
Tourism and Recreation (EMT 508)

lecture notes

ENVIRONMENTAL MANAGEMENT AND TOXICOLOGY

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The author acknowledged all these sources.*

Meaning and approaches to tourism

Definition of Tourism and Recreation

It is often difficult to distinguish between tourism and recreation, as they are interrelated. Tourism implies travelling a distance from home, while recreation is defined as the activities undertaken during leisure. Recreation is a sort of amusement or an activity a person takes part in for pleasure or relaxation rather than as work. Recreational areas are public areas for sport and games, often incorporating a children's playground. Outdoor recreation is even more closely related to tourism. The overlap is partly dependent upon the length of time of the recreational activity. For example, recreational boating is both a recreational activity and a tourist activity, depending on the duration and location of the trip. A boater who uses his or her boat for a day can be considered to be participating in a recreational activity, while a boater who takes a longer trip can also be considered a tourist (if visiting other destinations).

Tourism is defined as a composite of activities, services, and industries that delivers a travel experience to individuals and groups travelling fifty miles (about eighty kilometres) or more from their homes for purposes of pleasure. Tourism is [travel](#) for [recreational](#), [leisure](#) or [business](#) purposes. The [World Tourism Organization](#) defines tourists as people who "travel to and stay in places outside their usual environment for more than twenty-four (24) hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

In 1941, Hunziker and Krapf defined tourism as people who travel "the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity." In 1976, the Tourism Society of England's definition was: "Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes." In 1981, the International Association of Scientific Experts in Tourism defined tourism in terms of particular activities selected by choice and undertaken outside the home. The terms *tourism* and *travel* are sometimes used interchangeably. In this context, travel has a similar definition to tourism, but implies a more purposeful journey. The terms *tourism* and *tourist* are sometimes used pejoratively, to imply a shallow interest in the cultures or locations visited by tourists.

Tourism is one of the world's largest industries. For developing countries it is also one of the biggest income generators. But the huge infrastructural and resource demands of tourism (e.g. water consumption, waste generation and energy use) can have severe impacts upon local communities and the environment if it is not properly managed. Tourism is vital for many countries, such as France, Egypt, Greece, Israel, United States, Spain, Italy, and Thailand, and many island nations, such as The Bahamas, Fiji, Maldives, Philippines and the Seychelles, due to the large intake of money for businesses with their goods and services and the opportunity for employment in the service industries associated with tourism. These service industries include transportation services, such as airlines, cruise ships and taxicabs, hospitality services, such as

accommodations, including hotels and resorts, and entertainment venues, such as amusement parks, casinos, shopping malls, music venues and theatres

Wealthy people have always travelled to distant parts of the world, to see great buildings, works of art, learn new languages, experience new cultures and to taste different cuisines. Long ago, at the time of the Roman Republic, places such as Baiae were popular coastal resorts for the rich. The word *tourism* was used by 1811 and *tourist* by 1840. In 1936, the League of Nations defined *foreign tourist* as "someone travelling abroad for at least twenty-four hours". Its successor, the United Nations, amended this definition in 1945, by including a maximum stay of six months.

Recent developments in tourism

There has been an upmarket trend in the tourism over the last few decades, especially in Europe, where international travel for short breaks is common. Tourists have high levels of [disposable income](#), considerable leisure time, are well educated, and have sophisticated tastes. There is now a demand for better quality products, which has resulted in a fragmenting of the mass market for beach vacations; people want more specialised versions, quieter resorts, family-oriented holidays or niche market-targeted [destination hotels](#).

The developments in technology and transport infrastructure, such as jumbo jets, low-cost airlines and more accessible airports have made many types of tourism more affordable. As of April 28, 2009 *The Guardian* article notes that, "the WHO estimates that up to 500,000 people are on planes at any time." There have also been changes in lifestyle, such as retiree-age people who sustain year round tourism. This is facilitated by internet sales of tourism products. Some sites have now started to offer dynamic packaging, in which an inclusive price is quoted for a tailor-made package requested by the customer upon impulse.

Tourism has become a popular global leisure activity. In 2010, there were over 940 million international tourist arrivals, with a growth of 6.6% as compared to 2009. International tourism receipts grew to US\$919 billion (euro 693 billion) in 2010, corresponding to an increase in real terms of 4.7%. As a result of the late-2000s recession, international travel demand suffered a strong slowdown beginning in June 2008, with growth in international tourism arrivals worldwide falling to 2% during the boreal summer months. This negative trend intensified during 2009, exacerbated in some countries due to the outbreak of the H1N1 influenza virus, resulting in a worldwide decline of 4% in 2009 to 880 million international tourists' arrivals, and an estimated 6% decline in international tourism receipts.

We have witnessed an exponential growth in global tourism over the past half century. 25 million international visitors in 1950 grew to an estimated 650 million people by the year 2000. Several factors have contributed to this rise in consumer demand in recent decades. This includes an increase in the standard of living in the developed countries, greater allowances for holiday entitlements and declining costs of travel. Tourism is an important export for a large number of developing countries, and the principal export for about a third of these. The business sectors comprising the tourism industry include: transportation, accommodations, eating and drinking establishments, shops, entertainment venues, activity facilities, and a variety of hospitality

service providers who cater to individuals or groups travelling away from home. Tourism product is not produced by a single business, non-profit organization, or governmental agency; rather, it is defined as “a satisfying visitor experience.” This definition encompasses every activity and experience that a tourist encounters during his or her entire trip away from home.

The [World Tourism Organization](#) (UNWTO) forecasts that international tourism will continue growing at the average annual rate of 4 %. With the advent of e-commerce, tourism products have become one of the most traded items on the internet. Tourism products and services have been made available through intermediaries, although tourism providers (hotels, airlines, etc.) can sell their services directly. This has put pressure on intermediaries from both on-line and traditional shops. It has been suggested there is a strong correlation between tourism expenditure per capita and the degree to which countries play in the global context. Not only as a result of the important economic contribution of the tourism industry, but also as an indicator of the degree of confidence with which global citizens leverage the resources of the globe for the benefit of their local economies. This is why any projections of growth in tourism may serve as an indication of the relative influence that each country will exercise in the future.

[Space tourism](#) is expected to "take off" in the first quarter of the 21st century, although compared with traditional destinations the number of tourists in orbit will remain low until technologies such as a space elevator make space travel cheap. Technological improvement is likely to make possible air-ship hotels, based either on solar-powered airplanes or large dirigibles. Underwater hotels, such as Hydropolis, expected to open in Dubai in 2009, will be built. On the ocean, tourists will be welcomed by ever larger cruise ships and perhaps floating cities.

Global Importance of Tourism

Tourism has been recognised as an important social and economic phenomenon. at the World Conference on Tourism, held in Manila in 1980, the importance of tourism and its widespread effects were recognised in the Manila Declaration on World Tourism, which stated,

“Tourism is considered an activity essential to the life of nations because of its direct effects on the social, cultural, educational and economic sectors of the of national societies and on their international relations”

Creating jobs and wealth

- a) Travel & Tourism is the world’s largest industry and creator of jobs across national and regional economies. WTTC/WEFA research show that in 2000, Travel & Tourism will generate, directly and indirectly, 11.7% of GDP and nearly 200 million jobs in the world-wide economy. These figures are forecasted to total 11.7% and 255 million respectively in 2010.

- b)** Jobs generated by Travel & Tourism are spread across the economy - in retail, construction, manufacturing and telecommunications, as well as directly in Travel & Tourism companies. These jobs employ a large proportion of women, minorities and young people; are predominantly in small and medium sized companies; and offer good training and transferability. Tourism can also be one of the most effective drivers for the development of regional economies. These patterns apply to both developed and emerging economies.

Contributing to sustainable development

- c)** The 1992 United Nations Conference on Environment and Development (UNCED), the Rio Earth Summit, identified Travel & Tourism as one of the key sectors of the economy which could make a positive contribution to achieving sustainable development. The Earth Summit led to the adoption of Agenda 21, a comprehensive program of action adopted by 182 governments to provide a global blueprint for achieving sustainable development. Travel & Tourism is the first industry sector to have launched an industry-specific action plan based on Agenda 21.
- d)** Travel & Tourism is able to contribute to development which is economically, ecologically and socially sustainable, because it:
- has less impact on natural resources and the environment than most other industries;
 - is based on enjoyment and appreciation of local culture, built heritage, and natural environment, as such that the industry has a direct and powerful motivation to protect these assets;
 - can play a positive part in increasing consumer commitment to sustainable development principles through its unparalleled consumer distribution channels; and
 - provides an economic incentive to conserve natural environments and habitats which might otherwise be allocated to more environmentally damaging land uses, thereby, helping to maintain bio-diversity.
- e)** There are numerous good examples of where Travel & Tourism is acting as a catalyst for conservation and improvement of the environment and maintenance of local diversity and culture.

Providing infrastructure

- f)** To a greater degree than most activities, Travel & Tourism depends on a wide range of infrastructure services - airports, air navigation, roads, railheads and ports, as well as basic infrastructure services required by hotels, restaurants, shops, and recreation facilities (e.g. telecommunications and utilities).
- g)** It is the combination of tourism and good infrastructure that underpins the economic, environmental and social benefits. It is important to balance any decision to develop an area for tourism against the need to preserve fragile or threatened environments and cultures. However, once a decision has been taken where an area is appropriate for new tourism development, or that an existing tourist site should be developed further, then good infrastructure will be essential to sustain the quality, economic viability and growth of Travel & Tourism. Good infrastructure will also be a key factor in the industry's ability to manage visitor flows in ways that do not affect the natural or built heritage, nor counteract against local interests.

Challenge for the future

- h)** Travel & Tourism creates jobs and wealth and has tremendous potential to contribute to economically, environmentally and socially sustainable development in both developed countries and emerging nations. It has a comparative advantage in that its start up and running costs can be low compared to many other forms of industry development. It is also often one of the few realistic options for development in many areas. Therefore, there is a strong likelihood that the Travel & Tourism industry will continue to grow globally over the short to medium term.
- i)** Of course, if Travel & Tourism is managed badly, it can have a detrimental effect - it can damage fragile environments and destroy local cultures. The challenge is to manage the future growth of the industry so as to minimise its negative impacts on the environment and host communities whilst maximising the benefits it brings in terms of jobs, wealth and support for local culture and industry, and protection of the built and natural environment.

Most visited countries by international tourist arrivals

In 2010, there were 940 million international tourist arrivals, with a growth of 6.6% as compared to 2009. The World Tourism Organization reports the following ten countries as the most visited by the number of international travellers. When compared to 2009, China surpassed Spain to become the third most visited country. Most of the top visited countries continue to be on the European continent, followed by a growing number of Asian countries.

Most visited cities by international tourist arrivals

City	Country	International visitors (millions)	Year/Notes
Paris	France	15.1	2010 (Excluding extra-muros visitors)
London	United Kingdom	14.6	2010
New York City	United States	9.7	2010
Antalya	Turkey	9.2	2010
Singapore	Singapore	9.2	2010
Kuala Lumpur	Malaysia	8.9	2010
Hong Kong	Hong Kong	8.4	2010 (Excluding Mainland Chinese visitors)
Dubai	United Arab Emirates	8.3	2010
Bangkok	Thailand	7.2	2010
Istanbul	Turkey	6.9	2010

Types of Tourism

In 1994, the [United Nations](#) classified three forms of tourism in its *Recommendations on Tourism Statistics*:

- Domestic tourism, involving residents of the given country travelling only within this country.
- Inbound tourism, involving non-residents travelling in the given country.
- Outbound tourism, involving residents travelling in another country.

Leisure travel

Leisure travel was associated with the [Industrial Revolution](#) in the [United Kingdom](#) – the first European country to promote [leisure time](#) to the increasing industrial population.^{[[citation needed](#)]} Initially, this applied to the owners of the machinery of production, the economic oligarchy, the factory owners and the traders. These comprised the new [middle class](#). [Cox & Kings](#) was the first official travel company to be formed in 1758.

The British origin of this new industry is reflected in many place names. In Nice, France, one of the first and best-established holiday resorts on the French Riviera, the long esplanade along the seafront is known to this day as the *Promenade des Anglais*; in many other historic resorts in continental Europe, old, well-established palace hotels have names like the *Hotel Bristol*, the *Hotel Carlton* or the *Hotel Majestic* – reflecting the dominance of English customers. Many leisure-oriented tourists travel to the tropics, both in the summer and winter. Places of such nature often visited are: Bali in Indonesia, Colombia, Brazil, Cuba, the Dominican Republic, Malaysia, Mexico the various Polynesian tropical islands, Queensland in Australia, Thailand, Saint-Tropez and Cannes in France, Florida, Hawaii and Puerto Rico in the United States, Barbados, Sint Maarten, Saint Kitts and Nevis, The Bahamas, Anguilla, Antigua, Aruba, Turks and Caicos Islands and Bermuda.

Winter tourism

Although it is acknowledged that the Swiss were not the inventors of skiing it is well documented that St. Moritz, Graubünden, became the cradle of the developing winter tourism: Since that year of 1865 in St. Moritz, many daring hotel managers choose to risk opening their hotels in winter but it was only in the seventies of the 20th century when winter tourism took over the lead from summer tourism in many of the Swiss ski resorts. Even in Winter, portions of up to one third of all guests (depending on the location) consist of non-skiers. Major ski resorts are located mostly in the various European countries (e.g. Andorra, Austria, Bulgaria, Bosnia-Herzegovina, Czech Republic, France, Germany, Iceland, Italy, Norway, Poland, Serbia, Sweden, Slovenia, Spain, Switzerland), Canada, the United States (e.g. Colorado, California, Utah, Montana, Wyoming, New York, New Jersey, Michigan, Montana, Vermont) New Zealand, Japan, South Korea, Chile, Argentina, Kenya and Tanzania.

Mass tourism

High rise hotels such as these in Benidorm, Spain, were built across Southern Europe in the 1960s and 1970s to accommodate mass tourism from Northern Europe. Mass tourism could only have developed with the improvements in technology, allowing the transport of large numbers of people in a short space of time to places of leisure interest, so that greater numbers of people could begin to enjoy the benefits of leisure time.

Adjectival tourism

Adjectival tourism refers to the numerous niche or specialty travel forms of tourism that have emerged over the years, each with its own adjective. Many of these have come into common use by the tourism industry and academics. Others are emerging concepts that may or may not gain popular usage. Examples of the more common niche tourism markets include:

- [Agritourism](#)
- [Culinary tourism](#)
- [Cultural tourism](#)
- [Ecotourism](#)
- [Extreme tourism](#)
- [Geotourism](#)
- [Heritage tourism](#)
- [LGBT tourism](#)
- [Medical tourism](#)
- [Nautical tourism](#)
- [Pop-culture tourism](#)
- [Religious tourism](#)
- [Slum tourism](#)
- [Space tourism](#)
- [War tourism](#)
- [Wildlife tourism](#)

Sustainable Tourism

There are a myriad of definitions for Sustainable Tourism, including eco-tourism, green travel, environmentally and culturally responsible tourism, fair trade and ethical travel. The most widely accepted definition is that of the [World Tourism Organisation](#). They define sustainable tourism as:

“tourism which leads to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, [biological diversity](#) and life support systems.”

In addition they describe the development of sustainable tourism as a process which meets the needs of present tourists and host communities whilst protecting and enhancing needs in the future (World Tourism Organisation 1996).

Sustainable tourism can be seen as having regard to ecological and socio-cultural carrying capacities and includes involving the community of the destination in tourism development planning. It also involves integrating tourism to match current economic and growth policies so as to mitigate some of the negative economic and social impacts of 'mass tourism'. Murphy (1985) advocates the use of an 'ecological approach', to consider both 'plants' and 'people' when implementing the sustainable tourism development process. This is in contrast to the [boosterism](#) and 'economic' approaches to tourism planning, neither of which considers the detrimental ecological or sociological impacts of tourism development to a destination.

However, Butler (2006) questions the exposition of the term 'sustainable' in the context of tourism, citing its ambiguity and stating that "the emerging sustainable development philosophy of the 1990s can be viewed as an extension of the broader realization that a preoccupation with economic growth without regard to its social and environmental consequences is self-defeating in the long term." Thus 'sustainable tourism development' is seldom considered as an autonomous function of economic regeneration as separate from general economic growth.

Ecotourism

Defining "Ecotourism" has proven to be a difficult task given all the different players attempting to define it. People tend to define things in terms that are beneficial to themselves, hence the variety of definitions. There are however several workable definitions currently in wide use. The International Ecotourism Society defines Ecotourism as:

"responsible travel to natural areas that conserves the environment and improves the welfare of local people".

The Australian Commission on National Ecotourism Strategy calls it:

"nature-based tourism that involves education and interpretation of the natural environment and is managed to be ecologically sustainable" .

Martha Honey used 7 defining points to describe ecotourism in her book titled *"Ecotourism and Sustainable Development"*. Most serious studies of ecotourism including several University programs now use this as the working definition. The 7-defining points are that ecotourism:

- a. **Involves travel to natural destinations.** These destinations are often remote areas, whether inhabited or uninhabited, and are usually under some kind of environmental protection at the national, international, communal or private level.
- b. **Minimizes Impact.** Tourism causes damage. Ecotourism strives to minimize the adverse affects of hotels, trails, and other infrastructure by using either recycled materials or plenty fully available local building materials, renewable sources of energy, recycling and safe disposal of waste and garbage, and environmentally and culturally sensitive architectural design. Minimization of impact also requires that the numbers and mode of behavior of tourists be regulated to ensure limited damage to the ecosystem.
- c. **Builds environmental awareness.** Ecotourism means education, for both tourists and residents of nearby communities. Well before departure tour operators should supply travelers with reading material about the country, environment and local people, as well as a code of conduct for both the traveler and the industry itself. This information helps prepare the tourist as The Ecotourism Societies guidelines state "to learn about the places and peoples visited" and "to minimize their negative impacts while visiting sensitive environments and cultures". Essential to good ecotourism are well-trained, multilingual naturalist guides with skills in natural and cultural history, environmental interpretation, ethical principles and effective communication. Ecotourism projects should also help educate members of the surrounding community, schoolchildren and the broader public in the host country. To do so they

must offer greatly reduced entrance and lodge fees for nationals and free educational trips for local students and those living near the tourist attraction.

- d. **Provides direct financial benefits for conservation:** Ecotourism helps raise funds for environmental protection, research and education through a variety of mechanisms, including park entrance fees, tour company, hotel, airline and airport taxes and voluntary contributions.
- e. **Provides financial benefits and empowerment for local people:** National Parks and other conservation areas will only survive if there are "happy people" around their perimeters. The local community must be involved with and receive income and other tangible benefits (potable water, roads, health clinics, etc.) from the conservation area and its tourist facilities. Campsites, lodges, guide services, restaurants and other concessions should be run by or in partnership with communities surrounding a park or other tourist destination. More importantly, if Ecotourism is to be viewed as a tool for rural development, it must also help shift economic and political control to the local community, village, cooperative, or entrepreneur. This is the most difficult and time-consuming principle in the economic equation and the one that foreign operators and "partners" most often let fall through the cracks or that they follow only partially or formally.
- f. **Respects local culture:** Ecotourism is not only "greener" but also less culturally intrusive and exploitative than conventional tourism. Whereas prostitution, black markets and drugs often are by-products of mass tourism, ecotourism strives to be culturally respectful and have a minimal effect on both the natural environment and the human population of a host country. This is not easy, especially since ecotourism often involves travel to remote areas where small and isolate communities have had little experience interacting with foreigners. And like conventional tourism, ecotourism involves an unequal relationship of power between the visitor and the host and a commoditization of the relationship through exchange of money. Part of being a responsible ecotourist is learning beforehand about the local customs, respecting dress codes and other social norms and not intruding on the community unless either invited or as part of a well organized tour.
- g. **Supports human rights and democratic movements:** Although tourism often is glibly hailed as a tool for building international understanding and world peace, this does not happen automatically; frequently in fact tourism bolsters the economies of repressive and undemocratic states. Mass tourism pays scant attention to the political system of the host country or struggles within it, unless civil unrest spills over into attacks on tourists. In many developing countries, rural populations living around national parks and other ecotourism attractions are locked in contests with the national government and multinational corporations for control of the assets and their benefits.

Ecotourism Principles

Ecotourism has been described as an industry developed specifically to achieve the sustainable use of resources. The question is, how can this actually be done? What happens if the local people disregard the ecological importance of the flora and fauna and give priority to the needs of mainstream tourists? Or ignore damage to the environment to make sure as many people as possible visit the site? This is not our way of thinking. Rather, we believe that sustainable ecotourism needs to meet a certain set of conditions, and that it requires rules and an overall framework. If these conditions are followed, then the chances of putting into practice sustainable use of resources through ecotourism are improved.

There are usually two ways of looking at ecotourism. The first view puts a premium on the conservation of local wildlife, culture and other resources and uses ecotourism as a method to achieve that preservation. The other view centres on tourism development which, while based on the use of resources, depends on their continued existence in order to be marketable and therefore seeks ways of preserving the attractive or pristine condition of the destination. In order to establish and manage ecotourism programs, a somewhat different framework is required than for mass or general tourism. The participation of researchers, government officials, and local people is particularly unique and important for ecotourism development. There are specific roles for five sectors: local citizens, researchers, the travel industry, tourists and government.

The local people with their everyday use of the natural, cultural and historic resources are the backbone of ecotourism. They are not only the guardians of these resources, but are also the hosts to visitors. The researcher's role is to look at the local resources from a scientific point of view. The importance of the researchers' involvement is their advisory position, based on their thorough scientific, cultural and historical knowledge, and their ability to diffuse information. They can assist with the detailed planning of tour programs. The travel industry should develop products based on the advice of researchers. The travel industry helps stimulate local economies through running its businesses, such as guided tours. The tourists, thanks to the knowledge imparted to them by local guides, become more informed on the environment and, of course, they bring both direct and indirect profits to the local businesses and community. They are essential in helping local people realise that sustaining and conserving their resources is fundamental to the stabilisation of their economy. Government bears the responsibility of supporting the establishment of ecotourism: for example, contributing to the drafting of guidelines, providing education for staff, and supporting non-profit endeavours.

Benefits of Ecotourism

Ecotourism, also known as ecological tourism or nature tourism, is responsible travel to fragile, pristine, and usually protected areas that strives to be low impact and (often) small scale. Whether called or ecotourism, recreational and educational travel based on natural attractions is a promising means of advancing social, economic, and environmental objectives in developing countries. It offers countries new opportunities for small-enterprise investment and employment and increases the national stake in protecting their biological resources. However, making

ecotourism a positive economic and environmental tool requires policies that foster responsible nature tourism development, broad-based and active local participation in its benefits, and conservation of developing countries' biological heritage. It helps educate the traveller; provides funds for conservation; directly benefits the economic development and political empowerment of local communities; and fosters respect for different cultures and for human rights.

Contributions of ecotourism include raising local awareness about the value of biological resources, increasing local participation in the benefits of biodiversity conservation (through new sources of jobs and incomes), and generating revenues toward conservation of biologically rich areas.

Wildlife and its habitats in developing countries are becoming increasingly popular attractions for international tourism. Many of the richest areas, biologically, are in the developing world. Growing numbers of ecotourists are flocking to the mountains of Nepal and Madagascar, the tropical forests of Costa Rica and Thailand, and the beaches of Belize and Sri Lanka. Nature tourists bring with them money to spend, money that creates jobs and incomes for households and communities in and around national parks and other protected areas. Ecotourism enterprises tour agencies and guide services, lodges and private reserves as well as such satellite activities as crafts industries and transportation and food services, also generate revenues and foreign exchange. Governments can use this income in operating and protecting natural habitats.

By recognizing the importance of protecting biological diversity, ecotourism is raising appreciation for biological resources and leading to better conservation practices by developing country populations. It must of course be properly regulated and managed to protect against adverse environmental and cultural effects that can come with overbuilding of tourist facilities and influx of populations around fragile ecosystems. Assuming such oversight, nature tourism can benefit both the environment and economic development.

Ecotourism can be a constructive component of strategies to promote, at the same time, both environmental protection and development of private enterprise.

Economic benefits, including entry fees, licences and concessions, often generate substantial funds to support conservation and management of natural environments. In a number of countries, tourist expenditures on lodging, transportation, food, guides, and souvenirs is an important source of income for local communities.

Employment generated by ecotourism-related jobs is sometimes one of the most significant benefits for local communities, providing supplemental income to rural farmers, women and young people. Hundreds of people, for example, live off the Bwindi Impenetrable Forest in Uganda, where foreign tourists trek to view gorillas; they work as rangers and camping staff or provide food, crafts and entertainment to the tourists. In the Buhoma valley just outside the park, many local businesses have started up, offering goods and services to visitors. The multiplier effect of tourism can be substantial. It is estimated that for every hotel room, one to two jobs are

created directly or indirectly. In Zimbabwe, where ecotourism is fast earning international recognition, the tourism industry employs about 200,000 people.

Problems associated with ecotourism

Risk: Unregulated, nature tourism can damage the environment and corrode local cultures. Pollution from runaway resort and hotel development around fragile park areas in Costa Rica, Nepal, and Thailand exemplifies poorly managed tourism activity.

Distribution of benefits: Where international travel and resort chains or urban investors control the tourism industry, the local economic effect of ecotourism may be reduced. Early studies of ecotourism expenditures suggest that in such cases not much perhaps 20 to 30 cents of the tourist dollar stays in the national economy; even less reaches local communities.

Perceptions: Developing countries fear that their parks and protected areas will become playgrounds for international tourists, with the land reserved for conservation and no longer available for farming to feed and employ their growing populations.

Lack of information: More and better information is need about the actual and potential economic contributions of nature tourism ventures and practices. Inclusion of visits to natural attractions as part of regular recreational tourism needs to be explored along with "purer" forms of nature tourism and travel.

Pro-poor tourism

The pro poor tourism has to help the very poorest in developing countries has been receiving increasing attention by those involved in development and the issue has been addressed either through small scale projects in local communities and by Ministries of Tourism attempting to attract huge numbers of tourists. Research by the Overseas Development Institute suggests that neither is the best way to encourage tourists' money to reach the poorest as only 25% or less (far less in some cases) ever reaches the poor; successful examples of money reaching the poor include mountain climbing in Tanzania or cultural tourism in Luang Prabang, Laos.

Recession tourism

Recession tourism is a travel trend, which evolved by way of the world economic crisis. Identified by American entrepreneur Matt Landau (2007), recession tourism is defined by low-cost, high-value experiences taking place of once-popular generic retreats. Various recession tourism hotspots have seen business boom during the recession thanks to comparatively low

costs of living and a slow world job market suggesting travellers are elongating trips where their money travels further.

Medical tourism

When there is a significant price difference between countries for a given medical procedure, particularly in Southeast Asia, India, Eastern Europe and where there are different regulatory regimes, in relation to particular medical procedures (e.g. dentistry), travelling to take advantage of the price or regulatory differences is often referred to as "medical tourism".

Educational tourism

Educational tourism developed, because of the growing popularity of teaching and learning of knowledge and the enhancing of technical competency outside of the classroom environment. In educational tourism, the main focus of the tour or leisure activity includes visiting another country to learn about the culture, such as in Student Exchange Programs and Study Tours, or to work and apply skills learned inside the classroom in a different environment, such as in the International Practicum Training Program.

Creative tourism

Creative tourism has existed as a form of cultural tourism, since the early beginnings of tourism itself. Its European roots date back to the time of the Grand Tour, which saw the sons of aristocratic families travelling for the purpose of mostly interactive, educational experiences. Creative tourism is defined "as tourism related to the active participation of travellers in the culture of the host community, through interactive workshops and informal learning experiences". Meanwhile, the concept of creative tourism has been picked up by high-profile organizations such as UNESCO, who through the Creative Cities Network, have endorsed creative tourism as an engaged, authentic experience that promotes an active understanding of the specific cultural features of a place. More recently, creative tourism has gained popularity as a form of cultural tourism, drawing on active participation by travellers in the culture of the host communities they visit. Several countries offer examples of this type of tourism development, including the United Kingdom, the Bahamas, Jamaica, Spain, Italy and New Zealand.

Sports tourism

Since the late 1980s, sports tourism has become increasingly popular. Events such as rugby, Olympics, Commonwealth games, Asian Games and football World Cups have enabled specialist travel companies to gain official ticket allocation and then sell them in packages that include flights, hotels and excursions.

Environmental Tourism

With increased awareness of the fragile nature of our planet and its beauty, it is not surprising that there has also been an increased demand for travel to unique and remarkable environments around the world, known as environmental tourism. Environmental tourism is the phenomenon

of increasing travel to places of environmental interest. It is travel that focuses on the ecological surroundings of the destination, which is generally a place overflowing with natural beauty and wonder.

Environmental tourism can include travel to unique and endangered areas, such as the Galapagos Islands. In addition to visiting places for its uniqueness, many people engage in environmental tourism as a “voluntourism” mission – this is a form of tourism in which people travel to a destination for a short period of time to volunteer in some capacity. In the case of environmental tourism, voluntourism means travelling to an ecologically fragile part of the world to offer assistance in repairing it – such as cleaning an oil spill.

The concept of environmental tourism is that people will become more engaged with the ecological and socio-cultural concerns of the world through firsthand experience, and thus be more active in conservation and making change. The idea evolved in the late 1980s along with growing consumer awareness of issues surrounding conservation and consumption. Not only is environmental tourism an adventure into the wilderness aimed at helping save the planet, but it also expands the profitable travel industry to developing countries where jobs are scarce and economies are struggling. Although the objectives of environmental tourism are well meaning, there are consequences that arise from the practice.

When people travel to places that have historically been disparately inhabited, the presence of increased and new populations inevitably impacts the environment and the culture of the location. The first impact on the environment comes from getting to the destination. Travel to remote locations where wildlife thrives can be costly to the environment using more fuel than that of an ordinary vacation, at times. Lodging and living are further strains the local environment. Constructing new lodging often means destroying a natural ecosystem and bringing a Western lifestyle to a developing country often means improper disposal of the increased amounts of waste. In a socio-cultural sense, environmental tourism can present a problem with the displacement of people and their resources as well as impede and endanger their daily customs by introducing new difficulties and cultures.

Environmental tourism can have the added effect of creating more sustainable economies in places where if it were not for environmental tourism, resource exploitation would be the only other economic driver. Environmental tourism can replace mining, logging, and commercial farming in environmentally sensitive areas. Environmental tourism can preserve natural and cultural diversity by offering travellers a window into a new world in a non-intrusive way.

Many developing nations are turning to environmental tourism to create a sustainable industry that requires minimal development. Environmental tourism has become a significant segment of the tourism industry, and the segment is growing very fast. To ensure that environmental tourism is ecologically sustainable, regulatory programs have been developed that set criteria for what can be considered ecotourism. This can help consumers to know that their programs earth friendly vacation is really as advertised.

Urban Tourism

The emergence of urban tourism through a process when tourism was seen as a danger in 1970 is described by Ashworth (1989) as a defensive approach to tourism in the city. However, the

economic conditions after the 1970's were the most significant phenomenon in the city, which allowed tourism to be placed as an important urban function. The economic decline of the cities in the UK, Western Europe and Northern America in the late 1970's highlighted the role of tourism as a catalyst to boost urban economies. Therefore, tourism is suggested as a mean to manage the change and transition of city functions, and then is expanded to become the principal sector in the city economies. The complexity of relationship between urban features and tourism functions in creating urban tourism can be understood through two conditions. Firstly, (1) the characteristics intrinsic of cities as a settlement type are an instrument in shaping tourism or leisure activities where the roles of urban tourism emerge. On the other hand, (2) the function of tourism or leisure also becomes the instrument in shaping important aspects of cities. Moreover, Cities are places where various major facilities such as transport, hotel facilities and event facilities are located. Based on this, Blank (1994) identifies five major factors that characterise cities as tourism destinations, which are:

- Location of high populations, which attract high numbers of tourists who are visiting friends and relatives.
- Major travel nodes that serve as gateways or transfer points to other destinations.
- Focal points for commerce, industry and finance.
- Harbour concentrations of people services such as education, government/administration centre, health and others.
- Places that offer a wide variety of cultural, artistic and recreational experiences.

Setbacks to tourism

There have been a few setbacks in tourism, such as the September 11 attacks and terrorist threats to tourist destinations, such as in Bali and several European cities. Also, on December 26, 2004, a tsunami, caused by the 2004 Indian Ocean earthquake, hit the Asian countries on the Indian Ocean, including the Maldives. Thousands of lives were lost and many tourists died. This, together with the vast clean-up operation in place, has stopped or severely hampered tourism to the area.

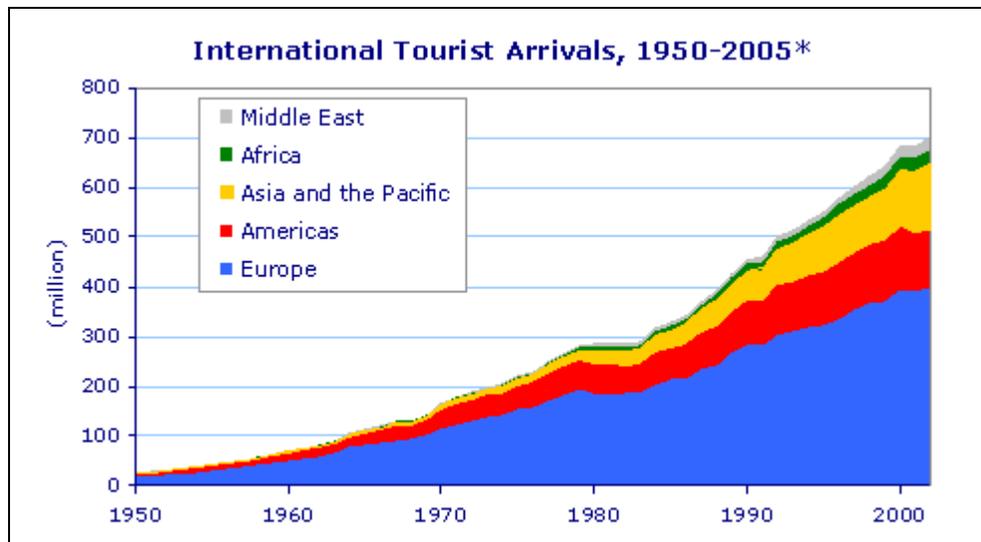
As a result of the late-2000s recession, international arrivals suffered a strong slowdown beginning in June 2008. Growth from 2007 to 2008 was only 3.7% during the first eight months of 2008. The Asian and Pacific markets were affected and Europe stagnated during the boreal summer months, while the Americas performed better, reducing their expansion rate but keeping a 6% growth from January to August 2008. This slowdown on international tourism demand was also reflected in the air transport industry, with a negative growth in September 2008 and a 3.3% growth in passenger traffic through September. The hotel industry also reports a slowdown, as room occupancy continues to decline. As the global economic situation deteriorated dramatically during September and October as a result of the global financial crisis, growth of international tourism is expected to slow even further for the remaining of 2008, and this slowdown in demand growth is forecasted to continue into 2009 as recession has already hit most of the top spender countries, with long-haul travel expected to be the most affected by the economic crisis.

This negative trend intensified as international tourist arrivals fell by 8% during the first four months of 2009, and the decline was exacerbated in some regions due to the outbreak of the influenza AH1N1 virus.

Historical and modern perspectives of tourism and recreation

Historical perspective of world tourism

The substantial growth of the tourism activity clearly marks tourism as one of the most remarkable economic and social phenomena of the past century. The number of international arrivals shows an evolution from a mere 25 million international arrivals in 1950 to an estimated 806 million in 2005, corresponding to an average annual growth rate of 6.5%.



During this period, development was particularly strong in Asia and the Pacific (13% on average a year) and in the Middle East (10%) while the Americas (5%) and Europe (6%), grew at a slower pace and slightly below the world's average growth. New destinations are steadily increasing their market share while more mature regions such as Europe and the Americas tend to have less dynamic growth. Europe's world share declined by over 10 percentage points since 1950 whereas the Americas lost 13 percentage points. Though the Americas' performance has been most affected by the declines suffered in the past years, the fact is that its annual average growth rate for the period 1950-2000 was 5.8%, also below the average for the world (6.8%).

Europe and the Americas were the main tourist-receiving regions between 1950 and 2000. Both regions represented a joint market share of over 95 per cent in 1950, 82% forty years later and 76% in 2000.

Environmental aspects of tourism and recreation

Environmental impacts of Tourism and Recreation

The degree of environmental impact varies, depending on the type of tourist and the intensity of site use. There are day tourists, who visit a destination for a day and then leave; summer residents who are in effect tourists for a season; and tourists on bus tours and other trips that may visit a location for a few minutes or a number of days. Day tourists have an impact on the environment through their transportation to their destination as well as their activities once there. This is true for summer residents, but these tourists also have a cumulative impact, as they are in one place for a longer period of time. For example, nutrients leaching from the septic systems of tourists' waterfront homes can accelerate eutrophication and contribute to depletion of dissolved oxygen supply of the adjacent water body.

Environmental Implications of the Tourism Industry

We can discuss the environmental impacts of tourism in three categories: direct impacts, including impacts from the travel to a destination, the tourist activities in and of themselves at that destination, such as hiking or boating, and from the creation, operation and maintenance of facilities that cater to the tourist; "upstream" impacts, resulting from service providers' ability to influence suppliers; and "downstream" impacts, where service providers can influence the behaviour or consumption patterns of customers.

Direct Environmental Impacts

Energy Consumption

Tourism in the USA was found to have increased energy use. Preliminary figures from a draft Sustainable Tourism Roundtable Report indicate that the tourism industry uses 72.1 Gw hours of energy per year (International Institute of Tourism Studies, George Washington University, 1999, p. 7).

Water Consumption

The preliminary figures from the above-mentioned report indicate that the tourism industry in the aggregate uses 93.9 billion gallons of water per year. This amount is 4.0% of total U.S. commercial consumption (including the chemical, pulp and paper, primary metals, and the textiles industries) (International Institute of Tourism Studies, George Washington University, 1999, pp. 7 and 42). Tourism-related water use in the lodging industry accounts for approximately 46.2 billion gallons of water per year. In 1995, total freshwater withdrawals in the United States for off-stream uses (e.g., withdrawal of surface and groundwater for public supply; domestic use; agriculture, including irrigation and livestock watering; industry, including

mining; and thermoelectric power uses) was 340 billion gallons per day. By contrast, tourism related hotel water use accounted for less than .04% of the total (Solley, 1997, p.1).

Pollution and Waste Outputs

Water Quality

The tourism industry impacts water quality through construction and maintenance of tourist infrastructure, recreational boating, and certain activities of the cruise industry. Tourist infrastructure increases the pressure on existing sewage treatment plants and can lead to overflows during peak tourist times. A more gradual impact is the leaching of nutrients from septic systems of tourists' waterfront homes, accelerating eutrophication of adjacent water bodies, and depleting dissolved oxygen supplies. The construction of tourist facilities and infrastructure also increases the amount of impervious surfaces, which in turn increases the amount of polluted runoff reaching water bodies.

The most significant problem from the standpoint of human health associated with recreational boating and water quality is the discharge of sewage into water bodies with limited flushing, where the discharge occurs near the location of shellfish beds. Diseases that can be potentially transmitted through human contact with faecal discharge and/or ingestion of contaminated shellfish include typhoid fever, dysentery, infectious hepatitis, and nonspecific gastroenteritis.

Spills and discharges of oil and toxic chemicals are other impacts that recreational boats and the cruise industry can have, although such impacts are not necessarily significant. In 1997, recreational vessels were responsible for 535 reported oil spills, comprising 6.2% of the total spill incidents in U.S. waters.

Air Quality

Most tourism-related air pollution comes from automobiles. Automobiles emit by far the most carbon monoxide of all transportation modes. In 1997, they emitted 26 million short tons of carbon monoxide, compared with 1.7 million short tons from recreational marine vehicles, and 1 million from aircraft.

Habitat/Ecosystem Alteration and Fragmentation

Ecosystems and natural habitat can be damaged by tourist infrastructure, tourist activities, recreational boating, and the cruise industry. Recreational boats and cruise vessels can damage aquatic vegetation by cutting it with their propellers or otherwise damaging it when running aground. Wetlands have been destroyed in order to build tourist-related infrastructure, such as airports, roads, and marinas. For example, in Jamaica over 700 acres of wetlands have been destroyed since the 1960s for tourism development. When snorkelling and hiking, tourists can damage ecosystems by littering, and trampling coral and vegetation. This type of damage is cumulative in nature. One or two tourists may not cause visible harm, but hundreds over time can do substantial damage.

Impacts on Wildlife

Wildlife can be adversely affected by the construction and maintenance of tourist infrastructure, and by tourist activities. Impacts from tourist infrastructure can be direct, such as when development in lower elevations of mountain resorts restricts the migratory range of certain wildlife, or indirect, such as when marine turtles are disoriented by automobile headlights and resort illumination. The two primary ways in which tourist activities disturb wildlife are by altering their eating habits and feeding patterns, and by altering their habitat. Feeding patterns are

altered directly by tourists feeding animals, and indirectly by littering, which encourages wildlife to scrounge for food. Wildlife habitat is altered by tourists' trampling and by the use of off-road vehicles (ORVs).

Aesthetic and Cultural Impacts

Tourism can diminish the aesthetic appeal of a destination through the construction of buildings that clash with the surrounding environment, creating "architectural" or "visual" pollution (Andereck, 1993, p. 30; Mathieson & Wall, 1982, p.121).). The high-rise hotels along the coastal zone of Atlantic City and Miami are examples, as are several high-rise hotels in Jerusalem, whose construction arguably damaged the city's architectural beauty.

Impact on Gateway Communities Outside National Parks and Other Host Communities

Tourism affects the natural landscape and character of "gateway communities," which are adjacent to national parks, and other significant tourist destinations. Development related to tourist activity can be detrimental to cultural and aesthetic aspects of these communities if undertaken in an indiscriminate and/or scattered manner.

Positive Impacts

Despite its many adverse impacts, tourism can have positive impacts on both natural and artificially constructed environments, as well as on destination communities. In fact, tourism has motivated the preservation of such sensitive ecosystems as the Everglades National Park in Florida (Andereck, 1993, p.30). Furthermore, tourism that focuses on cultural and historic sites (sometimes referred to as "heritage" tourism) can be the impetus for the preservation and rehabilitation of existing historic sites, buildings, and monuments. In addition, the economic benefits of tourism partially balance its negative environmental impacts. For example, gateway communities adjacent to national parks exist primarily because of the economic benefits of tourism. The parks attract more visitors to these communities, resulting in increased employment opportunities and an improved standard of living.

Upstream and Downstream Impacts

In addition to direct environmental impacts, impacts from tourism occur at every point along the supply chain. The "supply chain" with respect to service industries refers to all the actors involved in the provision of a service, including the consumer. The supply chain in the tourism industry consists of those industries that provide accommodations, provide transportation, make arrangements for travellers, and supply equipment. It also includes the tourists themselves. The degree of environmental impact of tourism can be influenced by actors along the supply chain.

For example, a hotel can exert "upstream" influence on its suppliers to provide products that minimize environmental impacts, such as recyclable toiletries. There are several existing initiatives within the private and nonprofits sectors to work with the lodging industry to reduce environmental impacts through supplier relations. The extent to which a hotel can leverage its suppliers depends upon several factors, including type of hotel (e.g., large chain or small independent) and type of supplies.

Similarly, travel service providers can have "downstream" impacts by influencing tourists through education and provision of options to reduce resource use. For example, hotels can give

guests the option not to have their linens washed daily, and cruise lines can limit the number of tourists that go ashore at sensitive destinations. Downstream influence through tourist education is seen most clearly with ecotourism, defined as travel and tourism that attempts to minimize impacts on the environment. Tour operators specializing in ecotourism influence their customers through provision of environmental guidelines before and during trips.

There are environmental impacts from the travel to a destination, the tourist activities in and of themselves at that destination, such as hiking or boating, and from the creation, operation, and maintenance of facilities that cater to the tourist, such as hotels. We can also discuss the impacts from tourism-related transportation, development, the lodging and cruise industries, and tourist activities including selected forms of recreation.

Transportation

Airlines

In 1995, twenty percent of U.S. commercial air travel was attributed to leisure, including rest and relaxation, sightseeing, and outdoor recreation. Aircraft emit the most carbon monoxide of any of the five listed air pollutants, but it is a small amount relative to other modes of transportation. In total, aircraft are responsible for approximately one percent of the total ground-level emissions from mobile sources; therefore tourism-related air travel is responsible for only .2% of total ground-level emissions. Furthermore, tourism-related air travel contributes less than 1% of total U.S. emissions of each of the listed criteria pollutants.

Noise Pollution

In addition to air pollution, aircraft contribute to noise pollution. In fact, airlines have spent billions of dollars to address this problem. Stage 2 aircraft are now being replaced by Stage 3 aircraft, which are 50% quieter. There are also noise impacts from air tour operators, such as those that take 800,000 passengers a year on scenic over flights of the Grand Canyon. However, again, as tourism-related travel represents only 20% of commercial air travel, and airplanes are only one source of noise pollution, tourism's contribution to total noise pollution is minor.

Ground Transportation

Much of the tourism-related air pollution comes from automobiles. In the USA, thirty-five percent of people travelling for leisure in 1995 used personal automobiles as their means of travel (DOT, 1997) Automobiles emit by far the most carbon monoxide, nitrogen oxide, and volatile organic compounds in comparison to other transportation. Personal automobiles emit 32% percent of the total national carbon monoxide emissions, and 12% of total national nitrogen oxide emissions (in 1996) (EPA, 1997). One area where it is possible to distinguish between tourism-related automobile travel and other travel is within national parks. Exhaust from tourists' cars affects air quality and vegetation in some national parks. Adverse impacts on vegetation have been attributed to automobile Tour buses have an impact on air quality as well. Another form of ground transportation that has grown in the past twenty years is the recreational vehicle (RV) and off-road recreational vehicle (ORV) sector. Ground transportation can also have an impact on natural habitat. This impact occurs primarily through road construction. However, some vehicles such as ORVs can have a direct impact.

Recreational Marine Vehicles

Recreational marine vehicles are included in this discussion because their use can be considered tourism when part of a longer trip. The impact of this activity occurs in transit to a tourist destination. Recreational marine vehicles, can, therefore, affect air quality during transit to a destination and while their owners' boat in and around that destination. Recreational marine vehicles do not emit as much carbon monoxide as automobiles, but they do emit significantly more of it than recreational land vehicles (such as off-road vehicles) and aircraft.

Development and Land Use

The environmental impacts of the construction and development of facilities needed to support the industry are both immediate and gradual. Development associated with tourism includes accommodations, roads, retail stores and restaurants, tourist attractions, tourists' seasonal waterfront homes, water supplies, and waste disposal facilities. Cumulative effects over time are particularly problematic because the developer in question is often out of the picture before impacts become obvious. An example of a gradual impact is the leaching of nutrients from septic systems of tourists' waterfront homes into the water body, accelerating eutrophication and depleting dissolved oxygen supplies.

Tourist infrastructure can also adversely impact water quality because more wastewater is created in one place and reduced someplace else, putting more pressure on sewage treatment plants or septic systems in the tourist destination. When a sewage treatment plant receives more effluent than it can treat, the excess can flow directly into water bodies untreated, creating a potential health hazard. The sewage problem with tourist facilities is further exacerbated by the seasonal nature of many tourist areas. An area which off-season may have the capacity (either through septic systems or treatment plants) to properly treat sewage may be overburdened during the tourist season. Sewage effluent can damage coral reefs because it stimulates the growth of algae, which cover the filter-feeding corals, hampering their ability to get food. Furthermore, the algae impede the transmission of sunlight to the plant cells (zooxanthellae) living within the corals' tissue, hindering their ability to grow and provide the coral with needed nutrition.

Tourist facilities increase the amount of impervious surfaces, causing more runoff to reach water bodies. This runoff contains nutrients, suspended particles, and oil and gas. Excess nutrients added to a water body can accelerate the process of eutrophication, causing an overgrowth of algae, which in turn uses up excess dissolved oxygen as the algae decays, causing fish kills. The overgrowth of algae is also a nuisance to swimmers. Furthermore, if masses of algae wash up on shore, they can create a foul-smelling area and a breeding ground for biting flies.

Construction of facilities supporting the tourism industry can damage wetlands, mangroves, coral reefs, and estuaries. Wetlands have been destroyed to make way for roads, airports, marinas, sewage treatment plants, and recreational facilities. This destruction is problematic because wetlands provide many crucial functions, including acting as a nursery ground for a diverse aquatic community, and helping to buffer the impacts of pollutants to the water body.

Although tourism has been the impetus for much destructive development, it has also been the motivation for preserving sensitive ecosystems. Some of this motivation stems from economic

benefits, as natural parks serve as attractions for tourists. An example on an international level is the Parc des Volcans in Rwanda, which provides ecological benefits through protection of the local watershed, and economic benefits, as it is the country's third largest source of foreign exchange. Everglades National Park in Florida is a domestic example of a sensitive wetland and estuarine environment where tourism has spurred preservation efforts.

Steps to lessen adverse impacts

As the environmental impacts of tourism have become more obvious, efforts to minimize or avoid further impacts have developed. There are existing initiatives within the tourism industry to minimize impacts. Potential improvements include voluntary efforts by industry sectors and government initiatives, developers' initiatives to design and build tourist infrastructure with minimal impact on the environment, and non-profit tours that espouse environmentally friendly travel ethics.

Voluntary Efforts by Industry Sectors and Government Initiatives

There has been growing recognition within the tourism industry as well as without of the need for tourism that is environmentally responsible. This recognition has been exemplified by industry and government initiatives aimed at fostering more sustainable tourism. The World Travel and Tourism Council (WTTC) developed a "Green Globe" program through which travel and tourism companies can commit to improvements in their environmental practice ("World Travel and Tourism," 1994). The WTTC membership consists of 70 corporate executive officers from all sectors of the tourism industry, including accommodation and transportation. Members commit to mitigating their environmental impacts using the WTTC "Environment Guidelines" published in 1991 or industry guidelines accepted by the Green Globe board. They participate in annual surveys, and pay a fee in exchange for access to publications and guidelines, an advisory network, a members directory, and promotional support (e.g., a logo and annual achievement awards) ("World Travel and Tourism," 1994).

The recreational boating sector has made some attempts to mitigate its environmental impacts. Regulation of this sector is not always effective because enforcement is difficult. More often than not, it is up to the goodwill of the individual boater to minimize potential impacts. A potentially effective strategy to encourage this goodwill is through boater education. Such a program is run by the National Safe Boating Council, a group of private citizens and boating .

NATIONAL MEASURES TO ENCOURAGE GOOD ENVIRONMENTAL PRACTICE IN TOURISM DESTINATIONS.

Support Local Agenda 21

- Design national and international investment, and development assistance programs for local authorities and support locally relevant mechanisms to monitor and evaluate progress.
- National governments should ensure implementation of Local Agenda 21 Plans - through development of national action plans, and provision of resources and

expertise. Establish Local Agenda 21 best practice networks - to facilitate knowledge transfer across countries.

- Use strategic environmental assessments and environmental impact assessments. These assessments should be made public, for use by all stakeholders. Maintain the integrity of SEAs and EIAs through impartial and informed entities, such as research institutes and universities.
- Land use planning and development control - The precautionary and polluter pays principles should be applied at local and regional levels. Carrying capacity studies conducted in all tourist destinations prior to further expansion.
- Integrated Coastal Zone Management strategies - Resources should be allocated to programmes for fostering ICZM projects. The release of funds for coastal areas should be dependent up-holding the principles of ICZM.

Promote tourism in natural and cultural heritage sites

- Tourism in protected areas and heritage sites - Management plans for each specific area should be given full attention by national governments, and adequate resources and expertise made available to develop competent plans. Projects combining preservation and promotion of cultural heritage sites should be supported, provided that proposals are of a high quality and are based on a sound visitor management plan.
- Rural tourism - Measures should be taken to support development of rural tourism as a key component of sustainable development in rural areas. Rural destinations should be encouraged to adopt the principles of Integrated Quality Management, involving local communities in measures to manage and develop rural products in line with market needs, plus maximizing the proportion of income retained in the community. Loss of biodiversity and cultural heritage caused by tourism should be offset by resources at the regional level to mitigate habitat fragmentation and maintain and restore the regional landscape.
- Eco-tourism - Ecotourism should be encouraged and regulated through use of eco-labels and certification schemes, to guarantee better environmental performance and progress towards sustainable development. If an activity is to be conducted in a designated protected area, then an Environmental Impact Assessment should be undertaken in advance by the responsible agency, and plans amended according to the outcomes of the assessment.

Making tourism enterprises more sustainable

- Information, training and advice - stimulate and support development of information networks for sustainable tourism. Provide the technological capacity to manage the networks efficiently. Sustainable tourism internet training should be developed for specific industry players.
- Quality marks and labelling - Research the best ways for evolving product and service certification, through examination of which sectors to target, and of mandatory vs. voluntary certification. Use existing know-how and experience to achieve recognition and acceptance by the sector and consumers. High priority should be given to promoting the image of eco-labels, equating “environmentally friendly” with quality.
- Financial incentives - Set up a comprehensive enquiry into green taxes for the tourism industry, taking into account both the opportunity for punitive taxes via the polluter

pays principle and tax breaks for certified good practice. Greater stakeholder consultation should be conducted to investigate how the industry can access suitable funding schemes. Monitoring of projects should focus on the sustainability criteria built into a project, and ensure compliance of commitment to sustainability.

Raising public awareness

- Stakeholder Participation - Reinforce current increasing environmental awareness with greater stakeholder access to information, though improvements in government educational programmes and the refinement of the availability and content of information services.

Source: Adapted from EU working paper, http://www.europarl.eu.int/stoa/publi/pdf/stoa103_en.pdf

Pattern of tourism and recreation in developing countries

Tourism and Recreation in developing countries

As a continuously growing industry worldwide, tourism has often demonstrated its role as a vital tool in the advancement of economies through direct domestic and foreign exchange earnings and through the employment and investment opportunities it can generate. African countries, mainly in sub-Saharan Africa, often over-reliant on one or two sectors for economic development, have recognised the potential of the tourism industry to diversify local economies and contribute to poverty alleviation, economic regeneration and stability, affording many Africans the opportunity to participate in and benefit from tourism. The participation of local populations in Africa's tourism industries, however, is often limited to employment opportunities. Travel by local tourists is often overlooked by members of the tourism industry, and is often considered a luxury by many in the local population. The role of domestic tourism and its importance for the creation of a sustainable tourism industry has been widely acknowledged, but limited writings on the subject exist and few tourism policies include domestic tourism, neglecting its potential. The impact of domestic tourism has been shown to have had a great impact on the tourism economies of several countries, demonstrating that African countries can only serve to benefit from participating in domestic tourism.

The impact of domestic tourism varies greatly between developed and developing countries, with several developed nations in Europe and North America experiencing domestic tourism numbers that often surpass international tourism numbers. For example, in the United Kingdom (U.K.), around 85% of the nation's tourism income in 2003 came from domestic tourists. In this same year, domestic tourists spent around £26.4 billion or US\$ 46.2 billion compared to around £11 billion or US\$ 19.2 billion spent by overseas tourists. This major contribution to the country's tourism industry has come from the fact that "domestic tourism is now becoming recognised for its vital role in underpinning the social and economic fabric of many of the U.K.'s rural and urban communities" (British Resorts and Destinations Association, 2006). In some developing countries, the improvement of socio-economic conditions of certain sections of the local population, the rise in workers' rights such as paid holidays, and expansions and improvements in the transport system have led to the growing phenomenon of domestic tourism. In addition, a rapid globalization process encouraging Western lifestyles and promoting the "Northern-style consumerism" and leisure has encouraged many locals, including those in the Diaspora.

As Mitchell and Ashley (2006) assert, "tourism expansion is associated with accelerated economic growth, job creation and welfare, improved exports and public finances." The tourism industry has a growth rate that supersedes that of most other goods and services. As globalisation and leaps in communications and technology make the world a smaller place, a stronger tourism environment has emerged allowing people to experience and enjoy other cultures, create economic and social ties with a variety of communities, and broaden and diversify their lives. Once considered an activity to be enjoyed only by a small group of elites, tourism has gradually become a mass phenomenon reaching large numbers of people throughout the world including

the developing countries. Not only is tourism beneficial for individuals, the industry greatly contributes to national economies and to the global economy as a whole.

“tourism is often used as a tool to stimulate marginal economies and to promote development through the jobs and incomes that it can foster”
(Liu and Wall, 2004,)

The international tourism industry has become a global economic force, generating significant revenues and contributing directly and indirectly to national economies. The World Tourism Organisation (WTO) indicates that in 2002, 703 million tourists travelled across international boundaries, generating over US\$ 474 billion in revenues. The rapid and steady growth of the tourism industry has meant that many governments are recognising the significance of tourism and are looking towards the benefits the industry can bring, and indeed, as a constant contributor to economies worldwide, tourism's influence on a global scale needs to be acknowledged.

UNEP (2001) stresses that over-reliance on tourism, especially mass tourism, carries significant risks to tourism-dependent economies such as some developing countries. Sudden changes in consumer tastes and sharp economic downturns are some examples of external forces that cannot be controlled by tourism dependent nations. This becomes a danger for countries that rely heavily on tourism. In The Gambia, for example, 30% of the workforce depends directly or indirectly on tourism, and in small-island developing states, percentages range from 83% in the Maldives to 34% in Jamaica and 21% in the Seychelles (UNEP, 2001). Less diversified economies that increasingly depend on tourism increase their vulnerability to international shocks such as natural disasters, regional wars and other unexpected events. After such shocks, immediate effects tend to be felt on tourism-dependent economies, meaning that countries must seek to diversify their economies in order to ease the potential damage that can be caused by such shocks.

In many developing nations, priority is still given to international tourism often at the expense of the domestic because of the much-needed foreign exchange earnings the industry generates for the host country. For several decades now, the promotion and progression of tourism in developing countries has been based primarily on the attraction of international tourists, with domestic tourism playing a less considerable role in tourism planning and development. This is particularly relevant in African countries where the importance of foreign exchange earnings is still the dominating factor for creating and maintaining a tourism sector. This means that most tourism strategies are still geared towards European, American and other foreign markets that continue to be attracted by the continent's diverse people and natural environments.

Some benefits of domestic tourism to developing economies can be noted in the contribution to local economic development in particular. Domestic tourism is significant and growing in Asia, Africa and South America and because it often develops within important markets for the poor, it has a greater impact on local economies and local development. The main motivations for domestic travel in developing countries include visiting friends and relatives (VFR), leisure travel, business, and religious pilgrimages. Mass domestic tourism motivated by leisure purposes, however, is a more recent phenomenon related mostly to economic growth and the consequent expansion of the urban middle classes. Even as a more recent phenomenon, domestic

tourism strictly for leisure purposes is still, as mentioned earlier, a rare occurrence in most developing countries.

Tourism and recreation in Africa

Domestic tourism in Africa have being on the rise as a result of the rapid growth experienced by the economy and an expansion of the country's middle-class over the past ten years. As a continual generator of foreign exchange earnings, the tourism industry currently ranks third in Africa after telecommunications and agri-business in terms of attracting foreign investment. As African tourism continues to grow, however, inconsistencies within and threats towards the global tourism industry indicate that focusing solely on international tourists can prove detrimental. Countries like South Africa, Nigeria and Kenya are also seeking to improve domestic tourism.

Land-based tourism is a major economic activity in Africa, drawing millions of visitors to different sites across the region every year and generating millions of dollars in foreign exchange earnings. Sites such as the pyramids of Egypt, the Great Rift Valley of Eastern and Southern Africa, Great Zimbabwe, Table Mountain in South Africa, Mount Kenya in Kenya and Mount Kilimanjaro in Tanzania are some of the major attractions. Mountains, wildlife, wetlands and coastal areas are also major tourist attractions. These and other attractions contributed to the arrival of a total of about 124 million international tourists in the five years of 1990, 1995, 2000, 2002 and 2003. The visitors spent a total of US\$52 891 million in those five years.

Ecotourism accounted for 20 percent of total international tourism and many countries in Africa, such as Kenya and South Africa, have invested heavily in ecotourism. Tourism in Africa varies widely, from viewing gorillas in the Great Lakes Region to lemurs in Madagascar, from trekking in Ethiopia to bird watching in Botswana, from looking at rock paintings in South Africa to visiting rainforests in Ghana, from mountain-climbing in Eastern Africa (Mt Kilimanjaro and Mt Kenya, for example) to scuba-diving in the Seychelles and to photographic safaris in Eastern and Southern Africa. In the Great Lakes Region, for example, revenue from tourism based on gorilla viewing and other activities brings in about US\$20 million to the region annually. Tourism in the area is certain to be boosted with the news in 2004 that the first census since 1989 revealed that the population of the apes in the Virunga Mountains has grown by 17 percent, increasing from 324 in 1989 to 380 by the end of 2003.

Several African countries including Ethiopia, South Africa, Kenya and Benin have significant palaeontology sites. In Ethiopia, the government is using these sites to promote "palaeo-tourism," and to generate revenue. Ethiopia is home to some of the most famous prehistoric remains ever found, including some of the world's oldest human remains: Ethiopia's discoveries chart man's prehistory from more than 6 million years ago to modern ancestors.

The tourism industry in Africa also has human and environmental costs, contributing to the displacement of communities and thus undermining rights and livelihoods, the generation of

waste and pollution, and the unsustainable use of water. In Africa, for example, tourism's effects on indigenous peoples have been profound, with the eviction of communities from their lands, in addition to economic dislocation, breakdown of traditional values, and environmental degradation. Pastoralism has been attacked as primitive and destructive. The massive influx of tourists and their vehicles in the Masai Mara National Park in Kenya and in the Ngorongoro Conservation Area in Tanzania has destroyed grass cover, affecting plant and animal species in the area. Hotels have dumped their sewage in Masai settlement areas while campsites have polluted adjacent rivers. One emerging approach is to focus on promoting community conservation areas and also collaborative tourism initiatives in order to ensure greater benefits to communities. There are different levels of community participation, varying from passive participation to interactive decision making to community empowerment initiatives.

The challenge facing policymakers in this industry and other land-based activities is to critically assess the costs and benefits to ensure that all options are fully weighed and that the policy responses contribute to sustainable development and minimize overexploitation.

The Role of Tourism in African Economies

Tourism can provide a substantial contribution to a country's overall economy, aiding in poverty alleviation and a more sustainable and diverse economic outlook. Tourism is often used as a tool to stimulate marginal economies and to promote development through the jobs and incomes that it can foster (Liu and Wall, 2004). Such factors are critically important to developing countries in The New Partnership for Africa's Development (NEPAD) developed a Tourism Action Plan at the 3rd General Assembly of the African Union in July 2004, emphasizing the bigger role tourism will play on the continent. The plan sees in tourism incredible potential to contribute to the "economic regeneration of the continent" (NEPAD, 2004) and indeed, the industry has grown into one of the major economic activities on the continent.

Often falling behind the agricultural sector as the lead sector in most African countries' economies, tourism still has the potential to add diversity to many of these economies, a fact many countries are now recognizing. Ashley, Boyd and Goodwin (2000) suggest that tourism has the opportunity to diversify local economies particularly in areas with few other export and diversification options, under which most African countries fall. In addition, "tourism represents an important transfer of resources from predominantly affluent source countries to Africa".

There are several factors that have slowed down the positive impact of tourism on countries in Africa, most particularly the fact that African economies currently tend to be heavily reliant on export commodities. Subsistence agriculture is a significant part of life within the less developed world with nearly 60% of the workforce employed in agriculture compared with just 5% in more developed nations. African economies that have been founded on the exportation of raw commodities such as cocoa and coffee, minerals and ores, have to look for new sources of revenue (Simpson, 2001). Traditionally reliant on commodities, the prices for these goods have been low and continue to fall on the world market. The benefits of tourism as a means to bring growth and stability to countries' economies are a strong motivating factor.

The potential benefits tourism can bring to African countries, among many others; it is evident that tourism can play a significant role in assisting Africa, and mainly sub-Saharan Africa, to attain its target growth rates. African tourism, based on its natural and cultural assets, offers a diversity and authenticity not found anywhere else in the world. It is with this purpose in mind that NEPAD, through the *Tourism Action Plan*, emphasises that focused actions need to be taken in order to develop dynamic tourism sectors throughout the continent.

In Africa there are a wide variety of tourism experiences ranging from safari tourism, beach tourism, 'roots' tourism, marine tourism and cultural and heritage or ethnic tourism. The tourism industry is not new to some African countries, as they have been involved in the sector since political independence. Several countries have considerable tourism potential while countries including Kenya, Mauritius, Morocco, South Africa and Senegal are well-established, successful tourism destinations:

- **Kenya:** World famous for its safaris, continues to attract large flows of international tourists every year. Thousands of tourists intrigued by adventure tourism and discovering "the cradle of humanity" continue to flock to this East African destination evidenced by a growth of 26% in 2005. Increased demand for tourism to the country has resulted in an increase in international flights to the country, with internationally renowned tour operators recently restarting weekly charter flights (World Travel Market, 2006).
- **Mauritius:** Predominantly a holiday destination made famous by its numerous beach-resorts, the country's sub-tropical climate and hospitable population attracted over 750,000 tourists to the country in 2005 (Mauritius Chamber of Commerce and Industry, 2006). The tourism industry in Mauritius is extremely significant for the national economy. As the third most important economic sector, the industry has contributed considerably to the development of the country. In 2000, tourism receipts equalling US\$508.3 million contributed about 11% of the country's GDP (Republic of Mauritius, 2005).
- **Morocco:** Viewed as a mythical and exotic destination, Morocco is an extremely popular destination, particularly due to its proximity to Europe. Morocco continues to attract tourists to its Imperial cities with much of the country's history and culture being its main attractions. Tourism in North Africa has continued to grow, although at a slower pace than sub-Saharan Africa. Tunisia and Morocco lead the growth in the region and recent promotional campaigns abroad and the generation of tourism infrastructure within the country led to an increase of 5% in the country's tourism industry.
- **South Africa:** A significant player in African tourism, South Africa is a diverse nation, attracting tourists from all over the world. The country's historical, cultural, and natural attractions ensure enjoyable attractions for any tourist. Recently, the country has identified two key market segments, (the adventurous 'Wanderlusts' and the NSSAs [Next Stop South Africa], keen on sampling the country's wines, natural beauty and sightseeing opportunities) as part of the country's aim to increase visitor spending and duration of stay (World Travel Market, 2006).
- **Senegal:** The country's beach resorts along with its natural habitats provide several diverse options for any tourist. A significant growth of 6.7% in 1996-2000 reflected the

country's popularity with its main tourism market in Europe. European tourists are most attracted to the country due to its proximity and warm climate (Crompton and Christie, 2003). With "over 700Km of beautiful beaches, with high palms and rainforests, dry deserts and over 10 varieties of tropical plants and flowers" in addition to several historical museums, natural parks and reserves (Senegal Tourist Office, 2004) Senegal is a prime destination for many travellers.

Tourism in Africa: Benefits

Several economic benefits of tourism have already been mentioned, and remain potentially the most significant benefits offered by the industry. These include:

- Economic stability and diversity;
- Job creation; and
- Economic and social benefits for disadvantaged members of society in developing countries (less-skilled workers, women, etc.).

The capacity of the industry to benefit a variety of sectors, previously neglected environments and several social groups is what makes it an intriguing option for many countries, particularly developing countries.

- ✓ The tourism industry creates links with construction industries, transportation sectors, agricultural sectors, and cultural and historical institutions. Such far-reaching connections create more prospects for sustainable development in an overall economy. The *Tourism Action Plan* document states that in addition to the sector having the potential to catalyze growth in other economic areas such as horticulture, agriculture and the service sector, "more importantly, the tourism sector has a huge potential to contribute to the achievement of the Millennium Development Goals, and ultimately eradicate poverty" (NEPAD, 2004). The document stresses that for Africa in particular, if these economic benefits are realised, they can be used to "overcome resource problems, increase the region's economic well-being, and improve the opportunity and quality of life of its inhabitants" otherwise the continent will continue to "depend on international aid to support development efforts."
- ✓ Tourism has the ability to flourish in previously neglected regions that may have been considered "unattractive" or "hostile" environments. Often "the gains of tourism are ploughed back into the development of areas where they are generated" (Ankomah and Crompton, 1990, p.14). The ability of the industry to develop in poorer areas that lack other export and diversification options (Ashley, Boyd and Goodwin, 2000, p.1-2) has been a significant benefit for many countries. Revenues from wildlife tourism in many countries are used to support the running of national parks and game reserves as well as to support the development of the surrounding communities.
- ✓ Tourism can also validate traditional culture and help local people see some value in preserving and restoring historical artefacts and cultural traditions" (Ankomah and Crompton, 1990), bringing a sense of pride to the people of the host nation.

- ✓ Overall, part of tourism's potential to become and remain a dynamic sector will be its ability to provide Africans with opportunities to participate in, and benefit from, the sector.
- ✓ Tourism can serve as a powerful incentive to protect natural resources. In Madagascar, where tourism is the country's second largest foreign exchange earner, the country had by 1998 established 40 new protected areas, covering roughly 2 percent of the country's land area. In Southern and Eastern Africa, privately-owned protected areas that support tourism and hunting enterprises are also growing.
- ✓ Tourism not only generates revenue to support conservation and management of natural environments but also generates many jobs. For example, hundreds of people live off the Bwindi Impenetrable Forest in Uganda, where foreign tourists trek to view gorillas. It has been argued that tourism has larger multiplier effects, with revenue spreading from hotel accommodation, food and beverages, shopping, entertainment and transport to income of hotel staff, taxi operators, shopkeepers and suppliers of goods and services.
- ✓ Revenue generated through tourism is important in the fight against poverty and plays a key role in the government's poverty reduction strategy paper (PRSP). South Africa has also made palaeontology and other cultural heritage sites a focus of their tourism industry.

While tourism is a valuable asset for the continent, the industry is widely acknowledged as being potentially volatile. Tourism, however, is easily susceptible to changes in economic, political or social environments (including changes in trends) and, as a result, the potential threats of tourism must be considered.

Tourism in Africa: Constraints and Hindrances

There are several negative aspects affecting tourism in developing countries in general. The benefits of employment were outlined above, but some negative aspects to employment in tourism do exist. Employment is a major aspect of the impact tourism has on countries, particularly in the developing world. The "seasonal character" of the industry presents a danger to direct employment and creates general economic problems in the form of "job [and therefore income] insecurity, usually with no guarantee of employment from one season to the next; difficulties in getting training; employment related medical benefits and recognition of their experience; and unsatisfactory housing and working conditions" (UNEP, 2001). Nevertheless, while these dangers are very real, employment opportunities offered by the tourism industry can and have been very beneficial.

Another constraint to tourism is that of "leakage". Leakage in the tourism industry is caused when a significant amount of money generated from a country's tourism industry does not remain within the country. Taxes, profits and wages that are paid outside the host country and imports that are purchased in order to sustain the country's tourism industry are called "leakage". Leakage acts to reduce the total economic impact within the country with only a small proportion of the extra income being re-spent locally (Brown, 1998, p.238). Most often, all-inclusive

packages are the largest source of leakage in a country. It is estimated that 80% of travellers' expenditures go to airlines, hotels and other international companies, not to local businesses or workers (UNEP, 2001).

Pressing issues in the development of tourism are often considered to be threats to tourism industries in developing countries in particular: These include the dependency of developing countries on economic conditions in external markets; the potential exploitation of natural and cultural resources; the dependency on tour operators who can shift their interests between different resorts or countries in response to changes in costs or trend; and, the fact that mass tourism is highly seasonal, having the effect of reducing holiday enjoyment because of overcrowding or under-utilization of fixed capital hotels. Dependency on external factors and influencers can have great consequences for a developing nation. Current global political and social problems have not meant that the tourism industry has come to a stand-still; however, African host countries must be aware that continuing threats to larger economies can mean dips in their tourism industries every now and then.

As regards the potential exploitation of natural and cultural resources, since African countries tend to focus their tourism products on their natural and cultural assets, policies need to be put in place to protect these assets and ensure sustainable development efforts. The pressure put upon a country's natural resources, which are often the major attractions for many countries, makes tourism industries extremely vulnerable. At times, intensive tourism development can threaten natural landscapes causing deforestation, loss of wetlands and soil erosion.

Cultural tourism often means developing tourist experiences and products within local communities, but countries have to be aware of its potential to have negative effects on the community itself and the surrounding environment, such as over-exploitation of both natural and cultural assets.

The industry can be affected by events overseas in the source country, like a recession or the fluctuating prices of oil, or terrorist threats that have been occurring more recently. Threats in the host or receiving country, including political instability in developing nations, for example, bring pressure on the political authorities to maintain domestic. For some, these threats are considered to be a strong warning against incorporating tourism into the economies of some developing countries.

In addition to these, Ankomah and Crompton (1990, p.11) outline what they feel are the five biggest and most pressing hindrances to the development of tourism in Africa:

- ✓ A negative image;
- ✓ The lack of foreign exchange to procure resources for tourism development;
- ✓ The lack of skilled manpower;
- ✓ Weak institutional frameworks for tourism planning; and
- ✓ Political instability

The negative image of Africa still persists today because most exposure to the region tends to convey negative information. This comes from the fact that most news media feature only the bad news from the region. The effects of such negative images on tourism development can be

damaging for many countries. The largest problem comes from the fact that developing countries have insufficient resources available to counter these negative images abroad. Developing stronger relations with the media and the improvement of hospitality facilities could be the means needed to reverse the trend (WTO CAF, 2003). A good image is at times a destination's most valuable asset.

The second issue is that of a lack of foreign exchange essential for the survival of the industry. Falling revenues from exports over the years has meant that there is a lack of funds for the import of equipment, spare parts and other resources critical for development of the tourism industry.

The third issue regarding a lack of skilled manpower addresses the fact that there is a severe shortage of people with sufficient management and technical skills necessary to organise and sustain industries. This often means that foreigners are brought in to provide expertise or to replace local workers altogether. Developing countries thereby increase rather than decrease their dependency on more developed countries. The lack of skilled tourism professionals in both the public and private sectors has led to capacity building becoming a priority in the tourism development strategies of most developing countries (WTO CAF, 2003).

Weak institutional frameworks hinder the growth of the industry, or create unstable tourism industries. The private sector needs to be strong to avoid the implementation of diverse policies from different organisations and institutions with divergent objectives (Ankomah and Crompton, 1990, p.18).

Finally, political instability in a region not only maintains the negative image of a country and an entire region, but also leads to an unpredictable environment for tourists and potential investors. Certain regions plagued with instability will continuously have problems repairing their industries, yet policies need to be set in place for such a circumstance. Despite these hindrances, tourism's ability to contribute to economic growth and resolve critical and persistent unemployment issues has rendered it a significant contributor to the development of many African countries and has thus become one of the major policy options being developed by African governments.

Nigeria tourism potentials, their location and factors

Tourism Potentials in Nigeria

A Tourism policy was produced in 1990 with the basic objectives to make Nigeria the ultimate tourism destination in Africa. The main thrust of government policy on tourism, is to generate foreign exchange, encourage even development, promote tourism based rural enterprises, generate employment and accelerate rural urban integration and cultural exchange. Due to the importance the Nigerian government attaches to the tourism industry, the following strategies were adopted:

Infrastructure

Government would ensure that the provision of basic infrastructural facilities, namely, good roads, water, electricity, communications and hotels, to centres of attraction, in order to accelerate their development for the purpose of exploiting fully their touristic value. In furtherance of this goal, the appropriate government agency responsible for tourism promotion and development, shall establish and maintain close liaison with other government agencies responsible for the provision of the infrastructure.

Concession of Land

State governments will provide land without any hindrance for tourism development at concessional rates and conditions favourable to investment and the realisation of investment thereon. This will necessarily include the abolition of annual ground rent within the period of construction and development of tourism. For orderly development of tourism and tourism product, it is mandatory for all state governments to demarcate potential Tourism Zones and their products from other usage, to avoid undue pollution. 100% equity ownership of companies in Nigeria and repatriation of profits and dividends etc.

Fiscal and Other Incentives

In order to boost the level of private sector investment in tourism, it is treated by government as a preferred sector, like agriculture. Government has also introduced such incentives as, tax holidays, tax rebate and soft loans, with long period of grace to potential investors in tourism.

Patrol and Regulation of the Industry

The government has enacted laws and regulations, which govern the activities of the categories of people, involved in the industry, like hoteliers, travel agents, tour-operators, car hire services. This is to ensure that their conduct is not detrimental to objectives of the industry and the security of the nation, as well as tourists.

Beach and Coastal Resort development (Nigeria has over 700km of unpolluted sandy beaches). Conservation and Protection of 8 national parks and over 10 game reserves. Development of hotels and standard restaurants Transportation: water recreation, package tour services, air and rail services. Development of caves, tunnels, waterfalls and spring waters. Youth hostels, camps and Centres Lake and River sport fishing. Scenic and Mountain Holiday resorts Theme/Amusement parks Conference/Congress Services Conservation and protection of endangered wildlife especially drill monkey, manatee, white throated monkey and pigmy hippo. Heritage, cultural and archaeological sites.

Regulation and promotion.

The tourism industry is regulated by the Ministry of Culture, Tourism and National Orientation, a Nigerian government ministry. In an attempt to raise the profile of the country's tourism sector, a beauty pageant, the Miss Tourism Nigeria Pageant, was created in 2004. The winners in 2004, 2005, and 2006 have been, respectively, Shirley Aghotse, Abigail Longe, and Gloria Zirigbe.

Revenue

The World Travel and Tourism Council estimates revenue related to tourism and travel in Nigeria will exceed 10 billion \$USD in 2007, and will account for approximately 6% of the gross domestic product.

These are impediments to tourism, which the new administration has been tackling since assumption of office. Investors, both foreign and local are therefore called upon to come and invest in the abundant tourism potentials in the country. The richness and diversity of Nigeria's tourism resources coupled with economic liberalisation policies will provide investment opportunities in various areas as follows:

- Heritage/Cultural Tourism Resources Development of slave trade relics
- Establishment of museums and preservation of monuments
- Wildlife Tourism Resources
- Development of hiking trails and Jeep tracks in the national parks
- Development of picnic and camping sites at strategic locations within the trail circuit system in the national parks
- Building of tourist lodges
- Building of reception centres at Natural/Physical Attractions
- Provision of cable bus system to take tourist through the very rugged but scenic terrain of the mountains especially in Kanyang, Obudu and Mambilla Plateau Construction of lodge cabins for expedition tourist and rangers.
- Establishment of hotels and resorts near waterfalls, springs, caves and temperate climate areas such as Obudu, Jos and Mambilla Plateau.
- Beach Tourism potentials Establishment of boating and sport fishing facilities
- Development of water transportation Provision of educational facilities for water skiing and swimming
- Establishment of holiday resorts along the coasts.

- Development of Amusement parks, entertainment facilities and shopping services
- Development of arts and crafts which constitute symbol of the people's cultural values and love for nature

Tourist sites in Nigeria

Tourist sites in Nigeria include festivals and cultural celebrations (such as Durbar festivals), the nation's national parks (such as Old Oyo, Yankari, and Cross River National Parks), and other geographical sites (such as Aso Rock, Abuja.)

Yankari Game Reserve

The Yankari National Park is the premier game reserve in Nigeria. Yankari Park and Wikki Warm Springs are located around the Gagi River, approximately 1 1/2 hours by road, southeast of Bauchi Town. The beauty and size of The Yankari Game Reserve make it the most popular reserve in Nigeria.

Set up in 1956 and opened to the public in 1962, the main game-viewing areas of the reserve are open all year round. Japanese, Western Europeans, Americans and Southeast Asian tourists visit this park in abundance.

The reserve covers 2,058 sq. km. of savannah woodland and is well-stocked with elephants, baboons, waterbucks, bushbucks, oribi, crocodile, hippopotamus, roan antelope, buffalo and various types of monkeys. Lions are occasionally spotted as well, despite their natural camouflage. The best time to visit is between November and May, when tourists are likely to see more game since the dense vegetation has dried out and the animals congregate around the rivers.

The Wikki Warm Springs is one of the best features of the game reserves. Flood-lit at night, it is wonderful after a hot day's game-viewing to relax in the warm water. The spring gushes out from under a cliff, where the water is at least 6 ft. deep, with a bathing area that extends for 600 ft. to an open area. The park is inhabited by a variety of birds, including the huge saddle bill stork, goliath heron, bateleur eagle, vultures, kingfishers, bee-eaters and more. It is excellent for serious bird-watchers.

Other facilities include: Tennis courts, squash courts, a small museum in the reception area plus gas stations with convenience stores at Wikki Camp and Bauchi.

Reservations: It is advisable to make reservation during the holidays and weekends with Easter a particularly busy season. Reservations can be made at Durbar Hotel in Kaduna, Bauchi State House in Lagos and at the Zaranda Hotel in Bauchi. Or call Yankari Game Reserve at (069) 43-656.

Route: You can travel by road from Lagos to Abuja, where you make an overnight stop, then on to Jos and Bauchi, as it is a 2-day journey by car over well-maintained roads.

Hotels: Basic accommodations are available in chalets or rondavels. Also available are suites, double rooms and family chalets that include small kitchens. There are many other National Parks besides Yankari, as illustrated on the map. Notable ones include Mambilla, Gumti National Park, Cross River National Park, and Kainji Lake National Park.

Mambilla Plateau

The Mambilla Plateau, in the southeast corner of Taraba State, shares a border with Cameroon. A high grassland plateau averaging about 1800 meters, it is scenic, cool and a pleasant change from the heat and humidity of Lagos. Because the roads are still under construction, a sport utility vehicle or jeep is recommended and visitors should pack essentials, camping equipment and food. As an option, there are a few hotels on the plateau.

The Park provides an attractive setting, well worth a visit. Mambilla has cattle ranches, tea plantations and rolling, grassy hills. It is different from the rest of Nigeria with regard to flora and fauna and is home to some rare species of birds and animals, especially at the Gashaka-Gumti National Park.

Route: There is a major road to Mambilla from Lagos, Benin City, Onitsha, Enugu, Otukpo, Yandev, Katsina Ala, Wukari, Mutum Biyu, Bali, Serti and Gembu. You can also fly into Yola Airport, then drive a few miles south to Mambilla.

Gashaka-Gumti National Park

This is a vast land of spectacular wilderness (6,000 sq. km) in the southeast corner of Taraba State, adjoining the Mambilla Plateau. Mostly mountainous, from 457 to 2407 meters, it contains Nigeria's highest mountain, Chapal Waddi (2409m). It is the most ecologically diverse conservation area in the country and contains swaths of guinea savannah, gallery forest, moist forest, mountain forest and grassland. Many rivers flow through the park, including the Taraba, a major tributary of the River Benue.

A wide variety of animal life can be found, including buffalo, roan antelope, chimpanzee, colobus monkey, hippopotamus, hyena, giant forest hog, lion and leopard. The park is a birdwatcher's paradise with a wide variety of species, and there is excellent fishing in the River Kam. The reserve headquarters is in the Forest Rest Houses at Serti, on the main road between Bali and Mambilla Plateau.

These rest houses provide self-catering accommodation at a small fee. The entrance to the park is about 15 km south of Serti. In the dry season, it is possible to drive to the former headquarters at Gashaka village, some 30 km from the entrance gate, where more self-catering accommodation is available. The park is best explored on foot and it is possible to hire game guards; guides and porters are available at Serti or in Gashaka village.

Cross River National Park

The Cross River National Park was created from two existing forest reserves of Bashi-Okwango and Oban Forest Reserves. It is famous for its unique rain forest vegetation which, according to conservation experts, is some of the richest in Africa. This park contains the last remaining rain forest in Nigeria, which is being preserved with the help of the Nigerian Conservation Foundation. It has a herd of forest elephants, the white-faced monkey (indigenous to Nigeria only), buffalo, leopards and lowland gorillas, besides over a thousand other animal species. The park has a tropical climate characterized by a rainy season between April and October and a dry season between November and April. The moist green vegetation cover makes the forest an excellent place to see birds and butterflies

The Kainji National Park

This Park, in Kwara State, was established in 1979 and incorporates the Borgu Game Reserve and Zugurma Game Reserve to the southeast in Niger State. The Borgu sector of the park alone covers an area of about of 3,929 sq. km. of savannah woodland, and Zugurma cover an area of about 1,370 sq. km.

The Kainji National Park also contains the Kainji Dam, an artificial lake which covers the town of Old Bussa. Here Mungo Park, the explorer, was said to have come to grief in 1805. Now the lake hides the scene of the accident. The lake is 136 km long and tours of the dam are available on request from the Nigeria Electric Power Authority. Boat trips on the lake can be arranged by the Borgu Game Reserve office at Wawa. To reduce the expense, it is better for several visitors to share the cost. Fishing is allowed on the lake.

The Borgu Sector of Lake Kainji National Park was set up as a Federal Game Reserve and is one of the largest in West Africa. The area was uninhabited and the idea for the park was conceived in 1960. It is in the northern guinea vegetation zone which is characterized by tall grasses and savannah woodland. The park retains a robust animal population including antelope, lion, hippopotamus, buffalo, roan antelope, jackal, baboon, monkey and crocodile.

The park is usually open from December to June, with the best time to visit towards the end of the dry season, when the grass has dried out and the animals move closer to the water. Tourist should expect Harmattan (dry wind) from December to mid-February. The best times for game viewing are in the early morning or evening, and trips can be arranged from 6:00 am, either in park vehicles or visitor's own vehicle. Bird life is abundant, especially near the river. Visitors should call the Wawa Game Warden's office (11 miles from New Bussa) for a briefing and to also reserve a game guide. The entrance to the reserve is approximately 19 miles from Wawa along a laterite road, and the oil river camp is a further 32 miles from the entrance. Many Nigerians and foreigners make day trips to

Kainji or pass by it on their way to other parts of the country. Despite the provisions at Kainji and New Bussa, hotel accommodation is insufficient to encourage many people to stay for long periods

[Coconut Beach](#)

Coconut Beach is a beautiful beach in the coastal town of Badagry, west of Lagos. The beach is attractively set in an area surrounded by coconut trees. About 20 miles towards the border of Nigeria and the Republic of Benin, Coconut Beach is accessible through the Lagos-Badagry expressway. Visitors will find a friendly relaxed atmosphere.

[Bar Beach](#)

Bar Beach, also known as Victoria Beach, is the most popular beach among Nigerians. The main beach on Victoria Island is located along Ahmadu Bello Way opposite the Federal Guest House. It is usually crowded with Nigerians on public holidays.

[Tarkwa Bay](#)

Tarkwa Bay is a sheltered beach along the Lagos harbour. It is accessible by a 'trazan' boa from Maroko or 'fiki' boat from under Falu Bridge on Victoria Island. This beach provides a pleasant outing with safe swimming conditions, even for small children. Tourist may obtain deck chairs and an awning on the beach, for relaxed, casual comfort. Local vendors sell delicious pineapples, coconuts and variety of other delightful treats.

[Calabar Beach](#)

This superb beach, at the mouth of the new Calabar River, is about 2 miles long and 500 feet wide, uninhabited save for a solitary fisherman's hut. The beach is virtually isolated and lends visitors the luxury of privacy in a beautiful setting off the beaten path. Since the beach is flanked by a swamp and can only be reached by boat or canoe, getting there is half the fun and enhances one's fascination with this enchanted locale.

[Lekki Beach](#)

There are several beaches along the Lekki Peninsula, the foremost being Lekki Beach, located a few miles from the city centre. Lekki Beach is another of Lagos' attractive beaches and remains popular with foreign tourists. Beach shelters made of palm fronds and umbrellas, available for rent, keep the sun at bay, as well as provide a place to enjoy snacks or refreshments sold by local traders.

[Eleko Beach](#)

Opened in 1989, Eleko is the newest of Lagos' Beaches, down the Lekki Peninsula about 30 miles from Lagos. There are no traders and no distractions on Eleko Beach, just peace and tranquillity, ideal for those seeking privacy.

The Obudu Ranch

The Obudu Ranch is a popular holiday destination for adventurous tourists wishing to explore the remote corners of Nigeria. Situated in the northeast corner of Cross River State, only 45 miles from the Cameroon border, a tourist can enjoy the countryside of both Nigeria and Cameroon at the same time.

The Obudu Plateau is spread over an area of 40 sq. miles. It is 5,200 feet above sea level. The climate is cool and pleasant with no mosquitoes.

The landscape is spectacular, with rolling grasslands, deep-wooded valleys and waterfalls. It is best to visit Obudu in the dry season since during the rainy season much of the ranch may be covered in mist and low clouds and there are thunderstorms. Between Dec. and Feb. the harmattan is heavy; therefore, the best times for a visit are the end of Oct. to Dec. and March to May before the rainy season.

Attractions:

Gorilla Camp, 13 km from the hotel, is accessible either by vehicle or on foot, where one can take a long, picturesque walk to the camp, and observe gorillas in their natural habitat. Guests may also ride horses or embark on hiking trips into the wild (comfortable shoes and a guide are recommended). Bird watching here is unparalleled and there is a pleasantly shaded natural swimming pool near the Ranch House. If visitors accept the challenge of a three-hour hike, they'll be rewarded with a stop at the waterfall, nestled amid captivating scenery. In spite of the altitude, it can get quite hot in the day, with five sunshine hours in the dry season (Oct. - April) and roughly two during rainy season (July to Aug.). Other activities include: golf, badminton, lawn tennis, squash and horseback riding.

Accommodations:

The Ranch Hotel maintains 33 chalets and boasts a friendly staff, superb restaurant and bar, and laundry/dry cleaning services. Chalets provide exquisite comfort with a large sitting room, colour TV, VCR, cocktail bar, kitchen & spacious bedroom with double bed.

Route:

The sights are spectacular on the drive east; through rolling mountains and the dense forest with trees so high their branches form a canopy, shading out the sun entirely. This phenomenon has led to the area being called "Nigeria's Amazon," and is not to be missed. However, should one prefer to fly, they can do so from any major city to Calabar then proceed by car over the five hour route via Ikom.

Origin of Tourism in Nigeria

Nigerian Tourism

Tourism in Nigeria centres largely on cultural events, due to the country's ample amount of ethnic groups, but also includes rain forests, savannah, waterfalls, and other natural attractions. The industry, unfortunately, suffers from the country's poor electricity, roads, and water quality. Tourism in Nigeria suffers from incoherent policies, a severe lack of funds and 'piecemeal' development strategies that restrict tourism growth and limit the benefits to individuals and communities. For example, national tourism policies contain several objectives but have no priorities making implementation extremely difficult. Furthermore, the government has many misconceptions about tourism. It associates tourism with hotels and physical developments, or development of specific sites such as parks, gardens, beaches and museums. This view fails to consider the interweaving roles of nature, the environment and people in tourism.

Policymakers need to adopt a more integrated view of local environments and cultures when developing tourism policies. Although there may be particular places and sites in a region that are important for tourism, these should not be isolated from their wider surroundings. When describing and marketing a destination, tourism policies should consider the historical and contemporary character of people and places a region – including all the sceneries and cultures, not just the main attractions.

While developing physical facilities such as hotels is essential, promoting the unique culture of a place is of equal importance – it is this culture that offers variable and exciting experiences to visitors. A successful tourism strategy must provide people with desirable experiences, or they will not come back or be inspired to 'spread the word' about a wonderful destination to others

Nigeria offers a wide variety of tourist attractions such as extended and roomy river and ocean beaches ideal for swimming and other water sports, unique wildlife, vast tracts of unspoiled nature ranging from tropical forest, magnificent waterfalls, some new rapidly growing cities and climatic conditions in some parts particularly conducive to holidaying. Other attractions include traditional ways of life preserved in local customs; rich and varied handicrafts and other colourful products depicting or illustrative of native arts and lifestyle, and the authentic unsophisticated but friendly attitude of many in the Nigerian population.

However, many of these attractions are still largely untapped and even at their raw states; they are still being enjoyed by few outsiders, either very rich visitors in quest of exoticism or adventurous people in search of new challenges and experiences.

The lack of required modern infrastructural facilities and in some parts of the country acute conditions of underdevelopment and poverty can be seen which many potential Nigeria bound tourist may not like to be confronted with.

Fundamentals of tourism planning and development within the Ecological zones in Nigeria

Tourism Planning and Development

The Millennium Development Goals are accepted as a common framework for development. But even though they are global, the MDGs are most effective when linked to local realities. This means adapting them to make the most of local social capital, using locally available resources and getting local communities involved.

Take tourism development in Badagry, Nigeria. Badagry is a poor and underdeveloped area, but there is considerable potential for tourism which could help to reduce poverty. This potential is diverse with many different attractions, including:

- cultural festivals and events such as Zangbeto, and other masquerades
- natural resources including creeks, lagoons and the sea
- historical attractions, for example the Vlekete Slave Market and Baracoons
- other social and cultural attractions, including the Agbalata Market and the warmth and hospitality of local people.

According to Chokor (1983), the most appropriate tourism policies come from coordinating and describing the qualities of our environments from the perspective of both tourists and local communities. In Badagry, the rich cultural heritage and artistic endowments should be used to attract tourists – from within and outside the country – on a continuous basis. This is particularly attractive as a development strategy. Investing in cultural tourism is less capital-intensive than developing resorts.

- As tourism expands and brings wider economic benefits – including income, employment, revenue and foreign exchange – there is the potential for a disturbing array of social and environmental impacts.
- Understanding these issues is crucial for the proper planning and management of sustainable tourism.
- In turn, sustainable tourism development requires that the social and environmental implications of tourism development are integrated into wider development policies.

Nigeria is one of the leading countries in Africa in the fight against poverty and plays an active role in UNWTO's ST-EP programme (Sustainable Tourism – Eliminating Poverty) – a programme which was launched in 2002 and focuses on longstanding work to encourage

sustainable tourism - social, economic and ecological - which specifically alleviates poverty, bringing development and jobs to people living on less than a dollar a day. The Government of Nigeria aim to actively develop tourism as a means for improving the socio-economic conditions of the Nigerian people and diversifying its economic base. However, the success of Nigeria's tourism industry depends on its sustainability. The government through the support of the United Nations Development Programme (UNDP), executed project for the formulation of a National Tourism Master Plan for Nigeria which focuses on Institutional and Capacity Strengthening Support to the Tourism Sector. The objective of this project is to promote the sustainable development of the tourism industry through capacity building of the Government (at the Federal level) in the areas of human resource development, research development, improved sectoral planning and governance. The project also provides capacity building at the local/State level in promoting tourism development at the community level by encouraging local community participation, ownership and management of the tourism sector.

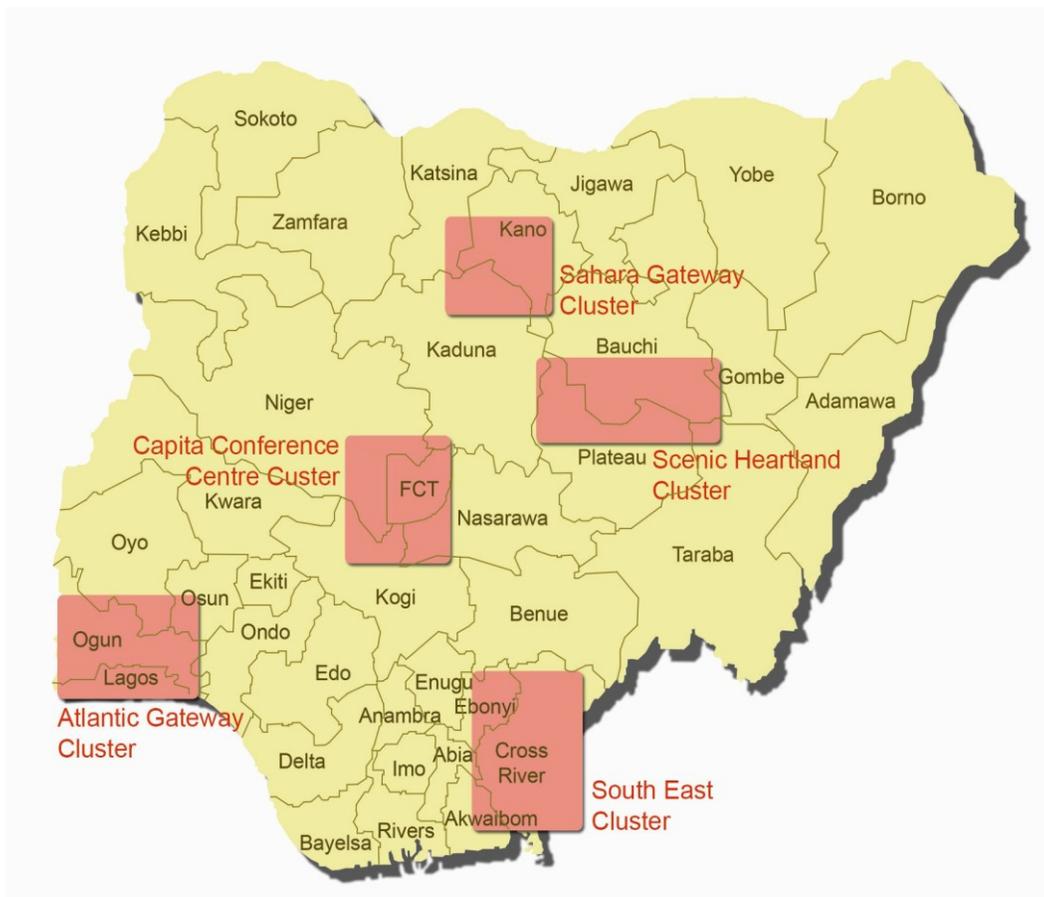
The Master Plan has addressed a number of vital issues and provides strategic recommendations in the areas of tourism policy, governance, development of tourism products, marketing approach, international and domestic transportation, hospitality education and training, tourism organization and legislation, tourism management information systems, amongst other issues. Through the implementation of this Master Plan's recommendations, it is expected that the country, through its Ministry of Culture and Tourism, would be better equipped to develop and manage the tourism industry so as to enhance the economic benefits of tourism through sustainable, people oriented development policies which would spread the benefits of tourism to all parts of the country and all layers of society, thereby greatly contributing to the eradication of poverty and the upliftment of Nigeria and its people.

The Master Plan recommended that the development of tourism should be concentrated in five clusters. The five clusters are:

- a) Tropical Rainforest
- b) Conference Capital
- c) Atlantic Gateway
- d) Scenic Nature
- e) Sahara Gateway

Within each tourism cluster, flagship projects are expected to be developed to act as tourism icons and as a catalyst for all further development of tourism within the cluster. The Flagship Projects proposed are:

- i. Tinapa Business, Leisure and Conference Resort (Tropical Rainforest)
- ii. Cross River Tropical Rainforest (Tropical Rainforest)
- iii. Development of Conference, Meetings and Event Management Capability (Conference Capital)
- iv. Farin Ruwa Eco Tourism Project (Conference Capital)
- v. Olokola Cultural Resort (Atlantic Gateway)
- vi. Museum of Traditional Nigerian Architecture (Scenic Nature)
- vii. Ancient City of Kano (Sahara Gateway)



Tourism clusters in Nigeria

The future for tourism in Nigeria is dependent on the opportunities and challenges being exploited and addressed. The diversity of cultural attractions, the friendly disposition of the people, a revamped National Tourism Organisation, Human Resources Development and new Convention Bureau provide key opportunities.

Tourism Policy, Governance & Organization

- ✓ The existing legislation is weak. The proposed tourism bills and classification proposals should be put on hold until the master plan is in place.
- ✓ The presidential Council on Tourism and the Tourism Steering Committee on Tourism are unique and key to driving tourism growth.
- ✓ The Federal Ministry for Culture and Tourism needs strengthening and professional personnel.
- ✓ The NTDC is overstuffed, under resourced, lacks targets and action plans and consequently is in-effective.
- ✓ The commercial sector lacks a strong unified voice.
- ✓ The Public/Private relationships are non-existent.
- ✓ There is a lack of an enabling environment for the private sector involvement and investment in the tourism sector.
- ✓ The current marketing of Nigeria is inadequate.

Environmental, economical and social significance of tourism

Essentially, tourism can have a profound impact on the society, economy and environment of nations. Socially, one of the most immediate benefits of the tourism industry is its ability to create employment and, in the case of tourism, an added benefit is that it caters for both skilled and unskilled employment. As a labour-intensive industry, tourism has the potential to create more jobs per unit of investment than any other industry and tourism can be a useful source of employment for women and ethnic minority groups. Environmentally, tourism, when properly developed and managed, can serve as a mechanism for protecting natural environments; preserving historical, archaeological and religious monuments; and, stimulating the practice of local cultures, folklore, traditions, arts and crafts, and cuisine. And, economically, tourism brings many benefits to the Central Government, local authorities as well as the private sector through the generation of foreign revenue, financial returns on investment, taxation on tourists and tourist products, and, linkages to other local industries such as agriculture and fisheries.

TOURISM AND THE ENVIRONMENT

The natural environment is an important resource for tourism. With increasing urbanisation, destinations in both industrialised and developing countries with significant natural features, scenery, cultural heritage or biodiversity are becoming increasingly popular sites for tourist destinations. Efforts to preserve and enhance the natural environment should therefore be a high priority for the industry and for governments. But the reality is not quite as clear cut. Environments where past human interaction has been minimal are often fragile. Small islands, coastal areas, wetlands, mountains and deserts, all now popular as tourist destinations, are five of the six 'fragile ecosystems' as identified by Agenda 21 that require specific action by governments and international donors. The biophysical characteristics of these habitats often render them particularly susceptible to damage from human activities. As the scale of tourism grows, the resource use threatens to become unsustainable. With a degraded physical environment, the destination is in danger of losing its original attraction, increasing the levels of cheaper mass tourism and forcing more "nature-based" tourism to move on to new destinations, which are likely to be even more inaccessible and fragile.

Mainstream "[ecotourism](#)", as promoted after the Rio Earth Summit, hasn't always enjoyed a good reputation. Tour operators have used the concept merely as a "greenwash" marketing tool. In reality it often meant introducing unsustainable levels of tourism into fragile areas, having scant regard for either the environment or for the residents of the destination areas. As the International Council for Local

Environmental Initiatives (ICLEI) pointed out:

"Tourism in natural areas, euphemistically called "eco-tourism," can be a major source of degradation of local ecological, economic and social systems. The intrusion of large numbers of foreigners with high-consumption and high-waste habits into natural areas, or into towns with inadequate waste management infrastructure, can produce changes to

those natural areas at a rate that is far greater than imposed by local residents. These tourism-related changes are particularly deleterious when local residents rely on those natural areas for their sustenance. Resulting economic losses can encourage socially deleterious economic activities such as prostitution, crime, and migrant and child labour” (ICLEI 1999).

Some of the different kinds of impacts that tourism development and operational activities can have include:

- Threats to ecosystems and biodiversity – e.g. loss of wildlife and rare species, habitat loss and degradation,
- Disruption of coasts – e.g. shoreline erosion and pollution, impact to coral reefs and fish spawning grounds,
- Deforestation – loss of forests for fuel wood and timber by the tourist industry also impact on soil and water quality, bio-diversity integrity, reducing the collection of forest products by local communities,
- Water overuse – as a result of tourism / recreational activities e.g. golf courses, swimming pools, and tourist consumption in hotels,
- Urban problems - Congestion and overcrowding, increased vehicle traffic and resultant environmental impacts, including air and noise pollution, and health impacts,
- Exacerbate climate change – from fossil fuel energy consumption for travel, hotel and recreational requirements,
- Unsustainable and inequitable resource use - Energy and water over consumption, excessive production of wastes, litter and garbage are all common impacts.

Further study could be carried out regarding the negative relationship between tourism and environment (Roe et al 1997); however the many examples across the globe indicate this scenario is quite typical and widely recognised, emphasising the need to identify more mutually beneficial approaches in tourism development.

Tourism and Economics

Economic gains have been a major driving force for the growth of tourism in developing countries. The initial period of growth happened in the late 1960's and 1970's, when tourism was perceived as a key activity for generating foreign exchange and employment by both development institutions, such as the World Bank, as well as by governments (Goodwin 2000). Despite the negative economic impacts of tourism (such as inflation; dominance by outsiders in land and property markets; inward-migration eroding economic opportunities for domestic industry including the poor) the demand for travel and tourism continues to grow. The WTTC has estimated there was an approximate 40% cumulative growth in tourism demand between 1990 and 2000. This demand was largely driven by economic gains at all levels, including in the communities in remote, and hitherto relatively isolated, destinations (Ashley, 2000).

There is significant scope for enhancing the possible gains through addressing a number of issues that can help improve opportunities for entrepreneurs and the communities in the destinations,

for the poorer sections within these communities, as well as at the macro level for the national economy. Some of these are options are discussed below.

Financial leakages

Powerful trans-national corporations (TNCs) continue to dominate the [international tourism market](#). Estimates suggest that about 80% of international mass tourism is controlled by TNCs. These companies have an almost unhindered access to markets and use this to drive down the cost of supplies. The result is high levels of financial leakage, and limited levels of revenue retention in the destination or host countries. Financial leakages tend to occur due to various factors, including importation of foreign building material, skilled labour and luxury products, and packaged travel arranged with TNCs. This is as opposed to locally sourcing the necessary resources. It has been estimated that, on average, at least 55% of tourism expenditure flows back out of the destination country, rising to 75% in certain cases e.g. the Gambia and Commonwealth Caribbean (Ashley et al 2000). During the seventh UN Commission on Sustainable Development (CSD) meeting (1999), financial leakages was identified as a key area for stakeholders to take action and work together in order to try and assess the situation, as well as seek solutions to better support local communities in host / developing countries. The CSD called upon the UN and the World Tourism Organization, in consultation with major groups, as well as other relevant international organizations, to jointly facilitate the establishment of an ad-hoc informal open-ended working group on tourism to:

- Assess financial leakages and determine how to maximize benefits for indigenous and local communities,
- Prepare a joint initiative to improve information availability and capacity-building for participation, and address other matters relevant to the implementation of the international work programme on sustainable tourism development (UN CSD 1999).

Impacts on livelihoods in destination communities

In most tourist destinations of developing countries, the livelihood impacts of tourism, takes various forms. Jobs and wages are only a part of livelihood gains and often not the most significant ones. Tourism can generate four different types of local cash income, involving four distinct categories of people:

- Wages from formal employment.
- Earnings from selling goods, services, or casual labour (e.g. food, crafts, building materials, guide services).
- Dividends and profits arising from locally-owned enterprises.
- Collective income: this may include profits from a community-run enterprise, dividends from a private sector partnership and land rental paid by an investor.

Waged employment can be sufficient to lift a household from an insecure to a secure footing, but it may only be available to a minority of people, and not the poor. Casual earnings may be very small, but more widely spread, and may be enough, for instance, to cover school fees for one or more children. Local participation in the industry can be categorized into three different categories; the formal sector (such as hotels), the informal sector (such as vending) and

secondary enterprises that are linked to tourism (such as food retail and telecommunications). Experience from Asia suggests that:

- ✓ As a destination is developing, accommodation for tourists can be as simple as offering home stays at the early stage, with lodges, guest houses and hotels replacing more basic options as tourism grows, and some of these may include foreign companies. Once luxury resorts start to develop, the scenario becomes more complex with international investors beginning to play a much more dominant role.
- ✓ Transport tends to fall into a grey area between formal and informal sectors. Most destinations have taxis, jeeps or other motorised forms of transport, often driven by the owners. As things expand organised associations of owners, operating on a rota system become more common.
- ✓ Data about employment in the formal sector is scattered and collection is often not very systematic. There are references of cases where high-status jobs in resorts typically go to non-locals, expatriate staff or foreign-trained nationals. However, there is almost no analysis of who is employed in middle and lower ranking jobs. The potential for employment of local staff seems to improve as one moves away from the luxury resorts into less established areas.
- ✓ The informal sector includes activities such as vending, running stalls and collecting fuel wood for the tourist industry. The informal sector often provides an easy entry into the industry for the poor, especially for women. The incomes can be substantial but unreliable as it is often a seasonal activity. However it can still provide a substantial boost to the income of the poor.
- ✓ The informal sector tends to get the least attention when interventions are planned, and interventions such as planning permissions are frequently detrimental to this sector. However, there are cases where initiatives such as flexible licensing systems and cooperatives and associations have helped the sector.
- ✓ Casual labour and self-employment provide major opportunities for local communities to enhance their livelihood opportunities from tourism. Unlike formal employment, self-employment tends to highlight the entrepreneurial spirit of village communities. Villagers are used to stringing together a livelihood from a diverse variety of sources, often giving them a knack for enterprise. Casual labour includes porters, cooks, guides, launderers, cleaners, caterers and entertainers. Nepal, for instance, has a well-organised labour market to employ porters, cooks and guides on a seasonal basis. An estimate made in 1989 showed that trekking alone generated 0.5 to 1 million person days of employment in a year in Nepal.
- ✓ Significant gains also accrue from economic linkages between tourism and other economic sectors such as agriculture, horticulture, animal husbandry and handicrafts. (Shah & Gupta 2000)

There continues to be fairly poor quantitative data available regarding the economic gains that can be generated from travel and tourism, particularly data that quantifies the impacts to formal, informal and indirect activities as touched upon above. There is a need for a standardised framework and guidelines for the collection and analysis of comparative data sets, to better identify the possible economic impacts for different segments of the market, as well as to develop policies which better reflect the needs of the informal as well as formal tourism ventures. Another gap in research about tourism relates to understanding how domestic tourism

benefits formal and informal segments in a country and the degree to which the extreme poor gain at all from the industry (Ashley 2000).

- Domestic or regional tourists are particularly important clients for self-employed sellers and owners of small establishments (the skilled poor and not-so-poor). Studies in Yogyakarta (Indonesia) and elsewhere in South East Asia show that domestic and other Asian tourists tend to buy more from local vendors than Western tourists (Shah, 2000).
- Budget and independent tourists, particularly backpackers are also more likely than luxury tourists to use the cheaper guest houses, home-stays, transport and eating services provided by local people. They tend to stay longer at a destination than groups of tourists and interact more with the local economy, but also spend less per day, often bargaining over prices.
- Nature-based tourism (including ‘eco-tourism’) does not necessarily provide more opportunities for the poor than ‘mass tourism’.

Nature tourism does offer some potential advantages however. It takes place in less developed areas, often involves smaller operators with more local commitment. It involves a higher proportion of independent travellers, and if marketed as ‘eco-tourism’ can stimulate consumer pressure for ensuring domestic socio-economic benefits. But it remains a niche in the market, can be heavily dependent on imports, and can spread disruption to less developed areas.

- Mass tourism is highly competitive, and usually dominated by large suppliers who have little commitment to a destination. They are less likely to use local suppliers. However the segment does generate jobs and negative impacts are not always spread beyond immediate localities. Further knowledge is needed about how local economic opportunities can be expanded under such circumstances, as well as to identify how the negative impacts can be minimised in the mass tourism segment.
- Cruises and ‘all-inclusives’ [3] are rapidly growing segments of the market, but by their nature are unlikely to generate few economic linkages. Some governments are trying to actively reduce this, for example the Gambian Government has recently decided to ban ‘all-inclusives’ in response to local demands.

TOURISM AND SOCIETY/CULTURE

Tourism developments often stop people from having the right of access to land, water and natural resources. NGO’s such as Tourism Concern and Rethinking Tourism have reported on examples worldwide where the articles in the UN Declaration of Human Rights are flouted, and where indigenous rights are lost or exploited. Adverse social impacts also include poor working conditions, low wages, and child labour and sex tourism. The International Labour Organisation and International Confederation Free Trade Unions (ICFTU) note that some parts of the tourist industry still degrades labour and drives workers to the lowest levels, exhibiting the worst side of unsustainable production.

Cultural transformation

Fears of tourism threatening local cultures can be misplaced and many cultures have proved resilient enough to be able to take rapid changes required by tourism in their stride. However it is true that popular destinations are typically transformed at a very rapid pace. Buzzing small towns can replace sleepy one lane bazaars. Areas where once only officials rode in motorised vehicles

become a familiar site for traffic jams, and dealing with unknown faces can become a daily occurrence for people whose previous focus had been confined to a few score square kilometres to their home and work.

Communities visited by tourists can (or have to!) adapt surprisingly quickly. For example, they rapidly adopt businesslike attitudes to maximise profits. They are creative in inventing and staging events to entertain and provide information on their culture. These attractions, while usually not explicitly developed to protect back regions (i.e. areas of a host society reserved only for local residents, where tourists are not welcome), can function to deflect the tourist gaze from private space and activities. Host communities take specific, active measures to protect their values and customs. This can either be covert action such as private communal functions, fencing off of domesticities but also overt action such as organised protests and even aggression to protect their interests (Harrison and Price 1996).

Tourism development in remote areas can be positive however, bringing with it infrastructure, health services and education facilities. It could be a by-product, or a result of increased incomes, or as is happening increasingly, a result of corporate and customer social responsibility. Nevertheless, rapid tourism development can come at a price and often creates its own unique problems. Tourism activities can degrade the social and natural wealth of a community. The intrusion of large numbers of uninformed foreigners into local social systems can undermine pre-existing social relationships and values. This is particularly a problem where tourism business is centred in traditional social systems, such as isolated communities or indigenous peoples (ICLEI 1999). There are also examples in ecotourism segment, of communities becoming marginalised and forced out of traditional lands as protected areas and destinations become established. Involving host and particularly local communities in all stages of tourism development, from planning right through operations, will help to alleviate some of these issues - if their needs and perspectives are properly taken into account. There is growing amount of work in this area and an expanding body of good practice examples but such approaches need to extend. In addition, programmes which aim to train and assist communities adversely affected by tourism development i.e. providing a social safety net need to be openly assessed for their suitability, and promoted where appropriate.

Socio-Cultural Considerations of Tourism and Recreation Planning

There can be both positive and negative socio-cultural impacts resulting from tourism. This depends on the type and intensity of the tourism developed as well as the characteristics of the host society. Whether impacts are considered positive or negative depends, in part, on the objective criteria (such as income earned) and also on the perceptions of the host community. It is also possible that different community groups have varying reactions to their tourism development, with no consensus reached by the whole community. There are some generally accepted socio-economic policies and impact control measures that are being applied with some successful results in various places in the world. These are applied to prevent the negative socio-cultural impacts in future or mitigating the existing ones. Reinforcing positive impacts is the other side of these measures.

Tourism can be used as a technique of cultural conservation and revitalisation. However, for achieving this, it should be based to the extent possible on the cultural resources of an area. By

proper planning and policy, tourism can be deliberately used to help justify and financially support:

- the preservation of archaeological and historic sites,
- conservation and even expansion of traditional dances, music, drama, arts and handicrafts unique to the area,
- development of museums and cultural centres, and organisation of cultural events.

As per the World Tourism Organisation's publication on National and Regional Tourism Planning (1994), tourism, if well planned, developed and managed in a socially responsible manner, can bring several types of socio-cultural benefits. These include the following:

- i. Improves the living standards of people and helps pay for improvements to community facility and services, if the economic benefits of tourism are well distributed.
- ii. Conserves the cultural heritage of an area which otherwise might be lost as a result of general development taking place.
- iii. Helps develop and maintain museums, theatres and other cultural facilities. These are in part supported by tourism but are also enjoyed by residents. Many major museums and theatres in the world receive much financial support from the admission fee paid by tourists.
- iv. Reinforces or even renews a sense of pride by residents in their culture when they observe tourists appreciating it. This is especially true of some traditional societies which are undergoing rapid change and losing their sense of cultural and self confidence.
- v. Provides opportunity for cross-cultural exchange between tourists and residents who learn about and come to respect, one another's cultures. This exchange can best be achieved through certain forms of tourism-educational and other types of special interest tours; village tourism; home visit programmes etc., whereby tourists can arrange to visit local families.

Gender

Gender disaggregated data for the tourism sector is not easily available. Using the data for restaurant, catering and hotels as proxy, the Gender and Tourism Report prepared by Stakeholder Forum for the CSD in 1999, reached some tentative conclusions. The general picture suggests that the formal tourism industry seems to be a particularly important sector for women (46% of the workforce are women, compared to 34-40% in other general labour markets). However the proportion of women in the tourism workforce varies greatly – from as low as 2% in some countries and up to over 80% in others, depending upon the maturity of the tourism industry. For example, in countries where there is a mature industry, women generally accounted for around 50% of those employed in the industry. Using data from 39 countries, the proportion of women's working hours compared to men's working hours was 89%. Whilst the proportion of women's wages to men's wages is 79% (based on data available from 31 countries). This suggests that women continue to receive disproportionately lower wages than their male counterparts – often in equivalent positions of status in an organisation. Furthermore the statistics typically do not include the contribution of women employed in the informal sector. Several studies have

indicated, whilst this area is frequently ignored, it also tends to be a significant contributor, particularly in developing countries (Hemmati 1999).

Local Economic Development and Poverty Reduction

The UN Millennium Development Goals include specific commitments to reduce by one-half the proportion of people living in extreme poverty by 2015. Poverty is a multi-faceted concept which embraces not only insufficient levels of income but a lack of access to essential services such as education, water and sanitation, health care and housing.

At the same time, the World Tourism Organization estimates that tourism accounts for up to 10% of global gross domestic product, making it the world's biggest industry. The potential for tourism to contribute significantly to poverty alleviation is considerable. Work since 1998 by the Pro-Poor Tourism Partnership (Ashley, Goodwin & Roe) has demonstrated that tourism can contribute to poverty reduction and that for many of the least developed countries, and in many rural areas, tourism is one of the few current viable strategies for economic development. The World Tourism Organization's report on *Tourism and Poverty Alleviation* published for the World Summit on Sustainable Development in Johannesburg in 2002 drew substantially on the work of the Pro-Poor Tourism Partnership www.propoortourism.org.uk and there are now a range of initiatives taking place on pro-poor tourism.

Pro-Poor Tourism

Pro-poor tourism is not a specific tourism product; it is an approach to tourism development and management which ensures that local poor people are able to secure economic benefits from tourism in a fair and sustainable manner.

Pro-poor tourism may improve the livelihoods of poor people in three main ways:

- a) Economic gain through employment and micro-enterprise development;
- b) Infrastructure gains: roads, water, electricity, telecommunications, waste treatment;
- c) Empowerment through engagement in decision making.

Pro-Poor Tourism (PPT) strategies

PPT is an approach that gaining recognition by national governments and local authorities. Although PPT is still relatively new and has not been widely applied in practice, existing case studies reveal a number of lessons. These include:

- i.* Diverse activities - beyond community tourism it includes product development, marketing, planning, policy, and investment.
- ii.* A lead advocate for PPT is useful, but involving other stakeholders is critical. PPT can be incorporated into the tourism development strategies of government or business.
- iii.* Location: PPT works best where the wider destination is developing well.
- iv.* PPT strategies often involve development of new products, particularly products linked to local culture. These products should be integrated with mainstream markets where possible.
- v.* Ensuring commercial viability is a priority. This requires understanding demand, product quality, marketing, investment in business skills, and involving the private sector.
- vi.* Economic measures should expand both formal and casual earning opportunities.
- vii.* Non-financial benefits (e.g. increased community participation, access to assets) can reduce market vulnerability.
- viii.* PPT is a long-term investment. Expectations must be prudent and opportunities for short-term benefits investigated.

ix. External funding may be necessary to cover substantial transaction costs of establishing partnerships, developing skills, and revising policies (Ashley et al 2001).

Environmental consideration in tourism and recreation planning and utilization

Tourism, perhaps, more than most other economic activities rely heavily on a good quality environment, society and culture (the three major resources) to deliver a product which the consumer desires. The tourism industry has perhaps the potential to either contribute to environmental improvement or alternatively, to destroy the assets on which tourism is built. However, governed by immediate profit motives, many players in this industry even knowingly ignore this aspect. It is well known that provision of facilities associated with tourism development transform the natural environment. This process can modify and even eradicate the original source of attraction.

There is also recognition of the fact that tourism must strive to develop as a socially responsible industry. More specifically it must move pro-actively rather than simply responding to various pressures as they arise. Today resident responsive tourism is the watchword for tomorrow in this industry. Community demands for active participation in the setting of the tourism agenda and its priorities for tourism development and management cannot be ignored.

Environmental Considerations

The era of environmental concerns was ushered in by the World Conservation Strategy and the Brundtland Commission in the 1980's. It was given renewed impetus following the Rio Summit and the adoption of Agenda 21. In the tourism sector, too, support for ecologically sustainable development is now emerging strongly as the logical way of balancing environmental concerns with growth and development of the industry. A conference held in Canada on 'Global opportunities for business and the environment' concluded that sustainable development holds considerable promise as a vehicle for addressing the problems of modern tourism (Tourism Canada, 1990). What was recognised was the interdependence between environmental and economic issues and policies. Further, the acceptance of the fact that sound environmental management and planning does not merely cost, it pays, was a crucial decision.

Typically, the initial force motivating tourists is the landscape, encompassing attributes of both the physical and social environment. As a tourist destination matures, attractions are added, facilities are provided and infrastructure is expanded to present a new blend of structures, activities and functions. Not all such additions are incorrect and change always does not mean a negative impact. If carried out sensitively, tourist development can contribute to substantial upgrading of the environment and enhance visitor enjoyment along with ecological sustainability. What is important to understand is that decline is not inevitable. With sound planning and management it is possible for the downturn to be checked, rejuvenation achieved and viability sustained.

The Impact on Environment

During the 1960's, and even much of the 1970's, tourism was developed primarily based on economic objectives, with limited regard in many areas for environmental and socio-cultural impacts. Because of the much manifested negative impacts resulting from that earlier development, concern in the 1980's and 1990's focussed on prevention and control of environmental and socio-cultural impacts, along with achieving economic objectives. The surge of interest in environmental issues in recent years has led to a critical assessment of the role which tourism plays. From the Lake District in England to Acropolis in Athens, from the hills of Chamba to the shores of Puri, tourism has taken its toll. The result has been pollution, danger to wildlife, deforestation, strain on local resources, damage to historical monuments and negative effects on local culture.

Impact Aspect	Potential Consequences
Urban Form	<ul style="list-style-type: none"> • Change in character of built area through urban expansion or redevelopment. • Change in residential, retail or industrial land uses (e.g. move from private houses to hotels). • Changes to the urban fabric (e.g. roads, pavements etc.)
Infrastructure	<ul style="list-style-type: none"> • Overload of infrastructure (e.g. roads, railways, car parking, electricity grid, communication systems, waste disposal, buildings, water supply). • Provision of new infrastructure or upgrading of existing infrastructure. • Environmental management to adapt areas for tourist use (e.g. sea walls, land reclamation)
Visual Impact	<ul style="list-style-type: none"> • Growth of the built-up area • New architectural styles • People and belongings, litter • Beautification
Restoration	<ul style="list-style-type: none"> • Re-use of disused buildings • Restoration and preservation of historic buildings and sites • Restoration of buildings and second homes.
Erosion	Damage of built assets from feet and vehicular traffic (including vibration effects)
Pollution	<ul style="list-style-type: none"> • Air pollution from tourists and tourist traffic. • Air pollution from non-tourist sources causing damage to built assets.

(Source: Hunter, Colin & Green, Howard, *Tourism and the Environment: A Sustainable Relationship?*, Routledge, 1996.)

Though attempts have been made to prevent this kind of damage, the lure of tourism revenue has proved too strong. The reason why much of the development has resulted in undesirable outcomes is quite simple to understand. A region whose comparative advantage depends on outstanding natural beauty may attract too many tourists, leading to congestion, overcrowding, pollution and the destruction of the environment which formed the basis for the areas

competitiveness. Similarly, this can occur and has occurred with ancient buildings, monuments and waterways. Where property rights are well defined the private markets have attempted to solve such problems by charging a price, thus excluding those unwilling to pay and using some of the income to maintain their assets. However, substantial parts of the tourism products are based on common property such as scenery, coastlines, mountains and society, etc. So, they become properties / objects used by all but nobody is responsible for their upkeep. This is where planning becomes inevitable so as to sustain these public properties and to check that the natural and cultural resources of a region are not destroyed. Some major potential impacts of tourism on the built environment have been discussed in table above.

Impact Mitigation Measures

Butler (1991) provides a review and critique of measures which can be used to decrease the pressures of tourism on the environment. According to him, there are four main approaches to impact mitigation, namely:

- i) changing the tourist type,
- ii) changing the resource for resistance,
- iii) education, and
- iv) curbing tourist numbers.

Changing the tourist type means moving away from mass tourism to some form of alternative tourism. This means involving a different type of responsible tourist who is unlike a traditional mass tourist. However, Butler has criticised this measure in a number of ways. Firstly, he is of the view that there are insufficient alternative tourists to supply all the destinations which seek them. Secondly, a large proportion of expenditure of such tourists is made out with the destination area. Thirdly, even the most environmentally conscious tourists can degrade the environment. Finally, it is suggested that small-scale alternative tourism operations may well grow and change through time into potentially more destructive forms.

Another possibility is to try and change the resource base so that one is able to understand tourism pressure. This might involve making the resource more resistant. This is particularly appropriate in and around fragile heritage resources, wildlife parks, monuments, etc. This would involve discouraging tourist exploration and provide new infrastructure, etc.

Environmental Planning Process

The best way to avoid negative environmental impacts and reinforce positive impacts is to plan tourism properly, i.e., using the environmental planning approach before development. This planning must take place at all levels – national, regional, local and site specific areas for hotels, resorts and tourist attraction features. Environmental planning follows the same process which is used for development planning, but more emphasis is placed on considerations of the physical environment and socio-cultural requirements. The process involves the steps outlined below:

a) Establishing Development Objectives

The general objectives of developing tourism must be decided as a basis for planning. These must necessarily be preliminary until they are determined as realistically compatible with one other. Environmentally oriented objectives in a regional plan, for example, often include

developing tourism in such a manner that no serious negative impact results, and using tourism as a means of achieving conservation objectives such as preservation of cultural monuments or development of national parks, etc.

b) Survey of the Existing Situation

This survey includes all aspects of the existing situation, particularly the detailed characteristics of the environment. For example in a beach resort area, the survey would include the climatic and weather patterns of rainfall, temperatures, humidity, sunshine and winds; land and underwater topography; extent and quality of the beach, beach erosion; near shore water current flows, etc. There is now an increasing awareness of environmental auditing but it is by no means a general practice. The audit has its origins in manufacturing industry where the technique was developed to measure a company's compliance with environmental regulations and controls. The European Union uses the following definition in this regard:

“A management tool comprising a systematic, documented and periodic evaluation of how well organisations, management and equipment are performing with the aim of safeguarding the environment by facilitating management control of environmental practices.”

Few tourism companies in the developing countries have adopted this practice although some hotels in India have done so. Few tour operators have also taken note of this. It may be that as governments become more concerned about the environmental issues, legislation will be used to enforce standards. There is no single approach to environmental auditing. The methodology selected will depend very much on the nature of tourism business and the location of the activity. Some countries such as Singapore have very high standards of environmental legislation and control, whereas others have none.

c) Analysis

The planning process includes several types of inter-related analysis such as socio-economic impact of tourism development; types of tourist attractions to be developed; type and extent of transportation facilities and services required. The physical environmental characteristics are analysed to determine the carrying capacity of the area, the levels of tourism development and how best the development can fit into the environment. From the environmental standpoint, one of the most important analytical techniques is determination of the carrying capacity of the planning area. Carrying capacity analysis is a basic technique now commencing to be widely used in tourism and recreational planning. It is done to systematically determine the upper limits of development and visitor use and optimum utilisation of tourism resources.

As defined by Mathieson and Wall (1982), carrying capacity “is the maximum number of people who can use a site without an unacceptable alteration in the physical environment and without an unacceptable decline in the quality of experience gained by visitors”. To this definition should be added, without an unacceptable adverse impact on the society, economy and culture of the tourism area.

Establishing carrying capacities is based on the concept of maintaining a level, of development and use that will not result in environmental or socio-cultural deterioration or be perceived by tourists as depreciating their enjoyment and appreciation of the area. Carrying capacity analysis provides an essential guideline to be used in formulating a tourism plan at any level.

Outdoor recreation is a key component of boosting local tourism. Many localities are now recognizing that by providing lands for outdoor recreation, they are able to attract tourists to their area. Hiking, camping, biking, birding, boating, fishing, swimming and skiing are some of the more popular recreation activities supported by public and private parks and open space. Many of the same economic benefits associated with parks and open space are also associated with a strong program of recreation activities and sports. Residents and businesses looking to locate in a community examine recreation programs available to youth, adults and senior adults as an important “quality of life” factor. Communities that offer quality recreation programs can reduce crime and delinquency and increase the overall health of their citizens, thus demonstrating that recreation programs are great community investments.

Value of parks and open space

Municipalities are finding that the preservation of open space and parks is a wise investment and saves tax dollars. Green infrastructure and open space conservation are often the cheapest way to safeguard drinking water, clean the air and achieve other environmental goals. Forested lands control erosion, help clean the air of pollutants, absorb carbon dioxide and other harmful greenhouse gasses, and help shelter our houses from heat and wind.

Wetlands serve as wildlife habitat, absorb storm and flood water, and reduce pollutant and sediment loads in watershed runoff. Without wetlands, society would have to pay to engineer these services; however, these services are provided at no additional cost if adequate wetlands are preserved in the watershed.

The economic effects of building parks and protecting open space are sometimes easily identified, as in the case of a camp store located next to a park entrance. However, the economic connection to quality of life is subtle and difficult to ascertain. For example, when the deciding factor for locating a company in a particular community is the quality parks and recreation facilities and open space within the community, the exact economic value of these resources is difficult to determine. Many communities across the country have experienced an economic revitalization due, in whole or in part, to the development of parks or the preservation of open space.

There is growing evidence of the positive impact of parks and open space on the economic vitality of a community. While those working in the natural resource and parks and recreation fields have known the importance of natural resources for years, it is becoming better known by other professions and politicians that these resources contribute both directly and indirectly to quality of life and to economic viability of all communities across the Commonwealth.

Urban areas benefit from parks, community gardens and recreational open space through stimulated commercial growth and inner-city revitalization. The City Parks Forum, supported by the American Planning Association, describes the role of urban parks today:

“They provide formal and informal gathering places for building community. They help positively influence property values. They give city dwellers a place to connect to the natural world. They make our urban areas more inviting for living, working and relaxing.”

Parks contribute to a high quality of life that attracts businesses and residents to a community, and localities benefit from the higher real estate values associated with parks and open space protection. Because of increased property value, real estate near parks generates additional tax revenues. In some cases, increased tax revenues can pay for the cost of the park in a fairly short

period of time. Although a few studies have been conducted to assess the economic value of key outdoor recreational

Six reasons why parks, recreation, open space and land conservation make good economic sense:

- ❖ Parks and open space often increase the value of nearby properties, along with property tax revenue.
- ❖ Parks and open space attract businesses and trained employees in search of a high quality of life.
- ❖ Parks and open space attract tourists and boost recreational spending.
- ❖ Parks and open space reduce obesity and health care costs by supporting exercise and recreation.
- ❖ Working lands, such as farms and forests, usually contribute more money to a community than the cost of the services they require.
- ❖ Conserved open space helps safeguard drinking water, clean the air and prevent flooding—services provided much more expensively by other means.

Adapted from The Trust for Public Land, Spring 2006.

Importance of Recreation

No one would ever understand the importance of recreation till the time they experience the values and benefits of it on their own. It is more of a fun embodied in the form of activities to refresh ones body and mind. While type of recreation varies from individual to individual, spending time in something that rock your senses is an experience in itself. The forms of recreation include from simplest of listening to music to the likes of parachuting or bungee jumping. Excess of recreation is called escapism and is something that distracts you from your main purpose and affects your time too. A well blended mixture of work and recreation is excellent recipe that keeps you going on the path to success.

The Values and Benefits of Recreation for professionals are numerous. The charm lies in looking out something that's works out best for you. There are different types of recreation and what value and benefit you derive from it depends upon your proactiveness to try them out and incorporate them as part of working routine. Let's talk about 10 values and benefits that work out best and should encourage you to take recreational activities from time to time

- a. Helps You Relax – Recreational activities help you relax and give soothing effect to your nerves. It helps you release the tension and maintain equilibrium. It is one of the best relaxation techniques to help you get back to work in full form.
- b. Reduces Stress- Are you feeling stress lately. Do late hours suck out the best in you? If tension is taking its toll on you then recreation activities are best for you.

- c.** Impacts Your Health- Recreational activities have a very good impact on your health. It is an excellent medicine for ailments which cannot be cured by any other manner. It is a natural way to stay fit and healthy in life.
- d.** Social Benefits- It helps you meet like minded people and develop a favourable rapport. People who share common interest makes a joyful group that help each other to promote themselves. Importance of recreation gets reflected in the status you build for yourself.
- e.** Refresh the Senses- Feeling dumb? Recreation is the important and best activity to refresh your senses and prepare you for the next battle. It rejuvenates your senses and makes you feel light again.
- f.** Refills the Energy- Recreation activities are best mechanism to refill your energy and make you feel alive again. It is best way to charge you up when you feel exhausted and drained out.
- g.** Quality of Life- Recreational activities help you build self esteem and confidence. It helps you enhance the quality of life by building a positive self image.
- h.** Effective Time Utilization- When your body is at the best of its form both in terms of health and energy, recreational activities helps you utilize your time effectively. The effort you put in a certain task is way below what you could have possibly put without any recreational activity.
- i.** Sharpen Skills- The value and benefit of recreational activities is best seen in the form of skills that gets developed and sharpened over the period of time. You not only are inclined to learn more things but are also motivated to be at your best.
- j.** New Avenues- It has happened to people and it can help you too. People who enjoy it to the best of its form have developed a career in one form or the other.

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