 14. She has been a member of her local swimming club for five years and has won the backstroke events for the last two years. She represents her club at regional meetings and has won some races. She trains every weekday from seven to eight o’clock each morning. She has been invited to training camps at Crystal Palace from where she might be selected for the national swimming squad. She attends a swimming competition most weekends.

For Alan and Gemma, discuss and write about the advantages and disadvantages about the way they choose to spend their leisure time.

Work with a friend to complete this work.
Activity 4

From what you remember, what leisure activities were you mainly interested in when you were 10 years old? What games were you playing? What music were you listening to? What TV programmes were your favourites? Which films do you remember seeing?

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Culture

Culture is not an easy thing to understand or explain. Culture includes the traditions, tastes and opinions of the people around us. Another way of explaining culture is that it is how many people living in an area live their lives and what they do in their leisure time.

‘British culture’ might involve traditional foods such as fish and chips, Sunday roast and turkey at Christmas. Enjoying food and drinks in a public house would also be ‘traditional’. Going to the theatre and cinema are also part of the British culture.

As a mainly Christian country, part of the British culture involves having holidays at Christmas, Easter and Whitsun, although the religious importance of these festivals has been largely lost.

British culture also includes the national sports such as football, cricket and rugby. The most important matches are watched by large television audiences.

Therefore popular leisure activities are often related to ‘traditional’ activities such as family roast meals and watching particular sporting events.

Culture changes over time, and it is possible to identify a number of changes and trends over time. These include:

- The United Kingdom is increasingly seen as a ‘multi-cultural’ society containing people from a number of different religious faiths. These people celebrate different religious events as part of their culture, which will impact in a number of ways on leisure activities. Ramadan is an example of a religious event in which food cannot be taken in the hours of daylight. Some religions forbid alcohol or dictate that certain meats cannot be eaten.
The culture of a country such as the UK changes over a period of time. Today lifestyles are different from what they were twenty or so years ago. For example, we are now used to a much wider range of foods with takeaways and ‘fast’ foods being much more common. Less people eat family meals together than they did in the past. The influence of chains of fast food restaurants has grown considerably.

Fast food chains have brought about a change in British culture.

Not all cultural changes are good. For example, ‘binge drinking’ at weekends by young adults is now seen as part of the UK culture. This activity has become more common in recent years.

The culture of a country or area can be influenced by that of another country. It could be argued that television and pop music have increased the influence of the USA on British culture. Many popular television programmes are imported from the USA and brand names such as McDonalds, Nike and ‘Coke’ are now extremely popular compared to what they were in the past.
Also, foods brought to the UK from other cultures, such as Chinese, Italian and Indian foods, are now enjoyed by many people living in the UK. Visits to an Indian restaurant or having a Chinese takeaway are popular leisure activities.

- Culture may not be the same throughout a country. Within the UK there are many regional differences in culture. It is also possible to recognise Welsh culture, Irish culture and Scottish culture. Each country has its own traditional foods, language and other traditions.

\[\text{The Welsh language is part of the culture of Wales.}\]

As well as affecting leisure activities, culture also has an impact on many tourist activities. Many tourists visit a destination to experience a ‘different culture‘. They want to try the foods and drinks, enjoy music, dance and understand more about the religion of the destination they are visiting.

Many tourists visiting the UK from different parts of the world do so to experience the traditional British culture.

So, in conclusion, it is important to understand that culture influences many leisure and tourism activities.
**Activity 5**

Use [www.photolibrarywales.com](http://www.photolibrarywales.com) to select about 10 images which you think show the culture of Wales. Put the images into a presentation about Welsh culture.
Type of household

One of the social changes which have taken place in recent years is that people now live in more varied family groups than they did in the past. More people live alone and more children live with one rather than two parents. More people live with partners who may be of the same sex than they did in the past and families will often contain children born to different mothers and fathers if parents have re-married.

These changes may bring about a number of changes in leisure and tourism activities. Parents may have access to children for limited amounts of time to take part in leisure activities or to go on holiday. Older children many not wish to go on holiday with step-parents.

Leisure and tourism organisations have had to adapt their products and services to meet the needs of these social changes. Accommodation providers have become more flexible with room arrangements and some travel companies specialise in providing holidays for single parent families.

Some travel companies provide special assistance for single parents.
Attractions and other facilities are now far more flexible with what they regard as ‘families’ and provide a range of different prices to meet peoples’ needs.

There are also many more leisure and tourism organisations providing opportunities for single people. Part of the reason single people might go on holiday or take part in leisure activities is to meet new friends.

Most people enjoy leisure activities with their friends or family. Eating alone is not as enjoyable as sharing a meal with family and friends for many people.

More people live on their own today than in the past. These people may choose to undertake leisure activities as individuals or welcome the opportunity to meet with others who enjoy the same types of activity.
Activity 6

Carry out a web search for singles’ holidays and single parent holidays to see what is available.

Choose a holiday for each category under £200. Give details about what is included.
Gender

Most leisure activities appeal to both males and females. However, it is true to say that some activities appeal to one group more than the other. Most team games are played between teams of men or women. Major sports such as football, rugby and cricket are played by men’s teams or women’s teams. There are also many sports, such as hockey and badminton, which men and women enjoy playing together in mixed teams.

One of the changes in recent years is that women play more major sports than they did in the past. Women’s rugby is becoming more popular and the women’s football world cup is receiving more attention than it did in the past. The England women’s cricket team are the current world champions.

Newer leisure activities, such as spa treatments and beauty therapy, appeal more to women than they do to men. Although it is still true to say that traditional sports appeal more to men than women, patterns of leisure activity between men and women are constantly changing.

Many other leisure activities, apart from sports, are enjoyed equally by males and females. Couples and groups of friends enjoy generally the same types of entertainment, food and so on. However, single sex evenings out are still enjoyed by many people, even though they may have husbands, wives or partners.

Shopping is an example of a leisure activity which can be enjoyed by both men and women. However, generally shopping appeals more to women than to men.
Activity 7

Think of a list of 10 sports and leisure activities which are mainly enjoyed by men, 10 which are mainly enjoyed by women and 10 which men and women enjoy doing equally.

10 sports and leisure activities enjoyed by men:

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10 sports and leisure activities enjoyed by women:

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10 sports and leisure activities enjoyed equally by men and women:

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The influence of family and friends

Part of the pleasure of most leisure and tourism activities is to relax and enjoy yourself with your friends and family. Most people are happy to go along with what their friends and family decide to do. At times people will organise leisure and tourism activities for their friends and family.

Very often, one of the benefits of spending leisure time with friends is that it increases the closeness of the friendship or ‘bonding’. Similarly, family holidays are said to be ‘quality time’ where parents and children can enjoy spending time and doing activities together, away from the pressures of everyday life.

Visits to theme parks are a popular way for families to spend quality time together.

The influence of family and friends is a very important factor affecting people’s leisure and tourism activities. Most people want to enjoy their leisure time as part of a group, rather than as an individual. Therefore, most people will enjoy doing the same activities as their friends.
Groups of friends tend to enjoy the same leisure activities.

Successful family holidays happen when all the members of the family enjoy the destination they travel to and the activities they take part in.
**Activity 8**

Make a time line of your leisure activities for the previous weekend. Identify what activities you took part in with friends, what you did with your family and what you did on your own.
Trends and fashions

Over time certain leisure activities become more or less popular, and new activities become available. At the same time, other activities become less popular and interest in them declines.

Cycling would be a good example of a leisure activity which has become more popular in recent years. Technological developments have enabled new designs of cycles to be developed and mountain biking is a modern sport which was not available a few years ago.

Today a wide range of road and mountain bikes are available and special facilities have developed to provide opportunities for people who enjoy mountain biking. Another example would be skateboarding, which is now much more popular than it was in the past. Roller-skating became popular again when a new style of skates was developed.

Some areas of the French Alps have developed special mountain biking courses which become ski runs in the winter.
When television began to be available in most homes, there was a decline in cinema attendances. Older cinemas had not changed much from the 1950s; they were out of date and not attractive.

About 20 years ago modern ‘multiplex’ cinemas, with air-conditioning and a variety of screens began to be built. These offered much better sound quality and all-round entertainment and were easily accessible, and so going to the cinema became more fashionable.

At the same time, other leisure activities become less popular over a period of time. For example, the sports of billiards and snooker were very much more popular 15 or so years ago than they are today.

*Going to a cinema is more fashionable than it was in the past.*

Also, certain tourist destinations become more or less fashionable over a period of time. In some cases there is no particular reason for this, it’s just that other destinations become more fashionable. It is now more fashionable to visit New York than it was in the past. For many people, UK resorts such as Blackpool and Llandudno are less fashionable.

Different types of holiday also become more or less fashionable over time. Cruise holidays are far more fashionable today than they were 10 years ago.
**Activity 9**

Whilst working with a partner, think of a number of leisure activities which have become more or less popular in recent years. For each activity suggest one reason for the change in popularity.

Complete the table below:

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<thead>
<tr>
<th>Leisure activity</th>
<th>Reason for increase or decrease in popularity</th>
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Availability of transport

Most people have to travel to take part in leisure activities away from their home. One reason to explain the growth in home-based activities is that people can enjoy their leisure time without the need to travel and pay for travel. For example, people can choose to rent a DVD or even pay for an on-demand film on their TV rather than go to the cinema.

In any area, only a limited number of leisure facilities will be within walking distance of where people live. One of the advantages of living in a city centre is that there will be lots of facilities nearby, but other leisure activities will be located in areas away from the city centre.

People who have cars are more able to visit a range of leisure facilities than those who do not have access to a car. Cars are convenient for late night visits to the cinema, visits to the countryside, and many more leisure activities.

Cars make many leisure activities more accessible.
People who rely on public transport need to be aware of the timetables for buses and trains. This might affect nights out in city centres or leisure activities at weekends and holiday times. For example, very few trains run over the Christmas period.

In some towns and cities, late night bus services enable people to enjoy an evening out and catch a bus home afterwards. There are many other examples of organisations making transport available for people to enjoy leisure activities. Most football clubs run supporters’ coaches to away games and ‘park and ride’ schemes allow concert goers to park their car and travel to the venue by coach.

*The Millennium Stadium in Cardiff provides a ‘park and ride’ scheme for concerts and major sporting events.*

The availability of transport for tourism activities was covered in Unit 1, but it should be remembered that transport is vitally important in getting from home to a tourist destination as well as getting around the destination. The images on the
following page should remind you of the way in which transport affects tourist activity.
Activity 10

Complete the table below by describing the method of transport you would use to get to the following facilities from where you live. Give as much information as you can e.g. time taken, routes, how regular is the service, etc.

Where do you live? ________________________________

<table>
<thead>
<tr>
<th>Facility</th>
<th>Type of transport used – with details</th>
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<tr>
<td>Your local leisure centre</td>
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<td>The nearest beach to where you live</td>
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<tr>
<td>A major football ground</td>
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<td>Your nearest cinema</td>
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<td>A DVD rental facility</td>
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<td>A takeaway restaurant</td>
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<td>Your nearest National Park</td>
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<td>Your nearest shopping centre</td>
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The influence of media

Some leisure and tourism organisations spend millions of pounds developing new products and will also spend a lot of money promoting these products. New films and video games will be launched with lavish advertising on peak time television and large adverts in newspapers. Film stars will help promote new films by appearing on television and the launch of products such as console games will be covered by news bulletins.

However, there are many products of the leisure and tourism industries which will not be promoted as much, because the organisations involved cannot afford expensive advertising. Large holiday companies, such as Thomas Cook and Thomsons will advertise on television quite often and large theme parks might advertise occasionally.

At the other end of the scale, small organisations in the leisure and tourism industries cannot afford to promote their products in the same way as the larger ones. These products will not attract the same level of attention from the media.

Small scale leisure and tourism organisations will not attract attention from the media
Large ‘multi-national’ leisure and tourism organisations can afford to spend much more on media to promote their products.

The two images above show how the many small scale organisations which make up the leisure and tourism industries have to try to compete for media attention with much larger ones. Many people are influenced by the media by watching television, reading newspapers and magazines or surfing the Internet. This tends to mean that they are influenced to visit the multi-national fast food restaurant rather than one run by a local organisation.

Another example of the influence of the media is the coverage of sport. In recent years, star players of major sports such as football and rugby have become ‘media personalities’ with celebrity status. The media pays a great deal of attention to these people.

Also, the media pays far more attention to major sports than less popular sports, so perhaps less people will consider becoming involved. Within football, far more attention is paid to the Premiership, which perhaps encourages people to follow major clubs such as Chelsea and Manchester United, rather than support their local football club which may play in a lower league.
**Activity 11**

Think of five leisure and tourism products such as new films, console games and holidays which you have seen promoted recently. Identify in the boxes below the different ways in which they were promoted.

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<thead>
<tr>
<th>Name of leisure or tourism product</th>
<th>The different ways in which the product was promoted.</th>
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**Activity 12**

Choose five sports stars who are ‘media personalities’ and put together a ‘pen portrait’ for each one.
Activity 13

Explain why the influence of the media is so important in the ways in which people choose to spend their leisure time.
Special needs

Many people have special or specific needs which may affect their choice of leisure and tourism activities. Today, all leisure and tourism organisations have to give special consideration to customers which require extra thought or help in some way.

People with a range of disabilities are now able to take part in a range of activities which they could not do in the past.

The term ‘special needs’ covers far more than disability. Many groups require special facilities which will enable them to enjoy their leisure time properly. For example, parents and babies will require changing and perhaps feeding facilities.

Facilities for other groups with special needs include reserved car parking spaces, specialised changing facilities, special equipment and constructions such as ramps and hand rails.

Reserved parking is provided for customers with special needs.

People with special needs can enjoy a wide range of leisure activities and new laws have made it compulsory for organisations to provide facilities for these groups. However, there will always be some activities which some people with certain needs will not be able to take part in.
The availability of local facilities

Leisure facilities are not spread equally. In some areas there are more facilities than in others. This will affect people’s choice of leisure activity. If a facility is not available locally there will be increased costs in reaching the facility.

The provision of leisure facilities will vary between city, town or countryside areas. It is not common to find a football field in the middle of a city or a football stadium in the middle of the countryside!

Most people will make more use of the facilities they can reach easily, so the choice of activity is very much related to transport as well as what is available. For example, a sports centre without a swimming pool may be very close to a person’s house, but they may have to travel further to another facility if they want to swim.

Stereotyping

Stereotyping means putting people into obvious groups and making assumptions about their leisure and tourism activities. It is easy to make statements such as ‘young adults like to go out binge drinking’ or ‘older men like to play golf’. Although it may be true that some people in these groups enjoy the activities mentioned, it is not the case that all young people will enjoy binge drinking and that all middle-aged men play golf.

When matching groups of people to leisure and tourism activities, it is possible to say that certain activities are popular with particular groups, but it is not the case that everybody in that group enjoys the same leisure activities.
Activity 14

Suggest 4 different leisure facilities which you would like to see made available near to where you live. For each say how it would affect your leisure choices.

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Facility 2___________________________
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Facility 3___________________________
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Facility 4___________________________
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Changes in Lifestyle

Introduction

One of the main reasons why patterns of leisure and tourism are changing is because there are changes in lifestyle. For a number of reasons we live our lives differently to what we did in the past. These patterns are constantly changing, so that in the future we will not live our lives in the same way as we do today.

One example of this is the television. Before the days of television, 60 or so years ago, families made their own entertainment. It was more common to sing around a piano or just to talk. When radio was invented, families could listen to the programmes in their living room. At this time people could also choose to go to the cinema to watch a film.

Modern televisions with surround sound and other facilities are very different from early sets.

Television quickly became affordable to most families, but there was only one TV set in the home, so families sat together to watch programmes. There was no daytime TV and at first only one channel – the BBC. Families and groups of friends gathered around the TV to watch important events, such as the World Cup final in 1966, which was shown in black and white, not colour.
In the 1970s colour TV became available as well as a few more channels. Soon after people could also play video cassettes through their TVs for the first time. At that time, it was still the case that most households only had one television, which was large and bulky and sat in the main family room.

This meant that families gathered together to watch TV in their leisure time. When smaller TVs were developed it became possible to have two or more sets in a house, so people tended to watch programmes on their own rather than as a family group. Today, modern TVs have a variety of functions and it is common to have a number of TVs in a household, including one in each of the bedrooms. Because of this, people can watch TV on their own rather than as a family group. This is an example of a change in lifestyle.

There are a number of factors which cause our lifestyles to change over time.

These include:

- Increasing affluence
- Awareness of a healthy lifestyle
- Changing tastes and fashions
- Changing family structure
- The influence of media and celebrity
- Increased range of home-based entertainment
- Ageing population
- Transport developments
- Changes in holiday patterns

Some of these are examined in other sections, but will be discussed below as well.
Increased affluence

Generally people have become better off over the last century and in particular since the Second World War. This, together with improved transport technology has led the growth in the travel and tourism industry. The development of the industry has been covered in detail in Unit 2.

Today, more people in the UK have had the opportunity to travel to a number of destinations and to have a ‘quality’ experience. Increased affluence has led to a change in lifestyle since more people expect at least one holiday a year and much better quality accommodation than they had in the past.

Increased affluence has led to people being able to stay in quality accommodation.

For many people, the opportunity to travel has become important. Far more people have travelled to destinations such as the USA and Asia than was the case forty years ago. Many ordinary people have had the opportunity to spend a weekend shopping in New York or a fortnight at Disney world in Florida.
The change in lifestyle is about the expectation of being able to travel to long haul destinations and take more than one holiday each year. Of course this is not the case for everybody, but most people can afford at least one holiday a year, which was not the case before the Second World War.

*Cities such as San Francisco are now accessible to UK residents who can afford to travel to long haul destinations.*
Activity 15

Using tour operators’ websites, such as Thomas Cook and Thompsons, find holidays which cost about £1,000, £2,000 and £5,000 per person.

Provide details of the holidays in the boxes below.

For £1,000 you can..
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For £2,000 you can..
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For £5,000 you can..
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Awareness of a healthy lifestyle

Generally we are far more aware of the need to adopt a healthy lifestyle than we were in the recent past. The dangers of smoking and excessive drinking have been identified. People are encouraged to take exercise and to be careful about what they eat. This has meant that there has been a general increase in the number of people using leisure centres and taking part in a range of fitness activities.

Cycling has increased in popularity as people see the need to adopt a healthy lifestyle.

Many leisure and tourism organisations provide opportunities for people to enjoy healthy lifestyles. Some examples are listed below:

- Tour operators provide a range of fitness and exercise classes for guests in hotels.
- Hotels now provide gyms and swimming pools and often have fitness clubs attached to them.
• National Parks and other areas provide cycle routes and clearly marked footpaths to encourage people to walk and cycle.
• Restaurants are far more aware of the quality of the food they are serving. Fast food chains provide more healthy options than they did in the past.
• Local councils and other organisations organise sponsored fun runs, walks and more serious running events. The London Marathon and Great North Run attract many thousands of entries each year.
• Leisure centres provide a range of fitness activities for all age groups.
• Health and fitness clubs continue to become more popular.

The leisure and tourism industries are also affected by laws and regulations that have been passed by governments which relate to healthy lifestyles. For example, a smoking policy is enforced in public spaces such as restaurants and hotels.

*Smoking is not allowed in public places.*

Despite these changes there are still concerns that some people are not looking after their health and continue to ignore warnings about smoking, unhealthy eating and a lack of exercise. However, there have been major changes in lifestyle related to an increased understanding of the need to exercise and eat healthy foods.
**Activity 16**

Make a list of the leisure facilities close to where you live which offer some form of fitness activity or exercise class.

<table>
<thead>
<tr>
<th>Name of facility</th>
<th>Types of exercise and fitness activity offered</th>
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</thead>
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<tr>
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</tbody>
</table>
Changing tastes and fashions

This topic has been dealt with earlier in the unit. Over time, people’s tastes change and fashions change. Sometimes the leisure and tourism industry bring about these changes, sometimes the industries have to react to the changes.

For example, the industry has led the development of the increasing range of foods available in restaurants in the UK. Food is available in French, Italian, Chinese, Indian and Mexican restaurants to name a few. Additionally, American fast food chains are now found throughout the UK. ‘Going for a McDonald’s’ represents a change in lifestyle.

In other cases the leisure and tourism industry has had to react to changing tastes and fashions. Over time, it has become more fashionable to take holidays outside of the UK. This has had important impacts on many seaside towns in the UK, which now attract fewer visitors than they did in the past. These resorts have to rely on weekend and short break visitors, because people no longer visit for a week, as they did in the past. Another change in lifestyle!

Increased affluence and changing tastes and fashions mean that less people are attracted to lower quality accommodation in seaside resorts.
**Activity 17**

Make a list of restaurants close to where you live and identify the types of food they offer.

<table>
<thead>
<tr>
<th>Name of restaurant</th>
<th>Types of food on the menu</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>
Changing family structure

An important change in lifestyle is that today more people live in different family structures to what they did in the past. Single parent families are far more common and families resulting from second marriages also exist. At the same time more people are choosing to live on their own.

Children may live with one parent but spend time at weekends and holidays with their other parent. Some families have to spend their leisure time looking after elderly parents. The ‘typical’ family is not the same as it was in the past.

Many people have to work their leisure and tourism activities around their family structure, resulting from this change in lifestyle.

Children may spend a holiday with a parent they do not live with.
Environmental awareness and sustainability

We are now far more aware of the negative impacts of travel and tourism than we were in the past. We understand that travel causes a number of different forms of pollution and that tourism development has damaged many areas.

Many people are now more responsible travellers and want to visit natural environments. They understand that they have an impact on the area they are visiting and understand the need to reduce the impact as much as possible.

*Messages such as this remind tourists not to damage the environment by staying on footpaths and following signs.*

Many tourists are also aware of the need to make destinations more sustainable and want to feel that they are making a contribution to sustainability. More accommodation is being built using sustainable materials which fits into the environment of the area.

The impacts of tourism and sustainability are discussed in more detail in other sections.
The influence of media and celebrity

Many people are influenced by what they see and read in the media and by celebrities. Some people follow exercise and fitness programmes promoted by celebrities. Others want to enjoy the same activities as celebrities, visiting the same restaurants, eating the same food and so on.

For many years certain tourism destinations have been made famous by celebrities. Paris and parts of the South of France are appealing because they are visited by famous people. One of the attractions of the city of Los Angeles in California is the chance to see where the stars of Hollywood live.

Connections with celebrities attract many people to Los Angeles.

Because of the growth in the media through television and websites in recent years, more people are influenced by celebrity than they were in the past. This is another change in lifestyle.
Home-based entertainment and new media

The last few years has seen a rapid change in the range of new media which can be used for home-based entertainment. For many people, particularly younger people, there is far more choice of leisure opportunities using new technologies. The range of console games has increased, mobile phones can be used for many different purposes and the internet can be used for social networking as well as for other forms of entertainment.

The range of electronic games available continues to increase.

The growth in new media represents a marked change of lifestyle. Many people can choose to buy the hardware and software which allows them to enjoy an ever widening range of activities without leaving home.
Activity 18

Describe how your household makes use of new home-based entertainment and how this has developed in the last five years in your home.
Ageing population

The average age of people in the UK is increasing all of the time and there are more older people than ever before. People are also being active for longer and can take part in many leisure activities into their seventies. This change in lifestyle in which older people are taking part in more activities than ever before represents a change in patterns of leisure and tourism activity.

Some examples of how leisure and tourism organisations are responding to the change of lifestyle to attract older people include:

- Facilities such as leisure centres are providing more and more opportunities for older people to participate in fitness activities and other sports, often at off-peak times during the day.
- Many pubs and restaurants offer special deals for pensioners to encourage them to eat out.
- DIY stores offer a discount for pensioners on certain days of the week.
- Cinemas have special showings of some films which older people will enjoy.
- Travel companies have been established which specialise in holidays for the over 50s.
- Tour operators provide packages for retired people who want to spend an extended period of time in a resort out of season.

Leisure and tourism organisations and their employees are increasingly aware of the value of the ‘grey market’ which is the term given to older customers. It is important to understand that there is a big difference between older people and disabled customers.
### Activity 19

Make a list of leisure facilities near to where you live and describe what they offer older people.

<table>
<thead>
<tr>
<th>Name of facility</th>
<th>What is offered to older people.</th>
</tr>
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<tr>
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</table>
Transport developments

The twentieth century saw many developments in transport, which in turn brought about major lifestyle changes. At the start of the last century, over a hundred years ago, not many people were able to travel very far from their home on a regular basis. Early tourists used trains to get to seaside resorts and early coaches or charabancs which were used for days out to the seaside.

Perhaps two transport developments in particular have had a greater impact on lifestyle than others. These are the development of the motor car and the jet aircraft.

The motor car has provided most people in the UK with far more choice about where they travel to and when they travel. This is called ‘personal mobility’. Cars are often used for leisure and tourism, from the evening at the cinema to the family holiday in France.

The motor car allows people to make decisions about where to spend their leisure time. With a car, people can travel up to 100 miles or further from their home for a day out. They can leave when they want and return when they want.

In recent years an increasing number of households have access to more than one car, so different members of the household can do completely different activities in different locations if they choose to.

The motor car has given people far more choice over their leisure activities and has led to a major lifestyle change.
Choice and Change in Leisure and Tourism – Changes in Lifestyle

Equally important in terms of lifestyle change has been the development of the jet aircraft, which has made many areas of the world accessible to UK residents in a few hours travel time. Modern jets travel at over 400 miles an hour; so many destinations in Europe are now less than a two hour flight away. This has enabled people to consider a city break to destinations such as Rome, Madrid and Barcelona, which can be reached in less than two hours by plane.

Modern jets have had a big impact on lifestyles because they have made so many destinations accessible.

At the same time, long haul destinations can now be reached in a matter of a few hours. New York, Florida and California are now popular destinations because they can be reached in less than 12 hours by plane. A big change in lifestyle is that more people can now expect to visit a number of long haul destinations during the course of their lives.

The ‘strip’ in Las Vegas is now easily accessible to UK tourists.
**Activity 20**

Use websites to find out flying times from UK airports to the following destinations.

<table>
<thead>
<tr>
<th>Destination</th>
<th>UK departure airport</th>
<th>Flying time</th>
<th>Website used</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rome</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Barcelona</td>
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<tr>
<td>Las Vegas</td>
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<td>New York</td>
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<tr>
<td>Cape Town</td>
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<td>Toronto</td>
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<td>San Francisco</td>
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<tr>
<td>Dubai</td>
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<td>Miami</td>
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<tr>
<td>Athens</td>
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</tbody>
</table>
Changing holiday patterns

Changing holiday patterns represents one of the most important changes in lifestyle over the last one hundred years. In the early years of the last century, there was no paid holiday for most workers, so it was not possible to afford a week of holiday. Day trips to the coast were the only form of holiday for most people.

Before the Second World War, paid holiday was introduced and so many more families could afford one week away from home. In nearly all cases this week began and ended on a Saturday, with people working in the same factory having to take the same week off.

This pattern continued into the 1960s when package holidays were introduced. Most package holidays began and ended on a Saturday, even those which were one rather than two weeks.

Since the 1970s, more people have been able to work more flexible hours and can take days off when they choose. Also, the amount of paid holiday has continued to increase for many workers.

Traditional seaside resorts such as Llandudno relied on a Saturday to Saturday pattern of visits in the past.
This has resulted in two major changes for the leisure and tourism industries. Firstly, more people have been able to take more than one holiday each year and secondly; holidays are now of various lengths from a one night away to a six month ‘backpacking’ holiday. Also, people will expect to choose a package holiday with flights on any day of the week.

As more people began to take a second holiday the concept of the ‘short break’ or ‘city break’ developed. More families or couples have been able to find the time and money for a two or three night ‘mini holiday’ in a city or countryside area. Companies such a Center Parcs now specialise in offering short-break holidays in countryside areas.

The city of Barcelona has become a popular ‘city break’ or ‘short break’ destination.

This change has been helped by developments in transport, as discussed earlier. People with a motor car can easily travel to a city or area of countryside in a couple of hours for a two or three night stay. Also, flights to many cities in Europe have become more affordable since the introduction of budget airlines about 15 years ago. Some people visit these destinations for a long weekend, but others have the flexibility in their work to visit mid-week when flights may be cheaper.
Today, more people will take a day off from work for a leisure activity. They can choose to spend a day cycling, fishing, playing golf, enjoying a spa treatment, or many other forms of leisure activity. Also, people may take a day off work to travel to an important sporting event such as a cricket match or rugby tournament. This was not the case in the past.

People may choose to take a day off to visit a theme park during the week, when it might be less crowded.

These changes in lifestyle have brought about changes for the leisure and tourism industries. Today many sectors of the industry operate seven days a week and want to get people to visit at off peak times. Hotels are now prepared for people to check-in or check-out on any day of the week. Tour operators have schedules which offer departures to many destinations on most days of the week for a four, seven, ten or fourteen day holiday. Restaurants offer special deals for off-peak dining such as Monday or Tuesday evenings.

Over the last 50 years working times have become more and more flexible. This change in lifestyle has meant that most people have far more choice about when they can take part in leisure and tourism activities, and the industries have had to adapt to these changes.
Activity 21

Make a summary of the various factors related to changing lifestyles on the next two pages.

Increased affluence

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Healthy lifestyle

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Changing tastes and fashions

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Changing family structure

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Environmental awareness

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Influence of media

New home-based entertainment

Ageing population

Transport developments

Changing holiday patterns
Impacts of Technology

Introduction

There is no doubt that many of the most important changes which have affected the leisure and tourism industries have been brought about by developments in technology. These developments have allowed leisure and tourism organisations to communicate in new ways with their customers and to use computer technology in many ways. Also, developments in media technology have allowed people to have more choice in how they use their home-based leisure time.

Developments in transport have allowed people to travel to more destinations than they could in the past. Many people have access to motor cars and can afford to fly to short haul and long haul destinations using modern jet aircraft.

It is important to understand that developments in technology have had very important impacts on every part of the leisure and tourism industries. These impacts have been important for leisure and tourism organisations and their customers. As in other industries, leisure and tourism organisations have had to adapt quickly to technological developments to remain competitive. For example, today, many leisure and tourism products and services can be purchased online, and organisations which do not provide an online booking facility are at a disadvantage.

Visitors to San Francisco can reserve cycles to hire before their visit – and receive a discount!
Developments in transport technology

Road Transport
There is no doubt that the development of the motor car and other forms of road transport had an important impact on the leisure, travel and tourism industries from the middle years of the twentieth century. From the 1950s onwards more and more families owned a motor vehicle and could choose when to travel for leisure activities or to go on holiday.

Before they owned cars, most people were dependant on railways and buses, which ran to a timetable. Owning a motor car provided people with much more choice as to where and when they travelled. As cars became more popular, motorways were developed to allow easier travel between major cities. Going to the countryside for a day out, or a short break to another part of the UK, became increasingly popular.

Also, people could use cars to take part in a range of leisure activities, such as going to the cinema or attending sporting events.

Motor cars allow tourists to visit a range of destinations.
As well as cars, taxis and coaches have also become more and more common forms of transport. Modern coaches are extremely comfortable and provide reliable transport for groups of tourists. Coaches are also used for group travel for leisure activities, such as sporting events and concerts.

Modern coaches offer luxury and convenience.

In many ways the modern motor vehicle is based on the same engine technology which was developed before the Second World War. However, the modern vehicle is much more comfortable and has much more equipment, such as air-conditioning and in-car entertainment, which makes longer journeys more relaxing.

Also, over the last 50 years or so there have been a number of developments in transport infrastructure which have made road transport easier. These include motorways, bridges and tunnels. The building of the Severn Bridge and Second Severn Crossing has both helped to reduce journey times from South Wales to many parts of England. The motorway system now makes most areas of the UK more accessible. The Channel Tunnel allows motor vehicles to reach France and other European countries by using the Shuttle service. Outside of the UK, much of mainland Europe is now accessible through a well-developed motorway system.
Developments in technology have enabled many new bridges and tunnels to be built, making road transport easier.

The development of road transport has provided many advantages for travellers, either for leisure activities or for holiday and business travel. However, the benefits of road transport must be weighed against the disadvantages. There is no doubt that road transport causes a great deal of environmental impact. Motorways have been built through many areas of attractive countryside and vehicles cause a lot of air pollution.

Many popular tourist destinations suffer from traffic congestion, especially at popular times during the summer, and some historic cities have had to introduce schemes to reduce the amount of traffic entering them.
Too many cars can cause visual pollution at popular destinations.

Car parks are provided at most destinations, but at busy times these become full and tourists park on verges causing damage to the environment.
**Activity 22**

Weigh up (assess) the advantages and disadvantages of using cars for leisure, travel and tourism purposes. Think about this from the view of tourists, organisations and destinations.

<table>
<thead>
<tr>
<th>Advantages</th>
<th>Disadvantages</th>
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</table>
What do you consider to be the main advantages and disadvantages of using cars for leisure, travel and tourism purposes?

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Air Transport
The development of the jet aircraft engine in the 1950s was a technological development which has had much the same impact as the introduction of the motor car. Jet aircraft allowed people to travel to short haul and then long haul destinations in a matter of hours. This in turn helped to bring about the development of package holidays and mass tourism.

Today’s modern aircraft are not very different from the jet aircraft of the 1960s, although like the motor car, the level of comfort and in-flight entertainment has increased a great deal.

Modern jet aircraft use the same engine technology which was developed over 50 years ago.

Safety equipment on modern aircraft is of a higher standard than it was in the past and today new computer technology is used to help pilots fly and land aircraft.

Although the technology used in jet aircraft has not changed a great deal, the use of technology in booking flights and checking in has developed a great deal. Until about 125 years ago nearly all airline bookings were made through travel agents. Although computer systems were used, these were complicated and only trained people could operate them and make bookings. Once a booking was made, a ticket was issued.
The ticket was often hand-written. As the information below shows, this system has changed dramatically because new technology has been developed.

---

**Online Check In Confirmation**

Thank you for choosing Virgin Atlantic Airways. Don't forget to come back to our website to take care of all of your travel needs.

**YOU'VE DONE IT YOURSELF**

Great - you've successfully checked in online with Virgin Atlantic. Now you can save yourself time at the airport and spend more time on that last minute packing! Save even more time by printing your own boarding passes.

Once printed make your way to Bag Drop up to 60 minutes prior to your scheduled departure time to drop off your luggage. If you're flying Premium Economy or Upper Class you can also use your dedicated check in desks. If you don't have any luggage to check in you can head straight to departures. Please make sure you check your flight details below, and bring your passport, e-ticket receipt or paper ticket and other travel documents to the airport with you.

**WHAT NOW?**

Simply go to the Virgin Atlantic Check In area and follow signs to the Bag Drop desk. Drop off your luggage and collect your boarding card; go through security screening and head to departures as usual. Please note the Bag Drop desk will close 60 minutes before your flight's scheduled departure time; however we do recommend you arrive at the Bag Drop at least 2 hours prior to scheduled departure.

**Passengers who have failed to drop their bags and collect their boarding pass by this time will not be able to travel.**
WHERE AND WHEN

**Departure** London Heathrow Airport to New York (John F Kennedy International Airport)

<table>
<thead>
<tr>
<th>Flight</th>
<th>Depart</th>
<th>Arrive</th>
<th>Cabin</th>
<th>Seats*</th>
</tr>
</thead>
<tbody>
<tr>
<td>VS9</td>
<td>17:15, Saturday 31 July 2010 London Heathrow Airport (LHR)</td>
<td>20:10, Saturday 31 July 2010 New York (John F Kennedy International Airport) (JFK)</td>
<td>Economy</td>
<td>56A, 56C, 57A, 57C</td>
</tr>
</tbody>
</table>

* If you change your seat once you have checked in, it will not be reflected in this email.

**Who's Travelling**

<table>
<thead>
<tr>
<th>Passenger Name</th>
<th>Frequent Flyer Number</th>
<th>Meal Preference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr Patrick O’Neal</td>
<td></td>
<td>N/A</td>
</tr>
<tr>
<td>Mrs Debra O’Neal</td>
<td></td>
<td>N/A</td>
</tr>
<tr>
<td>Mr Peter Carter</td>
<td></td>
<td>N/A</td>
</tr>
<tr>
<td>Mrs Samantha Carter</td>
<td></td>
<td>N/A</td>
</tr>
</tbody>
</table>

**SAVE TIME ONLINE - SPEND TIME ON LIFE**

At [www.virginatlantic.com](http://www.virginatlantic.com) you can manage all of your travel needs. From flight booking and checking in, to ensuring you get your Flying Club miles, it's all at your fingertips.  
**SO SAVE TIME ONLINE, AND SPEND IT WHERE IT COUNTS, ON LIFE!**

This is an automated email, please do not reply. To contact us visit our website at [www.virginatlantic.com](http://www.virginatlantic.com) and select the **contact us** link at the bottom of the homepage.
These two couples were able to make their bookings online, using the Virgin Atlantic website. They could search for the flights they wanted on the days they wanted to travel and look at the departure and arrival times available. They could find out the cost of the flights. They could book their flights online.

They were able to pay for their tickets at the time by using a credit card. They were able to choose their seats at the time of booking and if they had any meal preferences, such as special diet, they could have ordered one.

24 hours before they travelled they were able to check-in online and print out their boarding cards. When they arrived at the airport they had to show their passports to confirm their identity and drop off their bags.

Their seats had been confirmed through the computer reservation system used by the airline.

This new technology, making use of computerised reservation systems and internet technology, has made a great difference to the way in which airlines sell tickets to their customers. The ‘budget’ airlines of Ryanair and easyJet were amongst the first airlines to use this technology, which was introduced about 10 years ago. Today, all major airlines offer online bookings, e-tickets and online check-in facilities.

This change has had a number of important impacts on the travel and tourism industry. Perhaps the most important of these is that it is no longer necessary to go to a travel agent to book a flight. The complicated systems which travel agents used to use have been replaced by a user-friendly system which anyone with an internet connection and credit card can use.

Customers have more choice and can compare the costs of flights offered by different airlines more carefully. However, if the customer makes a mistake in the booking, it might cost a lot of money to make changes. Also, the flight might not be covered by an insurance policy. However, there is no doubt that the impact of new technology on the booking of flights has changed very much by the use of new technology.
## Activity 23

Put the stages of making a booking and using online check-in into the correct order.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Description</th>
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<tr>
<td>Go to the airport.</td>
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<tr>
<td>Go through security screening.</td>
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<tr>
<td>Make your way to the departure gate.</td>
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<tr>
<td>Confirm your identity with your passport.</td>
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<tr>
<td>Look for flights on the day you want to travel.</td>
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<tr>
<td>Check-in online 24 hours before departure.</td>
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<tr>
<td>Check the price of the flights.</td>
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<tr>
<td>Choose your seats.</td>
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<tr>
<td>Take you luggage to the bag drop.</td>
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<tr>
<td>Make a booking using a credit card.</td>
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<tr>
<td>Print your boarding cards.</td>
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<tr>
<td>Select the most suitable departure time.</td>
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</table>

**Correct sequence**

- Look for flights on the day you want to travel.
- Select the most suitable departure time.
- Check the price of the flights.
- Make a booking using a credit card.
- Choose your seats.
- Check-in online 24 hours before departure.
- Print your boarding cards.
- Go to the airport.
- Take you luggage to the bag drop.
- Confirm your identity with your passport.
- Go through security screening.
- Make your way to the departure gate.
**Activity 24**

Use the Virgin Atlantic [www.virginatlantic.com](http://www.virginatlantic.com) and British Airways [www.ba.com](http://www.ba.com) to find out times of flights to the following destinations and the cost of an economy ticket.

<table>
<thead>
<tr>
<th>Destination</th>
<th>Dates</th>
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<tbody>
<tr>
<td>New York</td>
<td>February 21&lt;sup&gt;st&lt;/sup&gt; returning on March 2&lt;sup&gt;nd&lt;/sup&gt;</td>
</tr>
<tr>
<td>San Francisco</td>
<td>July 17&lt;sup&gt;th&lt;/sup&gt; returning on August 4&lt;sup&gt;th&lt;/sup&gt;</td>
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<tr>
<td>Las Vegas</td>
<td>October 8&lt;sup&gt;th&lt;/sup&gt; returning on October 24&lt;sup&gt;th&lt;/sup&gt;</td>
</tr>
<tr>
<td>Miami</td>
<td>March 29&lt;sup&gt;th&lt;/sup&gt; returning on April 14&lt;sup&gt;th&lt;/sup&gt;</td>
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Activity 25

What do you think are the main advantages of online booking and check-in systems for airlines and their passengers?
Developments in Media Technology

Whereas the development of jet aircraft, motor cars and more recently internet technology has had a great impact on the travel and tourism industry, new developments in media technology have had a number of impacts on the leisure industry. (See Unit 3, Section 5)

Television and radio were the most important developments in media technology in the past because they allowed people to enjoy music, films, sporting events, game shows and a variety of other entertainment in their own homes. This was very much the case until 25 years ago when video cassettes (VCR) became widely available. People could then buy or rent copies of films to watch when they wanted, or record programmes from the TV. This marked the start of the age in which people could choose when to watch a film or a particular programme, rather than be tied to a TV schedule and was an important technological development.

Major films became available on video cassettes, which could be played through a VCR at home.
About the same time, in the early 1980s, the first CDs (compact disc) became available. These allowed music to be recorded digitally onto a disc which was read by a laser. This development changed the way in which music was recorded and bought. Before CDs most music was recorded on to vinyl albums, but from the 1980s CDs became more and more popular.

Soon after the CD was launched the DVD (Digital Video Disc) was introduced, replacing the VCR. Music, films and recordings of concerts soon became available on DVD.

*Music which had been produced in the 1960s became available on CD in the 1980s and DVDs of famous concerts became available.*
The next major development was the introduction of satellite and cable TV about 15 years ago. This allowed people to view far more channels and also gave the choice of paying to watch certain channels showing films and sporting events. Today some major sporting events, such as the FA Cup Final are still available ‘free to air’ but for many events people have to pay a subscription to watch them.

New technology has made available ‘set top boxes’ which can be used to record programmes or a whole series. Increasingly more programmes and films are available ‘on demand’ so people can watch them when it’s convenient.

Television technology has developed in many ways. Home cinema has been available for some years and recently flat screens have replaced the large, heavy TVs of a few years ago. Also today, TVs are used for much more than watching television. X Box 360, PlayStation 3 and Wii are the leading brands which allow an increasing range of video games to be played through the TV screen. Many of these are linked to major films. There are also console games, such as Nintendo DS, which are not played through a TV.

New technologies currently being introduced include 3D TV and HD (High Definition) TV. Technology is constantly developing new forms of media and making what is currently available out-of-date very quickly.

Along with the TV, the PC and laptop are increasingly used for leisure purposes. Most PCs and laptops today are sold with games already loaded and many more can be purchased. Music can also be played through PCs and downloaded from the internet.

Games and music can be played on PCs and laptops.
The internet is now used in many different ways within the home. Researching the cost of holidays, booking cinema tickets or checking the best route for a journey are now all very common activities, which take place during leisure time.

Increasingly, people are using PCs and laptops for communicating via e-mail and social networking. This could be argued to be a new leisure activity. ‘Facebook’ and ‘Twitter’ are now used by millions of people to communicate in a different way to what they did in the past. Programmes such as Skype allow people to have a conversation using the internet while seeing the other person at the same time. The most modern phones are able to allow callers to see an image of the person they are talking to.

Another use of PCs and laptops is in connection with digital photography. This has been another significant technological development. Not so long ago, photographs taken on holiday had to be processed from rolls of film. Not today! Digital cameras are now widely used and images can be uploaded within seconds, sent to friends via e-mail and viewed as a slide show through a TV, PC or laptop.

Digital images can be altered in many ways.
Is using the telephone a leisure activity? Telephones in the home have always been used for keeping in touch with friends and family, but perhaps mobile phones are used for leisure purposes more than ‘land line’ phones used to be in the past.

Mobile phones are used increasingly to communicate socially and to keep in touch with friends and family, either through text or a normal conversation. Modern phones have more and more ‘apps’ and allow the internet to be made available through the phone.

The overall impact of these new technologies is to provide people with far more choice in terms of home-based leisure. Some people are keener than others to keep up-to-date with what is available and it is certain that new products will continue to be made available. What is ‘state-of-the art’ today will be obsolete in a few years. The pace of technological change continues to increase. These developments have had a major impact on the way in which we spend our leisure time in the home. Increasingly, different members of a household can be involved in different activities at the same time. Not so long ago they would all be watching the same programme on the only TV in the house. Because of the choice available, people are spending more time in the home rather than visiting attractions and taking part in other leisure activities. The development of media technology has had a very large impact on leisure activities.
Activity 26

Make a list of the different pieces of media technology equipment (TVs, mobile phones, games consoles, PCs etc.) you have in your household. Identify who uses them and suggest for what purpose they are used.

<table>
<thead>
<tr>
<th>Type of equipment</th>
<th>Who uses it?</th>
<th>For what purpose?</th>
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You will probably need to add extra lines to this table!
Activity 27

Imagine you had £1,000 to spend on media technology equipment for your home. Suggest what equipment you would buy and explain what difference it would make to the leisure time of people in your household.
Activity 28

From the list of digital technology in the box below choose 5 which have made the most difference to home-based leisure activities in your household, and give reasons why.

Compare your answers with a friend.

Digital Camera   High Definition TV    X Box 360
Surround Sound – Home Cinema   iPhone   Apps
PlayStation 3   Compact Disc   iTunes   DVD
Personal Computer   Internet   Satellite TV
Laptop computer   Facebook   MP3 player

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92
Impacts of Technology 2

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Activity 29
Summarise the ways in which new media has changed home-based leisure in the UK.
Technology relating to exercise and fitness

New technology has also had a great impact on exercise and fitness equipment. This can be seen in a number of ways. New technology has been used in the design of sports clothing and equipment such as footwear. Modern trainers, football boots and running shoes are very different from what they were in the past and are designed to protect the user’s feet far more than the footwear of 20 years ago.

Equipment such as bicycles and mountain bikes have been developed using new materials and designs. Brake and suspension systems have been re-designed to make modern cycles far safer and more comfortable.

New technology has been used in the design of mountain bikes, which has made the sport more popular.

In virtually every sport, technology has been used to develop equipment using new designs and techniques. Golf clubs, skis, footballs and swimwear are just some examples of where modern equipment is designed and made very differently from what is was 20 years ago. This is a multi-million pound industry. Sports stars are used to promote the latest model of football boot or other product to help persuade people to buy them. Multi-national brands such as Adidas and Nike spend a great deal of money promoting their new products.
Impacts of Technology 2

Many people choose to visit gyms and health clubs to exercise and take part in fitness programmes. The equipment used in modern gyms is also very different from what it was 20 years ago. Modern gym equipment can be programmed in a number of ways to meet the needs of the person using it, and has computerised displays built in. Many pieces of equipment can monitor the heartbeat of the person using it as well. Treadmills and other equipment which can be used in the home are also now available with heart monitors and digital screens.

People also choose to exercise in their own homes using a range of equipment. One use of modern technology is the exercise DVD, which can be played through a TV and give the user information on an exercise programme that they are following.

One of the latest developments in this area is the Wii fit, which uses a TV, console and balance board to provide a fitness exercise for the person using it.

The Wii fit is one of the latest ways in which technology is changing fitness and exercise.
Activity 30

Undertake a web search by typing in the words ‘home fitness equipment’. Choose three pieces of equipment. Identify what features the equipment has (screen, controls etc) what it is designed to do and how much it costs.

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Impacts of technology

Working practices
Many jobs in the leisure and tourism industries have changed due to the impact of new technologies. Most jobs now involve the use of some form of technology and some new jobs have been introduced. Throughout the industries, ways of communicating have changed. Nearly everyone now has an e-mail address they use to contact their colleagues, and customers can use e-mail to contact organisations.

E-mails can be used in many ways by customers, including booking a service at a leisure facility, making a change to a holiday booking or making a reservation at a hotel. Enquiries for many leisure and tourism products and services can also be made by e-mail.

Most leisure and tourism organisations now hold more information about their customers on databases. Large organisations, such as airlines and hotel groups, can inform past customers of offers and communicate to customers via e-mail.

Nearly all bookings made for leisure and tourism products and services can be made electronically. Accommodation bookings, airline seats, cinema tickets, theme park entrance and tickets for major concerts and sporting events can all be purchased using electronic systems.

Best Western, the world’s largest hotel chain, can make reservations worldwide from customers using its electronic booking system.
These changes mean that many people employed in the leisure and tourism industries have to be confident in their use of a variety of computer systems and databases. In most cases a guest checking-in to or out of a hotel will require the receptionist to access a database about the customer and to select the room they will occupy. Details about the person’s requirements will be stored on the database. On most occasions the room will be paid for using a credit card, which is the way in which most transactions are made today.

The role of the travel agent is a good example of how working practices have changed due to new technologies being available. Although brochures are still a very important tool in selling holidays, the agent is most likely to access the website of the tour operator to check the price of a holiday, which may well have changed since the brochure was printed.

*Brochures are still important, but today the travel agent will need to access the tour operator’s website to find the information they need.*
In the same way, the agent will need to access the websites of airlines and other transport principals to provide information on prices to customers. Very often, the travel agent can access information which members of the public cannot.

Once a holiday has been sold, the agent can take payment for the booking with a credit card. Confirmation of the booking can then be printed for the customer.

This is much the same process as making a booking with tour operators or an airline using websites and explains why the role of the travel agent is not as important as it was in the past. The agent today must be able to provide much more information and advice to customers than they did in the past.

Bookings with tour operators can also be made through a call centre, which is like an office where a large number of people employed by the tour operator answer calls from customers and make bookings. In some cases these have been set up overseas. Also, the travel agent can work from home (home-working) and access the websites of tour operators through their own PC. The advantage of these practices is that the customer can actually talk to a person who can provide information, although they are not talking face to face.

The increase in the use of technology has led to new types of jobs within the leisure and tourism industries. Technological systems and databases need to be developed and continually updated. Many people are working for airlines, tour operators and accommodation providers designing websites and systems which will help the organisations meet their customers’ needs and remain competitive.

The employees of many leisure and tourism organisations need to be trained on new systems and equipment, which has provided new job opportunities for some people. New technology is also used to maintain equipment and to make sure that it meets health and safety requirements. For example, modern theme park rides cost millions of pounds to build and install and are monitored constantly by modern computer systems.
Even relatively simple jobs have been changed by new technology. For example, orders taken in many fast food restaurants are computerised. The order can be shown in the kitchen and the time taken for the order to be delivered to the customer is often recorded. This allows the organisation to see how efficient each outlet is compared to others. Each restaurant will have a target time to deliver an order to a customer.

Bar codes can be used to check that people entering a theme park have the correct tickets.

There is no doubt that the growth in new technologies has had a dramatic impact on working practices in nearly every leisure and tourism organisation. Virtually every person working in the industries uses new technologies in some way or another in their work. Many large, successful organisations remain competitive because they understand the need to keep up with the most recent developments in technology.
**Activity 31**

Can you think of six occasions in the last few weeks where someone providing you with a service in a leisure and tourism situation has used some form of technology system or piece of equipment to help them?

<table>
<thead>
<tr>
<th>Leisure or tourism situation</th>
<th>Equipment or technology being used</th>
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Customer choice
One of the great advantages brought about by the new technologies now used throughout the leisure and tourism industries is the amount of consumer choice which is now available. Information can be accessed through the internet far more easily now than it could in the past. People would have to visit a number of travel agents and read through several brochures before accessing the information they can find now through a website.

Through websites, customers can review and book tickets before they visit a cinema, they can even look at a restaurant’s menu online before they make a reservation. Reviews and information about holiday accommodation, airlines, attractions and so on are available on websites such as ‘Trip Advisor’.

New travel organisations, such as Expedia, Travelocity and Opodo have been developed which allow customers to compare the prices offered by different airlines and accommodation providers in a way they could not before the internet was available.

The quality of services provided by a hotel can be checked using websites such as Trip Advisor.
Using websites leisure and tourism organisations can provide information much more cheaply to their customers. They can provide updates and inform customers of changes to products and services much easier than they could in the past.

Of course, not all customers have access to the internet, but many do, and in the future the majority of people will choose more and more leisure and tourism products using websites and online purchases.
Activity 32

Use the website www.expedia.co.uk to compare the prices of a room in a four star hotel in Cardiff for a weekend.
Impacts of tourism

This topic was introduced in Unit 2 and the content of this unit is a development of that work. The pages in blue below also appear in the e-book for unit 2. They can be used to revise the topics covered. In this unit, you will be expected to show detailed case study knowledge of the impacts that tourism has had on different destinations. Examples taken from different destinations are provided.

Unit 2 Information

Over the last twenty years there has been a growing awareness of the impact tourism has on the environment and societies in which tourism takes place. As mass tourism first developed along the Spanish coast and other areas, there was little concern for the negative impacts that tourism was having on the environment of the area or on the lives of the people living in the area.

In recent years, concepts such as eco-tourism, responsible tourism and sustainable tourism have emerged. This is as a result of more research being undertaken into the range of impacts tourism creates and the ways in which these impacts can be managed more carefully.

It is usual to classify the positive and negative impacts of tourism under the following headings:

- economic impacts
- environmental impacts
- social impacts
- cultural impacts

Economic Impacts

Positive
Tourism generates income for a variety of businesses and creates a wide range of employment opportunities. At the global scale, tourism is seen as one of the world’s largest and fastest growing industries. This trend has continued throughout the last 50 years.

Within the United Kingdom, it is estimated that inbound tourism generates about £16 billion each year. Domestic tourism, including day trips and staying visits, generates over £60 billion per year. In terms of employment, it is estimated that in the United Kingdom 1.4 million jobs are directly related to tourism.
As well as generating employment and income, another positive impact of tourism is improvements in *infrastructure*. These include road and rail improvements, airport development and improvements in utilities, such as water supply and telecommunications. Through these, local people can benefit from the improved facilities which have been provided for tourists.

**Negative**

Very often a large number of moving visitors into an area pushes up the price of goods and services, meaning that local people have to pay more for food, drinks, transport etc. It is often the case that in popular tourist areas shops provide products for tourists more than they do for local people, meaning that more gift shops and restaurants might open rather than shops providing goods and services for people living in the area.

Local people often have to pay additional taxes to help finance additional services which are provided for tourists, such as water treatment facilities and tourist information centres.

Some holiday areas have a large number of second homes which are only used for short periods of the year by their owners. This is particularly the case in National Parks and popular coastal areas. The demand for second homes often increases the prices of all housing in the area, making it more difficult for local people, especially young people, to buy their first property. Second home ownership is an example of a negative economic impact of tourism which may be a cause of conflict between local people and tourists.

One of the most significant negative economic impacts of tourism is the decline in traditional employment which happens when workers move from industries such as farming, mining and fishing into service jobs in the tourism industry.

Another negative impact of tourism is *over-dependency*. It may be that, as tastes and fashions change, or due to any of a range of external pressures, the number of tourists visiting a particular destination may decrease very suddenly, leading to a loss of employment and businesses closing.
Environmental Impacts

**Positive**
It is generally the case that tourism has created more negative impacts on the environment than positive impacts. However, increasing awareness of the need for careful environmental management has helped to reduce the negative impacts of tourism in recent years.

There are a number of ways in which tourism can have a positive impact on the environment of a destination and in some cases can be a force for environmental change. In the United Kingdom, for example, a number of former industrial sites and areas of derelict land have been preserved and developed as tourist attractions and stretches of disused canals have been renovated so that they can be used for tourist purposes. Tourism can also help to increase funding for renovation work on historic buildings such as castles, churches and cathedrals in order to ensure that they are preserved for future generations.

**Negative**
It has to be accepted that many forms of travel and tourism have a damaging impact on the environment. Trains, cars, aircraft and ships all consume fuel and produce emissions that causes atmospheric pollution which, in turn, contributes to climate change.

In recent years there has been a growing acceptance of the harmful environmental impacts of travel, and more measures are now being taken to help reduce these impacts. These include making aircraft and vehicles more fuel efficient and experimenting with new types of fuel.

In an increasing number of destinations, such as historic cities and National Parks, schemes are being introduced to reduce the amount of pollution and congestion caused by motor vehicles. These include park and ride schemes and a number of ideas to encourage visitors to use public transport.

As well as environmental pollution caused by travel and traffic, air pollution also causes damage to buildings and noise pollution is an issue in busy resorts with lots of night life. Pollution is also caused by tourists producing litter. This creates an eyesore on the landscape as well as being a threat to the safety of people and animals. Water pollution is another common issue which has been addressed in recent years.
In the past, many beaches were unsafe partly because of the fact that untreated sewage was allowed to enter the sea near the beaches. The European Union blue flag beach scheme has encouraged many local authorities to take measures to reduce pollution and make the beaches safer.

**Congestion** and **overcrowding** are also commonly identified as negative environmental impacts of tourism. Congestion is normally applied to the problems associated with too many cars being within or travelling to a destination. Overcrowding occurs where the volume of visitors at a destination increases to a point at which the enjoyment of the destination is spoilt. This can occur when there are too many people on a beach, walking around an historic town or trying to reach a viewpoint at a natural attraction.

The final category of negative environmental impact is about destroying the natural landscape of an area. This includes the process of erosion caused by walkers, horse-riders and other groups and the loss of habitats of plants and animals.

**Social Impacts**

**Positive**

One of the major motivating factors for travel is to meet new people and learn about different cultures and tourism often leads to a greater understanding between people living in different societies.

Very often, tourists benefit from new and improved facilities which are provided for tourists. This may include attractions and catering facilities – there is nothing stopping people living in a tourist destination from enjoying themselves in restaurants or visiting attractions built mainly for tourist use.

Tourists will often gain a greater respect for the lifestyle of the people living in the area they are visiting. Increased tourism also leads to local communities improving their skills and improving their social status. In well-managed tourism developments local people are encouraged to undertake education and training to enable them to feel part of the development.
**Negative**

There are a number of negative social impacts which have been identified. These are mainly related to conflict between the tourists and the host community. These may result from the behaviour of people living in the area who resent the tourists taking over their community. However, it is often more common that anti-social behaviour from groups of tourists will be the cause of the conflict.

Negative social impacts also include increased crime in the area, such as prostitution, illegal gambling and drug dealing and robbery. Very often, this is not related to local people, but occurs as a result of criminal gangs moving into the area to exploit tourists and sometimes local people as well.

In some destinations, local people have been obliged to move away from where they have traditionally lived to make way for tourism development.

Another common issue is the matter of *seasonal employment*, or more realistically unemployment. Many tourist areas are developing strategies to maintain a flow of visitors throughout the year thus reducing the impact of seasonal unemployment.

These issues are more common in areas of mass tourism, in larger cities and in certain destinations within the less developed world. There are many destinations where there is little or no conflict between local people and tourists.

**Cultural Impacts**

*Positive impacts*

In some cases tourism may help to preserve traditional customs such as music, dance and theatre, as well as creating a demand for locally-produced foods and drink.

Tourism can also stimulate the production and sale of local arts and crafts to meet the needs of visitors and at the same time contribute to the continuation of traditional crafts and skills. Tourism also has an important role to play in reinforcing a region’s cultural identity.

*Negative*

More people now recognise that tourism may bring about a loss of an area’s cultural identity, especially in an area which has seen a rapid development of mass tourism.
It is easier to provide international food and drink with which tourists are familiar rather than encouraging them to eat foods associated with the area. This has not been helped by the global spread of fast food chains and multinational brands of drinks. Another negative cultural impact of tourism is the staging of events, dance or music specifically for tourists in a way which demeans or makes fun of the local culture of the area, such as some Spanish dancing.

However, more and more tourists are becoming aware of their potential impact on the culture and heritage of the area they are visiting and visitors are less willing to support activities which exploit local traditions and culture.
Case study 1 - Impacts of tourism on a UK Destination - Cardiff

In recent years Cardiff has emerged as one of the most important city break destinations in the UK and tourism has become more and more important to the city. This is due to a number of factors:

- The building of the Millennium Stadium for the Rugby World Cup in 1999. This gave the city the opportunity to stage major sporting events and attract major stars to hold concerts in the stadium. The stadium was built close to the city centre, providing easy access from the railway station. (See the Millennium Stadium case study on www.ngfl.cymru)

- The re-development of the Cardiff Bay area and the development of major leisure facilities such as the Millennium Centre as well as a number of tourist attractions. This gave a major boost to the city by clearing away many derelict industrial buildings.

Cardiff Bay has a range of visitor attractions.

- The hosting of major sporting events such as the Ashes Cricket Test at the SWLEC Stadium and the Ryder Cup at the Celtic Manor in Newport. These events provided worldwide exposure to Cardiff and south east Wales.

- Good transport links to other parts of the UK. Mainline trains from London to Cardiff provide a fast service and the M4 provides good road access. The Second Severn Crossing also helped access to south east Wales.
• Interesting surrounding countryside, coastal areas, industrial heritage and historic properties with varied appeal for many types of visitor.

• A good range of cultural attractions, supported by the Welsh Assembly Government to provide free entry.

• The establishment of the Welsh Assembly Government in Cardiff which promoted the city as the Capital of Wales.

• A wide range of accommodation to suit many types of tourist.

The Copthorne Hotel at Culverhouse Cross is one of many four star hotels in Cardiff.

Economic Impacts

Positive Economic Impacts
Tourist spending in Cardiff is calculated to be over £600 million each year. It is also calculated that there are about 14,000,000 tourist visits to Cardiff each year. About 11,000,000 of these are day visits and 3,000,000 visits involve an overnight stay. This means that on an average night, about 8,000 people are staying in Cardiff. When Wales are playing a Six Nations rugby match, or there is a major concert at the Millennium Stadium, every hotel room in the city and surrounding area is occupied. (Detailed visitor figures can be obtained from the Cardiff City Council website)

As in other cities, these tourists spend a great deal of money and create jobs for local people. It is estimated that tourists spend nearly £100 million each year on food and drink, and also spend over £80 million in shops.
This means that many people employed in restaurants, cafes, shops and in the transport industry owe their jobs to the people who visit Cardiff as much as to the people who live in Cardiff. It is estimated that about 10% of the people employed in Cardiff are involved in some way in the tourism industry.

There is no doubt that tourism has helped develop the infrastructure of Cardiff, with new roads linking Cardiff Bay with the city centre and new shopping complexes built in the city.

**Negative Economic Impacts**
The success of Cardiff as a destination in recent years means that there have been more positive economic impacts than negative. As a former port and industrial city, there are some workers who do not have the skills required to be employed in tourism related jobs and remain unemployed.

One of the major negative impacts is perhaps due to the success of the Millennium Stadium. On the days when important rugby matches take place or there is a big concert at the stadium, other economic activity in the city becomes very difficult. Because the stadium is so close to the city centre, many people would not choose to go shopping on those days. It would be difficult to hold meetings anywhere in the city centre and traffic congestion becomes a problem. People wishing to visit the city for business purposes will find it very difficult to find accommodation. So although the Millennium Stadium has created many positive economic impacts for the city of Cardiff, there are negative impacts as well.

*The Millennium Stadium creates some negative economic impacts on match days and when major concerts are held.*
**Environmental impacts**

**Positive environmental impacts**

The re-development of Cardiff Bay over the last 20 years has had an important positive impact on the physical environment of the city. The success of the re-development has made Cardiff into a ‘superlative maritime city which will stand comparison with any such city in the world’ which was the aim of the project.

Although increased tourism was not the only aim of the Cardiff Bay project, the development of the city as an important destination has had positive impacts on the environment. Some of the important buildings in the old docklands area, such as the Pierhead building, have been left to become important visitor attractions. New buildings, such as the St David’s Hotel add interest to the area as a tourist destination. The Cardiff Bay barrage created a new lake which has been used for a variety of tourist uses including water sports. Many other old industrial buildings have been re-developed and renovated to become tourist facilities, such as hotels.
**Negative Environmental Impacts**

The building of the barrage across Cardiff Bay did have some negative impacts on the environment. The numbers and types of birds feeding in the mudflats which made up the area have been reduced and for a time the new lake was covered with algae, which made many water sports difficult.

However, generally the positive environmental impacts of the re-development of Cardiff Bay are greater than the negative.

As with all tourist cities, traffic congestion and pollution is a problem in Cardiff, especially when big matches and concerts are held at the Millennium Stadium.

**Social impacts**

**Positive Social Impacts**

One of the major positive social impacts of the development of Cardiff as a tourist destination has been the opportunity for visitors to learn more about and to appreciate the culture, language and traditions of Wales. Within Cardiff there are a number of attractions which showcase the history and culture of Wales. These include Cardiff Castle, St Fagans: National History Museum and the National Museum of Wales at Cathays Park in the city centre. As in many countries, the people of Wales feel proud of their heritage and are keen for visitors to learn more about Welsh culture.

The opening of the Millennium Centre in Cardiff Bay has provided the opportunity to provide a range of concerts and other entertainment featuring the culture of Wales. This also provides tourists with the opportunity to appreciate the country and its people.
Local people have also benefited from the wide range of restaurants, cafes and entertainment options the city now provides.

*Mermaid Quay, within the Cardiff Bay development, offers a wide range restaurants.*

The city is also proud with its association with the author Roald Dhal and television programmes such as Dr Who and Torchwood.

**Negative social impacts**
Like all tourist cities which provide entertainment and restaurants, Cardiff has problems with some visitors who drink too much alcohol, which may upset local people. There are some ‘stag’ and ‘hen’ parties which visit the city and some sports fans might drink too much occasionally. Some local residents resent the congestion and disturbance which occurs when major events take place at the Millennium Stadium.

In conclusion, it is fair to say that the development of Cardiff as a tourist destination over the last 10 years has been a success story. The building of the Millennium Stadium and the re-development of Cardiff Bay have been crucial factors in this. The positive impacts of tourism far outweigh the negatives.
### Activity 33

Summaries the impacts of tourism on Cardiff in the table below.

<table>
<thead>
<tr>
<th><strong>A positive economic impact:</strong></th>
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<td><strong>A negative economic impact:</strong></td>
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<td><strong>A positive environmental impact:</strong></td>
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<td><strong>A negative environmental impact:</strong></td>
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<td><strong>A positive social impact:</strong></td>
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<tr>
<td><strong>A negative social impact:</strong></td>
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Case Study 2 - Impacts of tourism on a non-UK destination – Malta

This case study should be used together with the case study found on the NGfL Cymru website. (www.ngfl-cymru.org.uk KS4 under Leisure & Tourism).

The websites below will also be useful:

www.visitmalta.com is the site for the Malta Tourist Board. This site includes a great deal of useful information about Malta as well as an interactive map, webcams, press articles, video clips and image bank.

www.nso.gov.mt provides statistical data about Malta. ‘Malta in Figures’ provides several pages of detailed statistical information about tourism in Malta, including recent trends. You might be able to add more statistical information and up to date figures by using this site.

The Impacts of Tourism on Malta

Positive Economic impacts

About 13 million tourists visit Malta each year (about the same as Cardiff). Most stay at least one week. Tourism is a major employer in Malta and the long season means that tourists arrive throughout the year. Many smaller hotels and most restaurants are family run, so a lot of tourist money stays in the island.

Employment in hotels is seen as important work and about 15,000 people are employed in this sector. About 40% of the earnings of the Maltese islands comes from tourism, so it is a very important industry. Being part of the Euro zone means that now it is more attractive to Italian, Spanish and Italian tourists.

Companies providing cruises are an important part of the tourism industry in Malta.
Negative Economic Impacts

Since the destination relies so much on tourism, any downturn in the number of tourists visiting Malta for whatever reason, is in danger of creating a negative economic impact. The recent high value of the Euro compared to the UK pound has made the destination more expensive for UK tourists, but people from other European countries, such as Italy and Spain continue to arrive.

The recent trend in arrivals on cruise ships could be a negative impact, because these people do not stay on the islands and only spend money at the attractions where they are taken to on excursions.

More tourists visiting Malta on a cruise ship could create a negative economic impact.
**Positive Environmental impacts**

Tourism in Malta creates more negative environmental impacts than positive impacts. However, until recently the government of Malta did not see the need to preserve and re-develop many of the important buildings which are found within the island. This was because most tourists came to Malta for the warm temperatures and guaranteed sunshine. In recent years, more visitors have shown an interest in the heritage of the islands and the government has seen the need to preserve historic buildings. This is a positive environmental impact of tourism.

*Historic buildings in Malta were not preserved in the past, but they are beginning to be now.*

**Negative Environmental Impacts**

The main negative environmental impacts of tourism in Malta are to do with water. Since the peak of the tourist season is when there is least rainfall, there is an increasing problem of water shortage. As more tourists stay in high class accommodation they use more water in swimming pools, Jacuzzis etc. Clean water needs to be available throughout the summer months. Increasingly this is being produced by desalinisation (taking the salt out of sea water). This is an expensive process.
Also, as in the rest of the Mediterranean, tourism has contributed to pollution of the sea around the island. There are many operators providing a range of tours around the coast of Malta, and these all create a certain amount of pollution. The ‘Blue Plan’ has been put into operation to protect the quality of the water in the Mediterranean Sea.

**Positive Social Impacts**
Unlike in many Mediterranean destinations there is not a great deal of conflict between local people and tourists. Because English is an official language of Malta, communication and interaction between local people and tourists is easy. Many local people appreciate the historic links between the UK and Malta.

Tourists enjoy participating in the festivals of ‘festas’ which are held by each of the villages in Malta through the summer.

*The links to the UK are important to the people of Malta.*
**Negative social impacts**

Like all destinations there is some conflict between local people and tourists who do not conduct themselves properly and disrespect local traditions and culture. A social and economic negative impact is the increase in fast food and other restaurant chains which take trade away from traditional family businesses.

*International restaurant chains take trade away from family businesses.*

**Activity 34**

Using the grid below, make a simple statement about the impacts of tourism on Malta and see if you can develop your answer through further research using the websites provided.

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<thead>
<tr>
<th>Positive economic impacts of tourism in Malta.</th>
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<td>Simple statement ____________________________</td>
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<td>Negative economic impacts of tourism in Malta.</td>
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<td>Simple statement ____________________________________________________________________________</td>
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<th>Positive environmental impacts of tourism in Malta.</th>
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<td>Simple statement ____________________________________________________________________________</td>
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<td>Development ________________________________________________________________________________</td>
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<td>____________________________________________________________________________________________</td>
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<td>____________________________________________________________________________________________</td>
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</tbody>
</table>
### Negative environmental impacts of tourism in Malta.

Simple statement

Development

### Positive social impacts of tourism in Malta.

Simple statement

Development

### Negative social impacts of tourism in Malta.

Simple statement

Development
Sustainable Tourism

The concept of sustainable tourism was also introduced in Unit 2. The information in blue below is taken from the e-book for unit 2 and provides an introduction.

Unit 2 Information
For the last 20 years or so there has been a growing understanding of the negative impacts which tourism has on the environment and societies in which it takes place.

Sustainable tourism is about meeting the needs of today’s tourists without having a major long term effect on the environment of the area in which tourism takes place and on the culture of the people who live there. So, sustainable tourism is concerned with reducing the negative impacts of tourism and planning to increase the positive impacts. It also means that, in the longer term, the lifestyle and culture of the people living in the area is not affected by tourism.

Sustainable tourism is a term which has been explained in a number of ways. Sustainable tourism is clearly related to sustainable development, which recognises that the Earth’s resources are limited, and that, unless certain steps are taken, these resources will run out. Thus it is necessary to preserve resources as much as possible. This is what sustainable tourism is about.

A number of forms of sustainable tourism have been identified:

- **Economic sustainability** is about ensuring that tourism businesses are profitable and provide employment for local people. It is not the case that sustainable tourism is about stopping people visiting an area. Tourism is increasingly seen as a vital form of income for many communities which rely on the income from tourism to survive.

- **Ecological sustainability** relates to looking after the physical environment of an area, including animals and plants.

- **Cultural sustainability** is about supporting people who live in an area to maintain their culture. Local people can be taught new skills to enable them to benefit from tourism.
Buy local, eat local, stay local

The maxim of, ‘buy local, eat local and stay local’ is a good example of how all tourists can act in a responsible manner and support sustainable tourism.

Buying local means purchasing produce grown locally from local producers rather than from supermarket chains. This helps to reduce the number of ‘food miles’ as well as supporting businesses in the locality.

Eating local – means eating in restaurants and cafes run and managed by local people as opposed to multi-national chains. This will provide more employment and reduce the amount of ‘leakage’. (Leakage means that money spent in the locality does not stay in the area.)

Staying local – refers to staying in locally run and owned accommodation rather than in hotels owned by multi-national companies or chains. Again, this will help keep more money in the locality and support the local community.
Responsible tourism and ecotourism

It has been shown that sustainable tourism involves a set of policies, principles and ideas to reduce the impacts of tourism on the environment and the people living in the destination. Sustainable tourism aims to ensure the long term future of the areas in which tourism takes place through careful management and planning.

Responsible tourism is about the actions of tourists and tourism organisations to support the principles of sustainable tourism. Responsible tourism is also often referred to as ecotourism, alternative tourism and green tourism.

As with sustainable tourism, there are a number definitions of responsible or ecotourism, each with a slightly different meaning. One good definition which describes ecotourists is given below:

‘Travel to natural areas with a view to respecting, enjoying and being educated about the natural environment and the culture of the local community in a manner that is low-impact and sensitive to the long-term sustainability of these features.’

Ecotourism and responsible tourism are seen as an alternative to mass tourism which has been shown to have very little respect for local culture and has had a significant negative impact on the environment of the areas in which it has developed.
Seven basic principles of ecotourism or responsible tourism have been devised. These are:

1. Travelling to natural destinations
Ecotourism involves travelling to natural as opposed to purpose-built resort destinations, understanding the natural history of the destination and causing as little impact on the destination as possible.

Monument Valley, in the American state of Utah, would be seen as a natural destination.

2. Developing environmental awareness
Ecotourism involves experiencing and learning about the natural environment.

Providing information about the area for people using a footpath helps to make people aware of the environment in which they are walking.
3. *Minimising impact*
Ecotourism attempts to reduce the impacts of tourism and the use of resources through approaches such as:

- using local building materials
- using foods produced locally
- using renewable energy sources
- making use of recycling wherever possible
- reducing water consumption
- monitoring or limiting the number of visitors

*Using food produced locally reduces impact by reducing the costs of transporting the food. It also helps to sustain the local economy.*

4. *Providing financial benefits for conservation*

Ecotourism can provide opportunities for providing funds for financing projects which support environmental management. This may include making a charge for tourists to visit natural attractions or to enter National Parks.

*Visitors to National Parks in North America have to pay an entrance charge.*
5. **Providing financial benefits to the local community**

Ecotourism involves reducing the amount of leakage from the communities in which tourism takes place. The local community should benefit more and be involved in decisions relating to the planning and development of tourist facilities. (Buy local, stay local, eat local).

*Fish caught by a local fisherman are sold to the restaurant in the same village to be eaten.*

6. **Respecting local culture**

Ecotourism incorporates educating ecotourists about local customs, practices, dress-codes and appropriate behaviour. Ecotourists are more likely to purchase gifts and souvenirs which are locally produced and provide direct employment for the local community.

*Buying souvenirs produced by local people supports ecotourism principles.*
7. Supporting human rights
The final aspect of ecotourism involves respecting human rights. This may involve not travelling to countries which have a poor record of human rights or exploitation. It involves not buying products made by people working in very poor conditions or practices which involve the exploitation of animals.

*Buying fake souvenirs would not be ecotourism.*
Activity 35

Complete the table below to produce a comparison between mass tourism and ecotourism.

<table>
<thead>
<tr>
<th>Ecotourism</th>
<th>Mass Tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>The type of destination visited...</td>
<td>The type of destination visited...</td>
</tr>
<tr>
<td>The accommodation used.....</td>
<td>The accommodation used.....</td>
</tr>
<tr>
<td>Food &amp; drink....</td>
<td>Food &amp; drink....</td>
</tr>
<tr>
<td>Tourist activities....</td>
<td>Tourist activities....</td>
</tr>
<tr>
<td>Interaction with local communities...</td>
<td>Interaction with local communities...</td>
</tr>
<tr>
<td>Souvenirs bought...</td>
<td>Souvenirs bought...</td>
</tr>
</tbody>
</table>
### Suggested answers...

<table>
<thead>
<tr>
<th><strong>Ecotourism</strong></th>
<th><strong>Mass Tourism</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The type of destination visited...</strong></td>
<td>More likely to be a purpose-built resort destination. May not have local communities present.</td>
</tr>
<tr>
<td>Likely to be a natural destination with a particular landscape or an area with a specific culture.</td>
<td></td>
</tr>
<tr>
<td><strong>The accommodation used.....</strong></td>
<td>More likely to be a large purpose-built hotel or resort complex not in keeping with the local environment</td>
</tr>
<tr>
<td>More likely to be accommodation owned/managed by a local family or business</td>
<td></td>
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<tr>
<td><strong>Food &amp; drink....</strong></td>
<td></td>
</tr>
<tr>
<td>Much will be in locally owned restaurants and will include locally produced foods and drinks.</td>
<td>Most will be in fast food chains or hotel restaurants and consist of foods imported into the resort.</td>
</tr>
<tr>
<td><strong>Tourist activities....</strong></td>
<td></td>
</tr>
<tr>
<td>Will include visits to local natural and cultural attractions.</td>
<td>More likely to be dominated by time spent in built attractions such as theme parks and water parks.</td>
</tr>
<tr>
<td><strong>Interaction with local communities...</strong></td>
<td></td>
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<tr>
<td>There will probably be some interaction with local people and the local language will be used.</td>
<td>Less likely to be any interaction, other than to provide services such as waiting and cleaning. Local language not used.</td>
</tr>
<tr>
<td><strong>Souvenirs bought...</strong></td>
<td></td>
</tr>
<tr>
<td>Bought from local people and supporting the local economy and possibly using local culture and crafts.</td>
<td>Tacky, cheap ‘mass produced’ products bought. Probably not produced in the locality.</td>
</tr>
</tbody>
</table>
Case Study 3 – A sustainable tourism project in the UK – Dartmoor National Park Authority

Dartmoor National Park is one of the most famous in the UK and like all national parks is under pressure from tourist activity. The park is looked after by the Dartmoor National Park Authority (www.dartmoor-npa.org.uk), which does not own the park, but has to manage the park so that the quality of the landscape and the communities of the park are preserved so that future generations can enjoy the area.

The National Park Authority has worked with a number of other organisations to develop a set of strategies which support sustainable tourism within the park. These cover ecological and economic sustainability.

The sustainable tourism strategy covers a number of projects which help to protect the environment of the park and the communities which live within the area.

These projects include:

1. 40 mph!
A speed limit of 40 miles per hour has been introduced within Dartmoor National Park. This helps sustainability because lower traffic speeds reduces pollution from engines and reduces the risk of injury to the animals that graze on open areas within the park.

Take Moor Care!
2. Encouraging the use of public transport.

Using public transport is more sustainable than using private motor vehicles. Bus services in Dartmoor are used by local people as well as by visitors. Tourists using public transport are more likely to stop in the villages and spend money on local produce. Public transport also reduces the amount of cars on Dartmoor, which cause congestion and both air and noise pollution.

Bus stop signs are highly visible so that people can see that buses are available.

3. Working with attractions – the ‘Wealth of Wildlife’ scheme

The National Park Authority has worked with attractions on Dartmoor to let the attractions know what wildlife, including plants, birds and animals could be found around their premises. Visitors could then be informed about the range of wildlife. Informing visitors helps sustainability.

Also, information about what wildlife could be found at different times of the year was included. This supports sustainability because it
encourages people to come for repeat visits to see the area in different seasons. Sustainable tourism is often about encouraging tourists to visit the area more often to support local communities, not sending them away!

4. Supporting local farmers

Visitors are often attracted by the ‘farming landscape’ of fields and animals. The National Park Authority works with farmers and local restaurants and shops to help ensure that locally produced produce is available as much as possible. This supports the farmers and the tourism businesses as well as helping to support the, ‘buy local, stay local and eat local’, maxims.

5. Informing visitors

One of the key areas of sustainable tourism is about informing visitors. If people are informed about the area they are visiting, they are more likely to understand the need to look after the environment and respect the area. The 4 Visitor Information Centres on Dartmoor provide a range of information about the work of the National Park Authority, walks and other activities, weather information and so on. The better informed visitor is likely to respect the area more.
6. Providing Car Parks at ‘Honeypot’ sites
Some visitors do not, or cannot walk very far from their cars. These people tend to visit the most popular ‘honeypot’ sites. By providing car parks the National Park Authority makes the park accessible to everybody as well as reducing congestion and damage to roadsides if there were not enough parking places. So providing adequate car parks supports sustainability.

7. Dartmoor Charter for Sustainable Tourism
The Charter is an award scheme for tourism businesses that are working to safeguard the special qualities of Dartmoor. These businesses are using sustainable practices such as recycling and are making the visitors aware of the need to follow sustainable practices. A member of the scheme is the Bellever Youth Hostel that uses energy-efficient fridges and provides a range of information which encourages visitors to make use of local events and facilities. People staying at the hostel who arrive by public transport or bicycle are given a £1 per night discount.
8. Visitor Management
At more popular sites a number of visitor facilities are provided. At more sensitive locations, smaller car parks and fewer facilities are provided. Some car parks can be closed in winter to allow the vegetation to recover from the impacts of visitors.

9. Working with coach operators
A coach driver’s handbook has been produced outlining which roads within the park are suitable for coaches. This ensures that coaches keep away from narrow roads where they might get stuck and cause damage. Also, coaches are advised to travel along roads in a certain direction, so that they do not meet other coaches coming in the opposite direction! Less congestion means less pollution. The guide also shows which restaurants and other tourism businesses accept coaches, allowing passengers to spend money in the community.
10. Working with cyclists – the Dartmoor Freewheeler
This is a ‘bike-bus’ service which collects people from surrounding towns and villages during summer weekends, brings them into the national park and then allows them to cycle home – mainly downhill! This encourages leisure use of the national park without increasing vehicle traffic and pollution. Cycling allows people to enjoy the national park while causing very little or no impact.

11. Encouraging more people to stay

The National Park Authority has worked with accommodation providers in a scheme called ‘Moor to stay for’. This is because most day visitors add very little to the local economy. If people stay they spend more money on accommodation and other services, thus supporting the local community in a sustainable way.
**Activity 36**

Summarise the 11 point plan for encouraging sustainable tourism in Dartmoor National Park in the table below.

<table>
<thead>
<tr>
<th>Name of scheme/idea</th>
<th>Brief outline of how it helps sustainability</th>
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Case Study 4 – A sustainable tourism project outside of the UK – Kasbah du Toubkal, Morocco

Introduction

The Kasbah du Toubkal project is a very good example of sustainable tourism involving cultural and economic sustainability. The Kasbah, or castle, was once the home of a tribal leader, but was derelict up to 20 years ago. Over this time the Kasbah has been transformed into one of the most magnificent accommodation available in North Africa, and has won many awards for the sustainable tourism that the project has supported. The Kasbah is an extraordinary project, the product of a partnership between Berber hospitality and European enterprise.

Location and setting

The Kasbah is located in the High Atlas mountains of Morocco in North Africa and is situated in the Toubkal National Park. Mount Toubkal itself is the highest peak in North Africa (4,176 metres). The Kasbah lies in the foothills of the mountains, close to the village of Imlil which is the home to about 5,000 people, scattered amongst small settlements. The village lies just beyond the main system of roads and every visitor to the Kasbah has to walk or take a donkey ride for the last 15 minutes of their journey.
Background

The Kasbah was ‘discovered’ by a British man called Mike McHugo while trekking in the High Atlas mountains in 1989. They were guests of the local community. Mike had built up a good friendship with a local mountain guide over previous years. What was discovered was the ruins of an old castle on the top of a great rocky outcrop. As someone who was involved in the tourism business, Mike saw the opportunity to develop the site, and he was able to buy the land. Part of the success of the project is that Mike has a friendship with the local people which has existed for over 25 years.

Building the Kasbah

The Kasbah was rebuilt using traditional techniques and local labour. Every piece of material had to be carried up to the top of the hill using mules and there was no electricity in the area until 1997. All of the builders involved in the project were recruited from the locality. Although it was built less than 20 years ago, some visitors believe that the building is over 100 years old when they first arrive!

Today the Kasbah has 8 en-suite bedrooms, a three bedroom family house and a dormitory for group accommodation as well as conference facilities. The Kasbah has accommodation to meet a range of budgets. The Garden House complex has been rented by celebrities!
Not a hotel!
The publicity for the Kasbah informs potential visitors that it is not a hotel. It is an extension of the local Berber tribe’s hospitality and it is run entirely by local Berber people. There is no manager from Europe. Nothing has been done in the Kasbah without the involvement and approval of the local community. For example, the Kasbah does not serve alcohol, out of respect for the local Islamic traditions. Visitors are allowed to bring alcoholic drinks with them, but are asked to take their empty bottles away when they leave. All of the food served is produced from the Imlil valley in which the Kasbah is situated.

Helping the local community

All of the staff at the Kasbah are from the local community and have been trained to a high standard. About 40 people are employed in the Kasbah. A local management committee has been set up which involves people from the community and representatives of Mike McHugo’s company, Discover Ltd. All visitors staying at the Kasbah pay a 5% levy which is passed on to the management committee. This money is then used to fund projects in the community. Amongst the improvements funded by this community are:

- A 4x4 ambulance service for the Imlil valley
- Rubbish clearance schemes
- Building accommodation to allow children in outlying villages to attend school
- Providing safe water supply for outlying villages
- Providing an internet café
Tourist code

Discover Ltd has produced a tourist code for visitors to the Imlil valley.

Introduction

The Berbers of the High Atlas follow Islam and as such do not drink alcohol nor eat pork. They are tolerant of western habits and wish tourism to develop for the mutual benefit of themselves and visitors. We do not wish to see the area turn into an artificial playground but to develop in a sustainable way for our and future generations. Please be considerate during your stay. By following the Code of Conduct below we believe you will not inadvertently cause embarrassment or damage to yourselves or our hosts.

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/gas or fuel-efficient wood stoves.
- Remove litter, burn or bury paper and carry out all non-degradable litter. Imlil has a rubbish collection system - please assist and show good example by depositing litter in the bins. Graffiti are permanent examples of environmental pollution.
- 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 wastes.
- Plants should be left to flourish in their natural environment – taking cuttings, seeds and roots is illegal in many parts of the High Atlas.
- Help your guides and porters to follow conservation measures.

Respect local traditions, protect local cultures and 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 and receiving gifts.
• Respect for local etiquette earns you respect - loose, lightweight clothes are preferable to revealing shorts, skimpy tops and tight fitting action wear. Hand holding or kissing in public is disliked by local people.
• Visitors who value local traditions encourage local pride and maintain local cultures, please help local people gain a realistic view of life in Western Countries.
Activity 37
Use’ Google Maps’ to locate the Kasbah du Toubkal in the Atlas mountains in Morocco. How many miles is it from the Kasbah to Marrakech? How long does it take to fly from London to Marrakech?

Activity 38
Using information from the Kasbah du Toubkal website (www.kasbahdutoubkal.com) and the images on the attached file, produce a PowerPoint presentation to show the products and services of the Kasbah du Toubkal.

Activity 39
Write out 6 points to explain why the Kasbah du Toubkal is a good example of sustainable tourism.

Activity 40
Design a poster attracting people to the Kasbah du Toubkal.

Activity 41
Go to the ‘press cuttings’ section of the website to watch the short video produced by Dutch television – 3 OP REIS. Describe the landscape of the area around the Kasbah.