

General Certificate of Education
June 2008
Advanced Level Examination

TRAVEL AND TOURISM
Unit 11 Impacts of Tourism

TT11/PM



To be issued to candidates on or after 1 May 2008

Pre-release material

Instructions

- This material **must** be kept unmarked for use in the forthcoming examination.
- You **must** take this material with you into the examination.
- Do **not** contact the destinations and facilities mentioned in this material for more information.

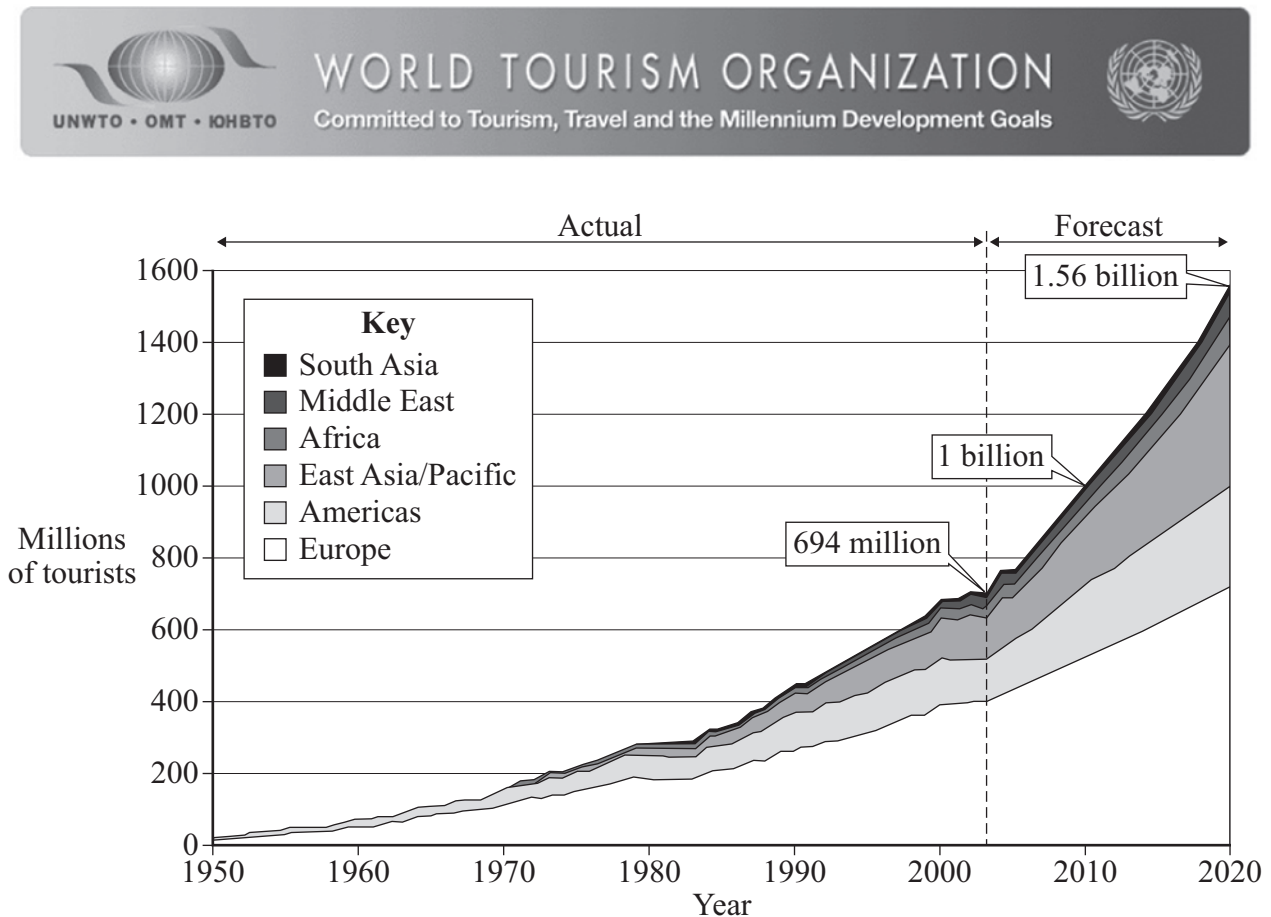
Advice

- You should use the information contained in this booklet to become familiar with the data provided.

Item A Tourism 2020 Vision

Tourism 2020 Vision is the World Tourism Organization's long-term forecast and assessment of the development of tourism, as made in 2003.

The graph shows actual and forecast tourist numbers between 1950 and 2020.



The table shows forecast tourist numbers, market share and average annual growth rates 1995–2020.

	Base Year	Forecasts		Market share (%)		Average annual growth rate (%)
	1995	2010	2020			
	Tourists (Million)			1995	2020	1995–2020
South Asia	4	11	19	0.7	1.2	6.2
Middle East	14	36	69	2.2	4.4	6.7
Africa	20	47	77	3.6	5.0	5.5
East Asia and the Pacific	81	195	397	14.4	25.4	6.5
Americas	110	190	282	19.3	18.1	3.8
Europe	336	527	717	59.8	45.9	3.1
WORLD	565	1006	1561	100	100	4.1

Item B Information about Tourism Concern



Tourism Concern

Tourism Concern's Mission Statement: to ensure tourism always benefits local communities.

WHAT WE DO – Tourism Concern has a wide range of exciting and innovative projects. We work with communities in destination countries to reduce social and environmental problems connected to tourism, and with the outbound tourism industry in the UK to find ways of improving tourism so that local benefits are increased. We fight exploitation in tourism.

TOURISM FOR COMMUNITIES – Central to Tourism Concern's work is the fact that tourism often causes or exacerbates poverty. This is something that few people have fully realised, but which has received more credence over the last few years. Agencies working overseas are also increasingly finding that tourism development impacts on the lives of the communities they work with in just the same way as other multinational industries such as oil and mining companies might.

Tourism Concern has been working since 1989 to raise awareness of the negative economic, cultural, environmental and social impacts of tourism. Advocacy is a major part of our work and, time and again, the message from our Southern (Third World) partners is the same: "We want tourists, but at the moment we don't benefit from them." Communities often find that they have tourism imposed on them by governments and foreign developers and tourism businesses; that there is little linkage between tourism – especially at a mass scale – and local industry, such as agriculture; that land and natural resources are frequently co-opted, often illegally; and that their cultural traditions are appropriated and commercialised.

Our links with communities and agencies working in developing countries show that there is great concern that the trend in tourism is towards greater control by multinationals; more all-inclusive tourism which excludes local people and businesses; and greater numbers. The consequences of such a trend proving true could be disastrous for local people.

THE TOURISM INDUSTRY – We seek to work with the tourism industry rather than against it. We don't believe that considering the welfare of local people has to mean a 'worse' holiday. Indeed, we would like to convince those who run and manage our holidays that tourism can support local people, cultures, environment and economies, and still be exciting and enjoyable.

CAMPAIGNING – If only bad practice could be turned into good simply by holding a friendly and frank discussion around a table! Although that can sometimes work, it is difficult when large commercial interests are at stake. For us, public campaigning is essential, not least because public opinion matters increasingly to the well-being of private companies. Tourism Concern has been campaigning on human rights and tourism for several years.

One of our main campaigns has been to highlight how people lose their homes and livelihoods through the development of tourism, and often for the creation of conservation areas. Imagine losing your home without compensation for a new hotel development. Imagine what it would be like to live without access to water because it was being hived off by hotels. We have particularly focused on the displacement of people, such as the Maasai, from their homes in East Africa.

Our campaign "Trekking Wrongs: Porters' Rights" highlights the terrible conditions which porters who accompany trekkers endure in mountain environments – carrying huge loads for very low pay in sub-zero conditions and without proper clothing, equipment, or even overnight shelter.

FAIR TRADE IN TOURISM – These days, an increasing number of consumers want to be more 'people-friendly'. This is often called 'fair trade'. If you've seen or bought fair trade coffee or bananas, you'll know what we're talking about. Tourism Concern's "Fair Trade in Tourism" project takes fair trade one step further – into holidays. This means working with the travel industry to make things fairer for people living in destinations but it's also about showing every individual holiday-maker how they can play their part. We have distributed thousands of our "All the Fun of the Fair: A Quick Guide to Fairtrade Tourism" leaflets to travel agents which were sent out with tickets.

We believe fair trade in tourism could be the way forward, and that fair trade will help define a new way of managing tourism which shares its benefits more equitably between travellers, the tourism industry, governments of the countries we visit and, above all, the people among whose homes we take our holidays.

Turn over ►

Item C Extracts from The World Travel and Tourism Council's 'Blueprint for New Tourism'

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Item D Extracts from information on two of Tourism Concern's long running campaigns



Trekking Wrongs: Porters' Rights

TourismConcern

Tourism Concern's campaign on working conditions for porters.

Frostbite, altitude sickness and even death can be the cost for the porters carrying trekkers' equipment in the Himalayas, on the Inca Trail in Peru and at Mount Kilimanjaro, Tanzania. Tourism Concern's new campaign aims to put a stop to the abuse of porters' human rights.

Mountain trekking – it's exhilarating, it's beautiful, it's challenging. But how many of us could do it without the porters who carry our luggage and equipment? Porters are an essential part of treks, but the reality of their working conditions comes as a shock.

Think of Himalayan trekking, and many of us picture the famously hardy sherpas accompanying big-name mountaineers on Everest expeditions. But they also accompany thousands of tourists and, while the sherpas are from high altitude areas, most Nepalese porters are poor farmers from lowland areas who are as unused to the high altitudes and harsh conditions as western trekkers.

Many people don't know this and a myth seems to have been created that porters are superhuman. The massive weights they carry, the cold and the high altitudes are nothing to them. They're different.

But this is madness. In fact, Nepalese porters suffer four times more accidents and illnesses than western trekkers. Making matters worse, there are many reports of porters being abandoned by tour groups when they fall ill. Porters have even been abandoned in life-threatening blizzards while trekkers were rescued by helicopter.

And it's not just the Himalayas – the problems are repeated worldwide. In the most extreme cases, porters believe they are simply seen as beasts of burden. In the words of a Peruvian porters' syndicate: "We suffer humiliation upon humiliation, and are treated as less than human." A tour operator in Pakistan is even more direct: the way porters are treated, he says, amounts to modern slavery.

So, should people stop trekking? Definitely not – porters need the work. But the roots of this problem need to be tackled: the policies and practices of the tour operators which the porters ultimately work for. But here in the UK, the majority of operators are not yet addressing porters' rights and working conditions.

So what's the way forward? Tourism Concern believes that fair trade in tourism offers an opportunity for real change and includes UK tour operators addressing the working conditions of their porters. We have worked with the trekking industry and tour operators within the UK – and got results. 41 out of 80 operators now have policies on porters.

But more still needs to be done.

As part of our ongoing work, Tourism Concern has released an update on experiences of good practice for trekking operators to ensure that porters' conditions keep on improving.

It is essential that we all continue to ask the right questions when going on a trek to ensure porters and their working conditions do not get left out in the cold. This is done by you – the public.



TourismConcern

Displacement of People

Tourism Concern's campaign on the displacement of people by tourism.

Tourism Concern started to realise that one of the most severe effects of tourism development was that people were evicted from their homes. We were contacted by Maasai people from Tanzania asking for help and saying quite simply in hand-written letters which must have cost a lot to post: "tourism is killing us". Tourism Concern started campaigning on displaced people – people who have lost their homes and livelihoods through tourism. We focused particularly on the Maasai and other tribal people of East Africa.

East Africa, Tanzania

At the beginning of 1988, pastoralists were evicted from the Mkomazi Game Reserve. Some of their homes were razed to the ground and some livestock was rounded up and sold by the government to pay for the evictions. People received no compensation and were literally left by the roadside with 40,000 cattle. They are now confined to a narrow strip of land surrounded by the farms and villages of the agricultural community along the river.

Tourists are permitted to enter the park to view the wildlife, but if cattle wander into the reserve in search of grass and water they are impounded and the pastoralists have to pay a heavy fine. This is a pattern that has been repeated throughout East Africa. National parks and the wildlife are being conserved at the expense of the people who have lived there and been guardians of the land and the wildlife for centuries, who understand the bush in much more detail than western wildlife 'experts' and have a very low-impact, sustainable lifestyle.

Tourism Concern Campaign: Tourism Concern members took part in a postcard campaign to British tour operators sending tourists to Kenya and Tanzania, asking what tour operators' positions were. We held meetings with the tour operators to encourage them to operate tours only in consultation with the Maasai and other tribal groups and to involve them in the business of tourism. A number of tour operators now conduct tours to Maasai-run lodges in Kenya and Tanzania.



"We don't want to be dependent on tourists. We are the Maasai and we want to herd cattle."

Turn over ►

Item E A Kenyan stakeholder's view

Tourism, the drought and Maasai livelihoods



Resiatio Martyn is director for the Maasai Conservation and Development Organisation. She works with the community she originates from to develop their own tourism initiatives to aid conservation and to enable them to benefit from tourism. As a Maasai, Resiatio understands that tourism can be either detrimental or helpful to the community depending on how its development is approached.

Resiatio challenges the current status quo between wildlife and pastoralism ...

Situated in the south east of the 1,700 km² Maasai Mara reserve, the most popular wildlife viewing area in East Africa, are Maasai communities that benefit little from tourism and this has been made worse by the recent drought. Yet the reserve draws one-third of all tourists visiting Kenya and generates eight percent of the nation's tourism revenue.

Why is there a conflict?

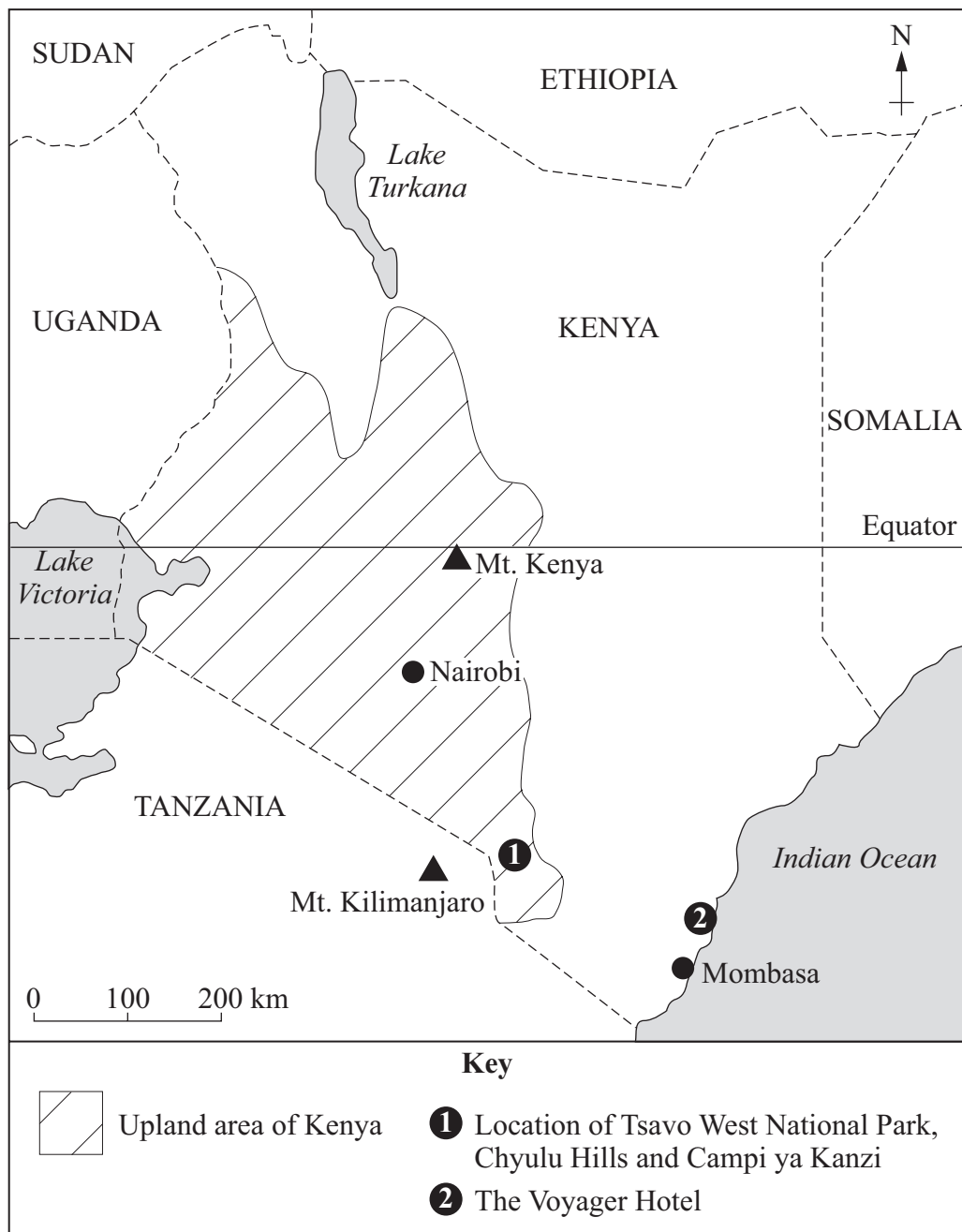
The Maasai have co-existed alongside flora and fauna for their entire history, and have never threatened the existence of any known species of animal or plant life. The tourism industry and conservation organisations have come to value that wildlife – an outcome of the Maasai management strategy.

But with changing socio-economic conditions, Maasai have come into conflict with tour operators who depend on ecosystems remaining intact without the presence of the Maasai and their cattle. Farming of the land is on the increase and while pastoralist activities are compatible with wildlife and tourism, tilling the land is not.

During the recent drought, the Maasai living around the reserve were faced with life-threatening conflict. Cattle were dying and people's livelihoods destroyed because they were not allowed to use the areas adjacent to the park as they were an eyesore to the tourists.

This calls for proper planning of land use to suit tourism development, pastoralist and conservation efforts.

The question that the conservationists and tour operators never seem to address is the fact that the wildlife is there because it follows the Maasai around. The Maasai have shaped the environment to be in harmony with the wildlife. If they didn't have cows, they would start cultivating the land and the tourism industry would really suffer because tourists would find themselves staring at fields of maize!

Item F Map of Kenya and background information


Kenya is a country of great physical contrasts, ranging from dry plains in the north to green uplands and deep valleys in the south and west. The coastal strip has long sandy beaches. Throughout Kenya the wildlife is a big attraction to tourists, along with the warm temperatures all year round.

The people of Kenya are mostly descended from the traditional East African tribal groups such as the Maasai, although there are some Asian immigrants, mostly Indians and Arabs, in Nairobi and along the coastal strip around Mombasa and further north.

Tourists mostly come for the 'big game' safari holidays in the interior or for beach holidays on the coast. Many now buy packages which include both time on safari and at beachside locations.

Turn over ►

Item G Extracts from Campi ya Kanzi website (an award winning eco-tourism project)



Campi ya Kanzi

BRINGING YOU THE REAL AFRICA

Campi ya Kanzi features Maasai-led walking safaris in Kenya. Experience the thrill of tracking game on foot with traditional Maasai! Located in Kenya's prime game area between Amboseli and Tsavo National Parks, the camp provides a luxury tented experience for your exclusive private safari.

The main goal of Campi ya Kanzi is to protect the land of the Maasai of Kuku Group Ranch, to enable the Maasai community to keep living according to their traditions, if they so wish.

The ranch stretches from the Chyulu Hills to the foothills of majestic Mt. Kilimanjaro, the highest mountain in Africa (19,342 feet). The altitude ranges from 3,000 to 6,900 feet, so the land includes a number of different habitats. Biodiversity is extremely rich.

Our safaris are unique and tailor-made to your desires and needs. Since there is no mass tourism and the ranch's environment is still pristine, the wildlife is unspoiled by human contact. You'll have an unforgettable experience due to our unique combination of:

- Professional Guides
- Local Maasai trackers
- Outstanding scenery
- Biodiversity
- Wildlife that's truly wild!
- Guiding on animal behaviour
- Conservation and ecotourism
- Birdwatching
- Walking and trekking
- Finest Italian cuisine
- Owners hosting.



You'll make your safari game drives in one of our six open Land Rover Defenders. Your professional guide and Maasai game trackers will always be with you to provide all needed information and to ensure your safety in the bush.

On a foot safari with your guides, you'll see many species of game and birds in their natural environment. Since this is your Maasai tracker's native land, he'll be able to introduce you to local medicinal plants, discuss animal tracks and behavior, and share with you his lore of the Maasai culture and traditions.

In common with the wildlife with which they co-exist, the Maasai need a lot of land. Unlike many other tribes in Kenya, the Maasai are nomadic and pastoral: they live by herding cattle and goats. In the past the Maasai and the wildlife have simply lived together peacefully. If this could be re-established, by showing to the Maasai the economic value of the presence of wildlife in their land, then the future of the land, the wildlife and the Maasai people will be assured.

This peaceful co-existence is the basis for a form of low-impact tourism, like Campi ya Kanzi. Kuku Group Ranch, where the camp is located, is occupied by only a few thousand Maasai. The land is rich in wildlife. Animals are fully protected in these National Parks, and they use the property as a corridor connecting the Parks.

Our aim at Campi ya Kanzi is not to make huge profits and, eventually, leave Africa. We chose to come, to invest our money in creating a community lodge (paid for by Luca and Antonella Belpietro, but owned by the Maasai community), with the aim to stay and spend the rest of our lives here.

Profit is our aim in the sense of sustainability. To be sustainable we need to be profitable. Every year we invest in better technologies to better preserve the environment and in our work force to get more Maasai involved in conservation and prove to the community the economic advantages of wildlife.

Nowadays, we are increasingly aware of the importance of protecting the environment and enjoying it in the most ecologically sound manner possible. We, at Campi ya Kanzi, are proud to be among the most environmentally friendly camps in all of Africa (so quoted by *Adventure Magazine*, *National Geographic* magazine, *USA Today*).

The camp has been built with local materials only, and not a single tree has been cut down. State of the art technology was applied for the use of renewable resources. Our 220-volt electricity is provided by solar power; water is heated with solar heaters. In the kitchen, we cook meals using a special eco-friendly charcoal produced by the United Nations Environment Project. We compost our food scraps for use in our vegetable garden. Water is our most precious resource; after use, our grey water passes through lava filters that cleanse it before it is used in the garden or put in a pond for wildlife.

Guests play an active part in sustainability as the \$30 conservation fee charged per day goes toward some of the Trust activities and employs game scouts to make sure there is no poaching, no water courses diversion, no bush fire and no illegal cutting of woods. It also helps towards employing teachers and nurses.

We are proud to say that we have achieved meaningful results in protecting both the wilderness and the wildlife, working hand in hand with the Maasai.

Item H Extract from Kuoni Brochure

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Items B & D	Tourism Concern
Item C	The World Travel and Tourism Council
Item D	Photograph: www.maasai.com
Item E	Resiatio Martyn – The Maasai Conservation and Development Organisation
Item G	Luca Belpietro, Campi ya Kanzi. www.maasai.com
Item H	Kuoni Travel Ltd.