

# Advanced GCE TRAVEL and TOURISM

## **Unit 12 (G731) ECOTOURISM**

Exemplar (Grade A)

Please read the instructions printed at the end of this form. One of these sheets, suitably completed, should be attached to the assessed work of each candidate.

Unit Title	12 Ecotourism	Unit Code	G731	Session		Year	2	0	0	7
Centre Name	C	Centre Number								
Candidate Name	C	Candidate Number								

Evidence: You need to produce a written and illustrated account of an ecotourism project in any worldwide destination of your choice.		Criteria	Teacher Comment
<p><b>AO1.1:</b> You demonstrate, through your explanation, some understanding of the aims and objectives of the industry's definition of ecotourism as they relate to your chosen project destination; you produce limited evidence of the different types of organisation that are involved with, or support, ecotourism principles; there may be limited examples from a range of organisations in the public, private and voluntary sectors with some omissions and/or inaccuracies;</p> <p>[0 1 2 3 4]</p>	<p><b>AO1.2:</b> you demonstrate knowledge and understanding of the aims and objectives of ecotourism as they relate to your chosen project destination; your work refers to and describes the role of a variety of organisations in the travel and tourism industry which support and contribute to ecotourism principles and objectives; there are few omissions and/or inaccuracies</p> <p>[5 6 7]</p>	<p><b>AO1.3:</b> you produce a comprehensive account of ecotourism aims and objectives as they relate to your chosen project destination; your evidence demonstrates your knowledge and detailed understanding of ecotourism from a range of examples from a variety of situations; the organisations used to demonstrate your understanding are from all sectors – public, private and voluntary.</p> <p>[8 9 10]</p>	<p>The candidate demonstrates knowledge and understanding of the objectives of ecotourism as they relate to Chumbe Island.</p> <p>The candidate uses a range of examples from all sectors to demonstrate his knowledge</p> <p>The public, private and voluntary sectors are explained upon &amp; applied to Chumbe</p> <p>11, 12, 13, 14, 15</p> <p>9, 10, 11, 13, 14, 16-18</p> <p>16, 18, 19, 20, 21, 22, 23, 24, 25</p> <p>28-34</p> <p>35-41</p> <p>Throughout eg. P. 24-27</p>
<p><b>AO2.1:</b> You give an explanation of the ways in which attention can be focused upon environmental, social and cultural issues in the travel and tourism industry for your chosen project destination; you demonstrate some application of knowledge to examples, however there may be a lack of detail; your use of terminology is not always accurate and written communication lacks detail in accuracy and content;</p> <p>[0 1 2 3 4]</p>	<p><b>AO2.2:</b> you give a clear explanation of how ecotourism may contribute to, and focus attention upon, environmental, social and cultural issues for your chosen project destination; your evidence includes examples from case studies with which you are familiar and from examples you have investigated independently, with both environmental and social/cultural issues with supporting evidence; you present materials suitably with appropriate use of some terminology and your understanding is conveyed through use of appropriate language;</p> <p>[5 6 7 8]</p>	<p><b>AO2.3:</b> you give a detailed and comprehensive explanation of the influences of ecotourism principles upon environmental and social/cultural issues as they relate to your chosen project destination; your evidence provides detailed examples from a range of sources and you apply your understanding to these examples confidently, relating them to your chosen project destination; you present your work logically, showing use of appropriate terminology, and your meaning is clear and accurately conveyed.</p> <p>[9 10 11 12]</p>	<p>The candidate gives a detailed explanation of the influences of ecotourism principles on environmental and socio-cultural issues on Chumbe.</p> <p>The candidate uses three in-depth examples to contextualise his findings about Chumbe, using appropriate terminology throughout.</p> <p>Mark 8</p> <p>Mark 11</p>

**Criteria**

**Teacher Comment**

**Page No.**

<p><b>AO3.1:</b> You carry out some research from limited sources when investigating your chosen project; your research is not always relevant and you do not always use the findings of it effectively; you rely on published findings which may not be interpreted clearly and your illustrative examples from your destination may lack detail, with little attempt at analysis;</p>	<p><b>AO3.2:</b> you carry out research from a variety of sources when investigating your chosen destination; your research is mostly relevant and you use most of the findings of it to address the major issues of ecotourism; you provide good illustrative examples to enhance your research and support your findings and analysis;</p>	<p><b>AO3.3:</b> you carry out detailed and comprehensive research from a broad range of sources when compiling evidence for your chosen ecotourism project and you produce a detailed project that fully addresses all the issues of ecotourism; your project provides many examples of independent research and uses a range of techniques and illustrations to give validity to your analysis;</p>	<p><b>AO4.1:</b> You attempt an evaluation of the future trends and appeal of ecotourism worldwide, using your chosen project destination as a basis; your conclusions are limited or contain omissions and attempts at evaluation of future trends and appeal may be unrealistic; you make little or no reference to views and attitudes;</p>	<p><b>AO4.2:</b> you evaluate your findings regarding the principles of ecotourism and show that you can evaluate the evidence provided and make a sound conclusion of the future prospects and appeal of ecotourism, based on your study of your chosen project destination; your judgments and recommendations are relevant to the future of the travel and tourism industry and you link your findings to your own values and attitudes;</p>	<p><b>AO4.3:</b> you produce a detailed and comprehensive evaluation of the evidence provided to draw valid and substantiated conclusions about the future trends and appeal of ecotourism issues worldwide, based on your study of your chosen project destination; you make effective use of existing examples to make reasoned judgments and recommendations for the future management of ecotourism and you clearly express your own values and attitudes within your work;</p>	<p><b>AO3.1:</b> [0 1 2 3 4 5]</p> <p><b>AO3.2:</b> [6 7 8 9]</p> <p><b>AO3.3:</b> [10 11 12 13]</p> <p><b>AO4.1:</b> [0 1 2 3 4 5]</p> <p><b>AO4.2:</b> [6 7 8 9 10]</p> <p><b>AO4.3:</b> [11 12 13 14 15]</p> <p><b>Total/50</b> 43</p> <p><b>Mark</b> 12</p> <p><i>The candidate has carried out detailed research, see reference list, all from a broad range of sources</i></p> <p><i>The candidate shows many examples of independent research, for example use of statistics and graphs in A04.</i></p> <p><i>The candidate produces a detailed account of the future of based ecotourism and through his own opinion, on evidence and his own opinion, he makes reasonable judgments about the future.</i></p>	<p>44, 45, 46, 47</p> <p>Throughout, e.g. 51, 54, 55, 61</p> <p>53-64</p> <p>65, 66, 67</p>		
<p>If this work is a re-sit, please tick</p>			<p>Session and Year of previous submission</p>			<p>Jan <input type="checkbox"/> June <input checked="" type="checkbox"/></p>	<p>2 0 0 7</p>	<p>Please tick to indicate this work has been standardised internally</p>	<p><input checked="" type="checkbox"/></p>

Please note: This form may be updated on an annual basis. The current version of this form will be available on the OCR website ([www.ocr.org.uk](http://www.ocr.org.uk)) Please complete one Centre Authentication Form (CCS 160) for each unit and forward to the moderator with your sample.

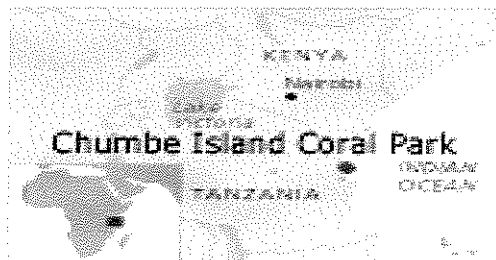
**Guidance on Completion of this Form**

- 1 One sheet should be used for each candidate.
- 2 Please ensure that the appropriate boxes at the top of the form are completed.
- 3 Please enter specific page numbers where evidence can be found in the portfolio, and where possible, indicate to which part of the text in the mark band the evidence relates.
- 4 Circle the mark awarded for each strand of the marking criteria in the appropriate box and also enter the circled mark in the final column.
- 5 Add the marks for the strands together to give a total out of 50. Enter this total in the relevant box.



# Ecotourism Portfolio

by



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*The candidate presents his work logically.*

## Introduction to Unit 12 Ecotourism

This portfolio is all about eco-tourism. Ecotourism is commonly referred to as travelling to areas of natural or ecological interest, typically under the guidance of a naturalist/ professional, for the purpose of observing wildlife and learning about the environment. The following shows how my portfolio will be broken down.

### AO1

In this section I will aim to understand the basics of the ecotourism industry – its nature, aims and objectives and why it is growing so fast. I will then go on to apply my knowledge to an example of ecotourism project anywhere in the world! In this case Chumbe Island, Tanzania

I shall learn the aims and objectives of eco tourism and then Chumbe itself in order to understand and appreciate the global and dynamic nature of the Travel & Tourism industry. Also showing how the values and attitudes of the local population and organisations influence decision making in tourism. I will show evidence of research, expressing knowledge with a range of examples which shall involve understanding the private, public and voluntary sectors of tourism.

### AO2

In AO2 I shall carrying out research into the environmental, cultural and social issues and further, the way in which it relates to ecotourism on Chumbe. Once this has been completed I will compare them to three other examples/ resorts. I will show a range of resources and produce a table to make this clear.

### AO3

Throughout my portfolio I will use a range of techniques and illustrations to ensure understanding of my analysis. I shall furthermore create a bibliography complete with numerous websites, books and other sources which I have chosen to use in order to help me create the best portfolio possible. By this I mean using primary and secondary research, graphs, images, etc. The reason for me using so many different sources and websites (primary and secondary research as we have a guest speaker coming into college who was once the conservation officer on Chumbe) is due to the fact that I wish to ensure that the information in which I gather is correct and reliable. If I only went on one website or to one book and took down all of the information this could result in the information not being as accurate, not because it is untrue but it may well be others perceptions of the island. However when it comes to facts then it is crucial that I research on numerous sites as it is easy to set up a websites and place any old information on there.

AO4

At the final stage of the project I will conclude by writing on what I think the future trends shall be along with others opinions. Furthermore I will speak about the appeal of eco tourism – in the future, both generally and for Chumbe; clearly expressing my own values and attitudes on this matter.

*The candidate aims to produce a detailed project that fully addresses all the issues of ecotourism.*



### Chumbe Island

In this unit I shall be studying Chumbe Island. Chumbe Island is 300m by 1600m, so basically the island is tiny. The religion of the locals, even though there are very few is Muslim. The island has 14 eco bungalows, a mosque and a hotel with a restaurant inside. Furthermore it has an education centre where locals from Tanzania and Zanzibar travel over by boat to learn more about the island. Chumbe Island is extremely close to Zanzibar Island just off the coast of Tanzania. The islands closest ocean is the Indian Ocean. The majority of the island is covered in rag forest.

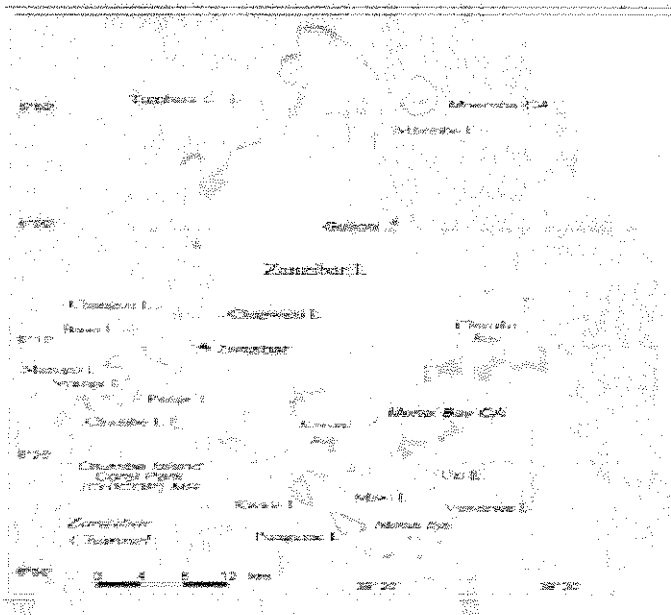
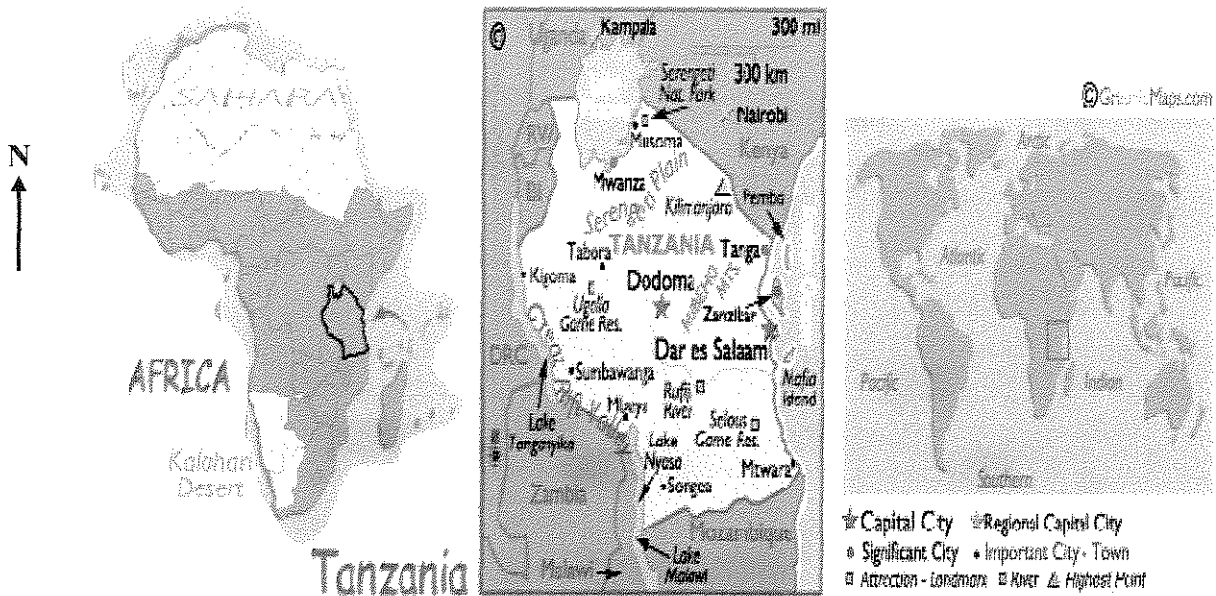
### Why I have chosen Chumbe?

I have chosen to study Chumbe because it is a well known, reputable eco tourist resort/ destination that has now become well established. It will help me to show all about ecotourism to the highest quality due to prior research that Chumbe do everything within their power to do the most environmentally healthy things. This can be put into practice because the island is on such a small scale that it is easier to keep an eye on what is happening. Furthermore, I also found out that the island has won numerous awards commending their resort and the way in which they look after it.

It is good to be able to concentrate on just a single destination when completing a portfolio as it allows me to research in more depth, giving me as the student greater knowledge. Furthermore, it also helps me to understand better as there is more time for one destination and less room for confusion.

## Location of Chumbe

Below are three maps of Tanzania in different scales:



To the left is a map of Zanzibar and the islands of it. As you can see, above the Zanzibar Channel is Chumbe. It is clear to see that Chumbe in comparison to the other islands on the map and surrounding it is very small.

## How and why Chumbe Island was set up...

It all started when German visitor Sibylle Riedmiller went snorkelling on the Chumbe reef. When she was on the island, she became inspired at the different types of coral and fish species, she argued with the Tanzanian government to make Chumbe Island a marine park. In 1994 her wish for the protection of these reefs was granted and Chumbe Island was published a protected marine area. Since many local fishermen didn't know the value of coral or how to protect it, Mrs. Reidmiller set up an education and conservation project. This would result in sustainable tourism being created as tourists and locals would later learn how to protect the environment.

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Fishermen were trained as park rangers, and school children were brought to Chumbe to learn about marine ecology. Funds were needed to keep all this good work going, so the idea of a low-impact, self-sustaining tourism project began. After continued efforts and a lot of attention gained (the Tanzanian government favoured large hotel developments) Mrs. Reidmiller succeeded in building a small eco-tourism lodge. Chumbe Island is only opened from the 15<sup>th</sup> April until the 15<sup>th</sup> June. The island is however only 14 visitors allowed at any one time so that tourism doesn't damage the environment.

Today Chumbe operates as a non-profit organisation with all the funds generated from tourism, which is put straight back into the conservation and educational programmes. It's a highly successful model of sustainable tourism development.

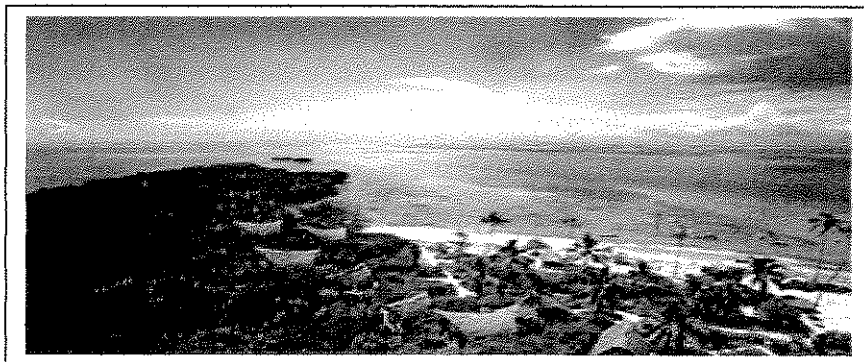
Chumbe Island has won numerous environmental awards: 1999 British Airways' Tourism for Tomorrow, 2000 United Nations Environment Programme Global 500 and Conde Nast magazine's 2001 World Eco-tourism Award. ([www.Chumbel Island.com](http://www.Chumbel Island.com))

Below are the Primary Aims of Chumbe Island:

- ✚ To protect the coral reef
- ✚ To protect the rag forest
- ✚ To improve environmental education in the local population
- ✚ To expand employment opportunities for local people.

They financed this through the money generated from eco-tourists who stayed on the island.

### An overview of Chumbe Island



*The candidate gives a full overview of his chosen project destination.*

## AO1 – the aims and objectives of Ecotourism and the role of Ecotourism Organisations

Ecotourism is generally referred to as any recreational activity in natural surroundings, and covers everything from camping in huts to providing holidays where people can help conserve the coral reefs of Tanzania.

In AO1 I will aim to understand the basics of the ecotourism industry – its nature, aims and objectives and why it is growing so fast. I will then go on to apply my knowledge to an example of ecotourism project, which will be Chumbe, and compare it against the aims, objectives and definitions, etc.

I will then go on and talk about the different organisations involved in developing ecotourism, public, private and voluntary and look at how these organisations are involved on Chumbe.

### Five different definitions of Ecotourism:

I will now, with the bullet points below, show numerous different definitions of ecotourism, researched from various different sources, done in order to strengthen my understanding of the meaning of ecotourism.

- ✦ Theoretically, eco tourism can be defined as a type of tourism where the environment, local community and visitors all benefit. In practice, the term eco tourism is often used by tour operator as a marketing tool to promote any form of tourism that is related to nature. From [www.ecoclub.com](http://www.ecoclub.com)
- ✦ Ecologically sustainable tourism with a primary focus on experiencing natural areas that fosters environmental and cultural understanding, appreciation and conservation. The green globe 21 international ecotourism standard. From [www.ecotour.org](http://www.ecotour.org)
- ✦ Builds an environmental awareness to contribute to the conservation through education and stuffy that creates a sustainable enjoyment and appreciation to minimise negative impacts on the environment. From [www.ecotourism.com](http://www.ecotourism.com)
- ✦ The business of organising holidays to places that people do not usually visit in the way which helps local people and does not damage the environment. From [www.dictionary.com](http://www.dictionary.com)

I think that the best definition from the ones bullet pointed above is the second one. The reason for this is because it is the most detailed and most clear – involving social and cultural factors as well as environmental. Furthermore it tends to have many more key terms which are referred to when learning about eco tourism. It also appears to be much defined to me and more specific than others. Due to the definition being more specific, it results in it

being more measurable which will mean that I will be able to compare different resorts against it more easily.

Why I think that there are so many different definitions of eco tourism...

I think that there are so many different definitions of eco tourism due to it being a relatively new concept. Many people have their own individual opinion of what eco tourism is/ could be. Every definition mounts up into some form of environmental care, however how some people carry this out is different and peoples perceptions are also different. The majority of people are unable to agree on a definition and what to include within it resulting in there being no definite definition.

My definition of Ecotourism is:

Ecotourism is in my opinion tourism involving travel to areas of natural or ecological interest, typically under the guidance of a naturalist, for the purpose of observing wildlife and learning about the environment. Ecotourism resorts retain their culture in order to encourage sustainable tourism rather than losing traditions to attempt to gain tourists.

How Chumbe compares to the industry definition of ecotourism?

It compares in the way that it appeals to an eco tourist by means of protecting the environment. Its first aim is to build a public awareness to conserve the coral reef and rag forests. Chumbe is more or less all protected resulting in the island being natural and untouched. This is one of the only places on earth nowadays that is all natural and conserving. Furthermore, it appears from research that I have carried out that it does only tend to be naturalists who visit Chumbe, rather than newlyweds or young groups of people, etc. It has no leeway on the number of visitors it will accept to the island at any given one time, symbolising that they are very aware of the damage that can be caused, also if there are more people it maybe harder to control them in different types of situations.

They do many things on the island concerning the preservation of the environment. This is such as building an education centre on the island and inviting young locals over, who would be the future of looking after Chumbe in terms of sustainable tourism. They try to ensure that the environment is not damaged when visitors come to the island through eco toilets – holes in the ground/ pits, etc, local organics soap, food which is on the island is brought from local farmers helping local employment issues. In terms of heat and light on Chumbe, solar panels are used. Rain water is collected in specialised tanks which can then go on to be heated. Furthermore air conditioning is provided by the wind due to the bungalows on the island being positioned at the angle in which they are. They have been positioned like this to help reduce heat. This is so far reacting that when tourists purchase a souvenir from the island, the bag in which they put the souvenir is in fact a wooden basket. At one stage there was a distinct lack of employment around Chumbe, the jobs given are to replace those lost because a reduced amount of fishing now happened around the island. In terms of culture, there has been a

Candidate number:

mosque placed on the island. Non- Muslims are not allowed in to the mosque as it is seen to be disrespectful, such as ladies keeping their shoulders covered is also seen to be disrespectful, etc. I think that Chumbe meets all of the definitions requirements and they take a lot of care about this.

*The candidate provides a range of examples from a variety of situations.*

### Three other Eco tourism resorts and how they meet the definitions

In the section below I am going to research three other eco tourist resorts and compare them to the definitions of ecotourism. I am going to see whether eco tourism can successfully exist in the world which we live in today with the exception of Chumbe. The information which I found was an original search on google finding the following three websites: [www.perunature.com](http://www.perunature.com), [www.3riversdominica.com](http://www.3riversdominica.com) and [www.ranweli.com](http://www.ranweli.com).

Three rivers in dominica – it is an island close to Barbados and St.Lucia. It is known as the "natural island of the world". It has a statement/ policy which involves both environmental and social sustainability in bold on their homepage. It reads: we recognize that our business has an important role to play in protecting and enhancing the environment for guests and the residents of the local community. They minimise the use of everything they have, like Chumbe. Such as solar power electricity, dry toilets, water re usage, compost kitchens and they grow organic products in order for use and sales. All workers on the island are locals instead of foreigners, resulting in the money in which they earn being re invested on the island rather than being spent elsewhere.

#### How does it compare to the definition?

- Ecotourism is in my opinion tourism involving travel to areas of natural or ecological interest, typically under the guidance of a naturalist, for the purpose of observing wildlife and learning about the environment. Ecotourism resorts retain their culture in order to encourage sustainable tourism rather than losing traditions to attempt to gain tourists.

This meets the requirements from the definitions in the way that it cares sustainably, in the term for the environment and society as a whole. Furthermore they try to preserve energy sources which may damage the environment, such as the electricity; they use renewable sources instead. Local people are employed also. Although a negative point is their planning for the future, for example educating locals and young children to create sustainable tourism and help people to maintain the environment as a whole rather than just sections.

Ranweli Holiday Village – this is an eco friendly resort. It is located in Sri Lanka and it has a mission to create an up market tourism product as our contribution and commitment to sustainable tourism, especially in Sri Lanka. Everything there is made 100% from home materials by local craftsman. Furthermore, they have to ensure that there is minimal movement of natural surroundings such as coconut trees. However, if trees had to be removed they were used in an appropriate way such as a support pillar for a building, etc. They use solar energy for heat and electricity. Local women are predominantly employed. Tourists are educated about how the mangroves work just as effectively at reducing the carbon dioxide in the atmosphere as

tropical forests. The carbon dioxide is mostly generated from the amount of incoming flights to the country.

How does it compare to the definition?

- Ecotourism is in my opinion tourism involving travel to areas of natural or ecological interest, typically under the guidance of a naturalist, for the purpose of observing wildlife and learning about the environment. Ecotourism resorts retain their culture in order to encourage sustainable tourism rather than losing traditions to attempt to gain tourists.

Ranweli compares to the definition of ecotourism is the way that everything in which they do is to benefit the environment. They attempt to help people learn more about the environment and how to look after it. They try to ensure that there is a positive impact with this attitude to the community and preserving it. Everyone is educated by their employers to use the world's resources carefully; this would be seen as guidance. They also educate tourists about the mangroves and the species of much wildlife in the surrounding area. In terms of religion and culture there is very little, however their main objective is nature.

Rainforest Expeditions – the statement given by this company is “Nature is our passion, sharing it is our commitment. We build sanctuaries that house unique experiences, where hosts and guests learn to value their relation with the earth.” Rainforest expeditions are an ecotourism company in Peru. This ecotourism company is different to others as they want to make a profit, whereas the majority researched just wish to make enough to continue to improve. They have the responsibility of looking after/ conserving 3.7 million acres of land. They have an aim of providing workshops/ trips for people to visit in order to educate them and much more, overall raising awareness of the natural environment.

How does it compare to the industry definition?

- Ecotourism is in my opinion tourism involving travel to areas of natural or ecological interest, typically under the guidance of a naturalist, for the purpose of observing wildlife and learning about the environment. Ecotourism resorts retain their culture in order to encourage sustainable tourism rather than losing traditions to attempt to gain tourists.

The Rainforests expeditions meet the industry definitions in the way that it has an education workshop, which they choose to charge people to use, this is in order to make a profit and improve. Teachings would obviously be done by a naturalist. A negative point is that they solely concentrate on the environment instead of including the culture and community which it is in. Furthermore, where as other resorts which I have researched have been careful with energy resources, this company have not as there is no mention of it. However you could argue that the size of the land in which rainforest expeditions has in its care is much larger than the other ecotourism destinations researched.



**Comparing how my 3 projects adhere to the definition of ecotourism and how they then compare to Chumbe.**

I think that overall Chumbe is more all around eco tourist resort and island. It caters for the environment in every possible way that it can. This is in comparison to the other resorts, which perhaps do 2 or 3 things that stand out, labelling the destination as an ecotourism destination/ resort. For example, in Ranwelli, everything in their markets and homes is made 100% by local craftsman. Furthermore they use solar energy for heat and electricity. They also try to educate tourists. We can see the difference in standard when comparing Ranwelli to Chumbe instantly through realising that the resort built an educational centre to educate locals whilst trying to encourage sustainable tourism. Moreover, the bungalows that the locals stay in are positioned so that they use the earth's natural resources to the best of their ability – yet again saving the environment. Traditional fisherman around Chumbe have been found other type of skilled jobs due to fishing being banned; this is also good for the environment whilst being good for the locals at the same time as they are brought into a different profession rather than losing large amounts of money.

Overall I think that it is clear that Chumbe is a much higher standard eco resort than the other three spoken about in the section above. The reason for me saying this is because it appears as though Chumbe are more professional when carrying out tasks and preparing for sustainable tourism in a more concrete, money saving way. However, I think that the main reason for this is due to the small size of the island compared to the large sizes of the other resorts.

**The aims and objectives of ecotourism**

I have compared Chumbe to three other resorts for the aims and objectives of eco tourism, I have done this because it portrays a clear understanding of how Chumbe is of the highest standard eco tourist than any others

I researched the aims and objectives of ecotourism from [www.ecoclub.com](http://www.ecoclub.com) and refined the ones I found to this bullet pointed list.

- ✦ To protect endangered species of animals, this is good for the environment and also prepares for sustainable tourism. The more animals the better
- ✦ To conserve areas of importance. i.e. the forests. This is because areas of natural beauty attract tourism and will continue to do so.
- ✦ Use a limited amount of the world's resources. i.e. water, electricity, wood and paper.
- ✦ To provide employment to those who have little to support their families on. i.e. those in poverty struggling to feed their family. These people

will be enthusiastic and happy around the work place as they are gaining something that they want yet never had before, which is money.

- ✦ To carry out activities in a sustainable way enabling future generations to do the same. An example of this is such as on Chumbe, having an educational centre.
- ✦ To limit wastage so that it has minimum negative impact on the environment. i.e. recycle plastics, papers and carefully dispose of non bio degradable substances.
- ✦ To allow tourism without disturbing the life and culture of locals. i.e. no large development complexes and dressing appropriately. An example of this happening is in Benidorm, where the infrastructure and environment has been destroyed through bricks and water.
- ✦ To make sure all are involved in tourism are have a fair and equal share to any benefits, just as much as others.
- ✦ To educate and raise awareness to help with conservation. i.e. an educational centre on Chumbe.

The following table shows the aims and objectives of Chumbe Island under four sub sections. These are: the eco tourism resort, minimising the negative impacts, how can they build environmental and cultural awareness, conservation of the environment, and, power the resort provides financial and empowerment for local people. If these above four sub headings are studied and acted upon then there is little reason for an eco tourist resort suffering as they cover the main objectives and worries, etc.

*The candidate produces a comprehensive account of ecotourism aims and objectives.*

Ecotourism Resort	How the Resort Minimises the Negative Impacts	Build an environmental and cultural awareness through education	Conservation of Environment	Provides financial benefits and empowerment to local people
<p><i>The candidate relates the aims and objectives to his choice destination and to 3 other example resorts.</i></p> <p><b>Chumbe Island</b></p>	<p>They collect rainwater and use solar panels to produce electricity. Furthermore they position the bungalows on the island in such a way that there is no need for air conditioning. Only limited people are allowed on the island at any one time resulting in the environment not being disturbed as much. Eco toilets are also used.</p>	<p>They have an education centre on the island in order to inform and teach youngsters how to continue maintaining the environment.</p>	<p>They conserve the rain forest and the coral reef which is protected. Furthermore they also protect Ader Duikers( a deer). They have also introduced a breeding program for other species.</p>	<p>They employ locals, mostly women who find it hard to get jobs and also use local fisherman etc from Zanzibar for fish etc.</p>
<p><b>Resort 1 The Mountain Trail resort in India</b> (<a href="http://www.mountaintrail.com">www.mountaintrail.com</a>)</p>	<p>All lights should be off as soon as guests leave the room. Water is from a natural spring water source. Everything is recycled. They use shampoo and soap which is literally herbal in order to avoid chemical discharge.</p>	<p>They provide a list of things to do and not to do at reception for new incoming guests.</p>	<p>They planted 100 fruit trees.</p>	<p>Employs 100% local labour and services for the past 18 years.</p>
<p><b>Resort 2 Morgan's Rock in Nicaragua</b> (<a href="http://www.morgansrock.com">www.morgansrock.com</a>)</p>	<p>Bungalows are built from natural local resources. Furniture is made from left</p>	<p>They have a programme which educates and attempts to motivate guests to get more</p>	<p>They support the reforestation project. It has some of the rarest species</p>	<p>They created a sustainable development project that will help the local community by</p>

Candidate number:

om/ Ecotourism )	over wood which otherwise would not be used. Recycle as much waste as possible. The pool uses no chlorine, however is kept clean through using a variety of salts.	actively involved in conserving the environment and telling them what they can do to help. Furthermore donations are made from guests to local people.	in the resort which have been put there purposely to be looked after. Furthermore they protect and monitor sea turtle nesting on the beach.	offering employment and education.
<b>Resort 3 Ecolodge in Costa Rica</b> ( <a href="http://www.laparios.com/lapgoal">www.laparios.com/lapgoal</a> )	No trees were cut down for construction. They have a recycling system on the island and use very little plastic non returnable containers. 70% of materials used to build the bungalows are renewable.	They organise educational trips in order to give children the opportunity to understand the problems in the environment. Also guests to the resort are taken on guided tours to near by and are told how they can help.	Preserve 1000 acres of primary and secondary rain forest in a private reserve. They employ people who constantly monitor the local habitat making account of any changes.	It gives the local community basic education and job training. Furthermore they only employ local staff and currently employ 50 people.

The above table shows that in order to be known as an eco tourist resort, a number of things have to be shown and displayed in order to obtain this status. All of the islands conserve natural fuels and substances, economising as much as possible with equipments, etc. in order to help the environment. Furthermore, none of the islands appear to be keen on having a large number of people visiting at any given one time. I think this is because their main concern is for the environment rather than the people visiting it. I also believe that they have a concern for tourists not knowing how to live in such an environment and as a result damaging it. Moreover, at all of the resorts, educating tourists in order to create sustainable tourism is very high on the workers priority list as it is something that they strive towards. The attractiveness and desire for travelling to such a place would differ from person to person depending on their likes and needs. The resorts need to be financially powered in order to keep going, which is also indicated in the above table as well as keeping locals involved. The reason for this is so that the money in which they earn is going back into the country rather than

leaving it resulting in their GNP/ GDP creating a plateau/ stabilising with a possibility of increasing.

**Does Chumbe do better or worse at meeting the aims and objectives than the other three examples?**

Through looking at the information which I have found out through studying Chumbe and researching three other resorts I believe that Chumbe overall does better at trying to achieve the aims and objectives of ecotourism. However I think that the ecolodge in Costa Rica does come close.

The reason that I think Chumbe is more of a high standard ecotourist resort is due to the fact that it now sets its own standards rather than complying with the aims and objectives of ecotourism, for example saving the earths natural resources; in the way that they position their bungalows in particular positions resulting in air conditioning not being required. It is also because Chumbe was not originally opened for the use of tourism and the aim to please tourists but more the environment. Chumbe has seen ecotourism as a way to gain funding to maintain and conserve the island. I think that Chumbe is more of an all around eco resort in the way that it saves the worlds natural resources, places eco bungalows in the sufficient places that air conditioning is not needed, they have an educational centre and constantly care for the environment on the island such as the animals and the rag forest, as well as the coral reef.

Chumbe was one of the first eco tourist resorts, as it has been around for 16 years. This has given Chumbe plenty of time to meet the demands of the aims and objectives. However in a couple of years the other resorts will probably be up to standards with Chumbe as they would then have been open for longer.

## The Role of Ecotourism organisations

There are three types of organisations involved in the delivery of ecotourism. These are bullet pointed below:

- ✓ Public sector – these are organisations or companies that are set up by the government in order to benefit the community. The profit in which they make is put directly back into the company therefore enabling more progress to be made.
- ✓ Private sector – these are companies set up in order to make a direct profit for themselves. Examples of these types of businesses are such as hotels, etc. It is very common in travel and tourism.
- ✓ Voluntary sector – this is generally companies set up as charities given a charitable status. However some larger charity organisations will have paid working staff where as others will just be volunteers.

### An example of organisations within each sector

In this section below I am going to show an example of an ecotourism organisation from each sector, I am going to do this as it shows evidence of my knowledge and how much different sectors do for the island. It shows that not everything is done by a voluntary sector company as is the case on Chumbe but other sectors also.

#### Public

##### **What is UNESCO?**

UNESCO stands for the United Nations' education scientific cultural organisation. UNESCO seeks to encourage the identification, preservation and protection of natural and cultural outstanding heritage around the world. It is a scheme created in order to protect the world's heritage sites such as Stonehenge, Kew Gardens, the Great Barrier Reef, pyramids in Egypt and many more.

##### **Why is this Ecotourism?**

It is ecotourism because it goes to great lengths to preserve monuments; it helps people to respect the community and locals themselves. It also protects the area of society and culture.

##### **Which Sector?**

This is a public sector organisation as part of an eco life it deals with the delivery of goods and services by which the government are responsible for internationals. It is funded by over 150 countries who are all member of United Nations, including the UK and Tanzania



## Private

### **What are the British Airways for Tourism for Tomorrow awards?**

There are four different sections to this award, which are: the conservation award, destination award, investor in people award and the global tourism business award.

### **Who judges it?**

An independent panel from UNEP, the Smithsonian institute and commercial television organisations.

### **Why is this Ecotourism?**

Below is a summary of things which the judges of the awards look for showing why it is linked with ecotourism: Summary of things which they look for.....

Social: how does it benefit the local community? Heritage: how does it protect the cultural, built and natural heritage? How has infrastructure been improved and traditional building methods revived? Management: how do you manage the project in terms of numbers of people and their impacts on waste, energy and water management? Communication: how do you inform visitors and others about the environmental and social implications of their tourism before, during and after their visit? Leadership: what is it that makes your project a role model? What is innovative and environmentally unique about it?

Sustainable Tourism: how does it contribute to a better quality of life for everyone now and for future generations? Is there a 'life changing' element for the visitor?

- ✦ Previous winners of this award are: 2001 - The Wetland Centre, Barnes.
- 2000 - Karimabad and Baltit Project Development, Pakistan.
- 1999 - Chumbe Island Coral Park.

The main reason I think for British Airways doing these awards is due to extra advertisement. If they are seen to care about the environment and culture, etc. people are going to think that the holiday which they will be going on if flying with BA or booked with them will be of a higher standard than another company due to the fact that they have put more care into what they try to do, suggesting that the areas that they travel to will be higher maintained. However on the other hand it is good to raise awareness of social and environmental issues so that the world eyes are opened to how easily we can improve poor situations.



Below is one of the few places that have been lucky enough to receive an award:



### Voluntary:

#### **What is Earth watch?**

It is an international environmental charity. Its mission statement is to engage people worldwide in scientific field research and education to promote the understanding and action necessary for a sustainable environment. It is a non commercial company. It aims to gather information resulting in an expansion of conservation areas from 10,700 hectares to 110,000. So basically it aims to solve environmental problems across the globe.

#### **What has it done in the past?**

In the past earth watch has done numerous things to benefit the world when helping with environmental problems. Some of the are helping to create 12 national parks in 11 different countries, furthermore it has funded 1800 research projects in 150 countries.

#### **Why is it in the Voluntary Sector?**

Earth watch has been put in the section of voluntary because it is funded simply by donations.

A quote from a member of earthwatch...

"This is conservation at its best - working for both wildlife and people. The work is varied and interesting and the rewards are tremendous."

Kate Humble

(TV presenter and dedicated Earthwatcher)

#### **Why is this Ecotourism?**

This is ecotourism as it is exactly what ecotourism is, as they build an environmental awareness to contribute to the conservation through education and stuffy that creates a sustainable enjoyment and appreciation to minimise negative impacts on the environment.





The candidate applies his knowledge of all sectors to  
→ Chumbe Island.

The table below shows the organisations involved on Chumbe

<u>Private Sector</u>	<u>Voluntary Sector</u>	<u>Public Sector</u>
International Coral Reef Initiative	Earth Watch	Tourism for tomorrow
British Airways	The responsible tourism award	UNESCO
Tourism for Tomorrow	The best institution and conservation of the marine environment	Private marine protected area.
International hotel and restaurant association	Sybille Reidmiller	
CHICOP		

The above table shows the different awards and organisations which are directly involved on Chumbe. Through looking at this table, it shows that there are interestingly more private sector organisations than public or voluntary. This is very unusual considering that the island is an eco resort. Clayoquat sound is owned by the government as a public sector organisation, yet it still relied on the voluntary sector for funding. Heron Island is a private sector organisation. It would be thought that a lot of funding would be received from the public and voluntary sectors rather than a private sector company which would be interested in making a profit, etc.

#### CHICOP

##### What is it?

CHICOP stands for Chumbe Island Coral Park Ltd. It is a company that was set up in order to help manage the private reserve of Chumbe Island.

##### Why is it on the Private Sector?

It is in this sector because it is a business; it provides services and goods in return for money. It is not in the public sector as it is not or funded by the government and is not in the voluntary sector as it doesn't rely on donators being made to keep it running.

##### Why does it relate to Chumbe?

It is linked to Chumbe because it is the management company that is accountable for looking after and managing the whole of Chumbe island. It is responsible for ensuring that the rag forest and coral reef stay protected that minimal negative impacts are made environmentally and to local culture. However it is in charge of ensuring that it provides maximum amount of positive impacts such as providing local employment and the breeding of rare deer.

Sybille Reidmiller

What is it?

A woman named Sybille Riedmiller donated two thirds of the funding for Chumbe to become a resort. She donated her money so that she could ensure the islands rag forest and coral reef would be protected.

Why is she in the voluntary sector?

She is in this sector because she has donated money, she didn't have to help fund the project, but did it voluntarily. She doesn't expect any profit back in return from the project.

How does it relate to Chumbe?

It relates to Chumbe because her donation helped to fund the whole project. Over half of the money was raised by her, without her it is unlikely Chumbe would be the marine reserve it is today. The money she provided was used to help start up the whole resort as a tourism destination so that the money brought in by tourists could be reinvested and used to protect and preserve the rag forest and coral reef on the island.

Which organisations are directly involved on Chumbe?

I will now go in to detail and give examples from the past couple of years concerning these sectors. I shall look at awards given and funding, plus more.

Organisation within the private sector...

ICRI which stands for international coral reef initiative gave an award to Chumbe that read good practise, more or less meaning that they preserve their coral reef well.

In 1999 Chumbe was awarded with the BA tourism for tomorrow award. There are four different sections to this award, which are: the conservation award, destination award, investor in people award and the global tourism business award. Chumbe passed for all of these however excelled in the conservation section. Below is a statement which was released explaining why Chumbe won this award.

**28th May 2000:** On February 22nd this year, the Chumbe Project was awarded the BRITISH AIRWAYS TOURISM FOR TOMORROW: GLOBAL AWARD!! Selected as the premier destination in all of the world for environmentally sensitive tourism involving local communities.

Below is the statement given for why Chumbe was awarded with this:

([www.Wikipedia.com](http://www.Wikipedia.com)) The coral reefs surrounding the islands of Zanzibar have long been famous for their astounding beauty and fertile source of marine creatures. The people of Zanzibar rely heavily on this natural resource, for both a food source and as an integral part of the thriving tourism

industry. However the impacts of such a tourism industry, combined with an increasing population, is starting to take its toll, in damaged and dying reefs. Fish catches are decreasing at a frightening rate, and the threat of coastal erosion becomes more a reality each day.

In an attempt to counter this, in the early 1990's a German lady, Ms Sibylle Riedmiller, decided to campaign for a Marine Protected Area in Zanzibar. The location was a small uninhabited Island situated 8 miles off the coast of Zanzibar (Unguja), called Chumbe Island.

Chumbe was selected because when studied, it was found to be host to an incredibly bio-diverse reef system; so much so that one expert from the Great Barrier Reef in Australia described the Chumbe reef as "...one of the most spectacular coral gardens to be found anywhere in the world." In 1994 the Government of Zanzibar gazetted the island as a Protected Area to be managed by CHICOP, Chumbe Island Coral Park LTD; founded by Ms Riedmiller.

This makes Chumbe Island the first and only Private Marine Protected Area (MPA) in the world.

CHICOP wanted to show, that with Private investment as opposed to donor funded or aid dependent Protected Area management, it was indeed possible to set up a completely SELF - RELIANT conservation project, where the Project itself generates its own revenue to provide protection and care for the environment into the future. As we enter the new millennium it is increasingly essential that conservation projects are SUSTAINABLE in their own right and do not rely on often fickle donor approaches or politically tangled Aid assistance. The Chumbe Project shows that the people of Zanzibar can work independently to care for and protect their natural heritage. This is a truly unique approach, the first of its kind in the world.

On Chumbe Conservation is pro-active, as rangers patrol the island ensuring the forest reserve is protected and the Chumbe reef remains unspoilt as it provides an essential breeding area for declining fisheries species. The fish born in the reef sanctuary disperse to re-populate the more stressed areas where fish numbers are declining. With such pristine environmental conditions, research opportunities have developed; including the setting up of an Aders Duiker sanctuary (the most endangered species of antelope in East Africa); and various coral research projects through the Institute of Marine Science (IMS), University of Dar es Salaam.



Tourism Cares for Tomorrow™  
*Dedicated to preservation and education*

Which Sector?

I think that this award is in the private sector, this is because it is given out by British Airways who are a private sector company – interested in making a profit. However the sector could differ due to the fact that the award looks out for preservation and conservation, etc. meaning that it could go into the public sector as it benefits us.

Chumbe was selected by the worldwide project for the expo 2000 world exhibition in Hanover.

It was the winner of the 2000 UNEP global 500 award winner for environmental achievement. The people who gave over the award produced a statement as below:

**NAIROBI, 1 June 2000** - The United Nations Environment Programme (UNEP) announced today that the Chumbe Island Coral Park of Zanzibar, has been elected to the prestigious ranks of its Global 500 Roll of Honour for outstanding contributions to the protection of the environment. The Park, is one of 14 individuals and organizations to receive this honour in 2000.

Established in 1992, the Park is the first and only marine nature reserve in Tanzania developed by a private company. Thanks to this initiative, the Chumbe Reef Sanctuary was gazetted in 1994 as a protected area by the Government of Zanzibar. As a result, the Island is now a pristine coral island ecosystem in an otherwise overfished and over-exploited area. For the past eight years, the Park has been and continues to be a conservation area that provides important community benefits and social services to the population of Zanzibar, particularly fishermen and school children.

The Project has: secured continued protection of valuable flora and fauna; helped restock locally depleted fisheries; promoted the recovery of degraded coral reef ecosystems; contributed to biological diversity conservation and ecological restoration by a coral reef, which has at least 90% of the coral species ever recorded in East Africa; provided a training ground for local people in conservation management; helped create environmental awareness among the fishermen in the area; provided valuable experience in the financially sustainable management of protected areas; given permanent help to local fishermen in distress; provided a direct source of income to local fishermen; contributed to capacity-building of government staff; created unique facilities for environmental education; cooperated with the Harbours Authority to keep the lighthouse functioning; and offered valuable research opportunities for Tanzanian and foreign research institutions.

The responsible tourism award



The best institution in the protection and conservation of the marine natural environment

Chumbe was recognised and won this award which was given to them by the Department of Environment, Ministry of Agriculture. This award basically looks at the people who conserve the marine environment as best they can. The marine environment at Chumbe is in fact protected.

Which Sector?

The sector that I think this award falls into is the voluntary sector as these people are not interested in making a profit, just conserving the environment.

Winner of the Green Hotelier and restaurant award 2001

This award was founded in 1946, and is the only business organisation representing the hospitality industry worldwide. The award is recognised by the United Nations, IH&RA monitors and lobbies all international agencies on behalf of this industry, estimated to be 300,000 hotels and 8 million restaurants, employ 60 million people and contribute 950 billion USD annually to the global economy. This award focus' on the decency of the resorts hospitality and Chumbe won this.

Which Sector?

I think that this is a private sector organisation as its members are companies such as national, state, local or city hotel and restaurant associations throughout the world ( hotel and restaurant chains basically who are all interested in making a profit)



Candidate number:

Winner of The best institution and conservation of a marine environment Award

Chumbe Island was given this award on the 5<sup>th</sup> of June 2004. Chumbe won the first Zanzibar award from the Department of Environment, ministry of Agriculture. It was recognised at the best institution in the protection and conservation of marine natural environment, Zanzibar.



Which Sector?

It is in the voluntary sector as it is a non profit organisation.

What these sectors mean for Chumbe

Private Sector Organisation

Private sector organisations are the ones who would promote Chumbe, such as British Airways, a range of selected travel agents, etc. The reason why they would do this for themselves is so that they receive an income from people travelling to Chumbe. It is a source for people to get there. Travel agents will receive commission from the island and British Airways for putting them on their airline company. In terms of what it means for Chumbe – without organisations such as the above, tourists would be unable to visit the island resulting in them having little income, meaning that they would have to solely rely on funding. This would mean that the overall standard of the island would subsequently be lower. An example of a way to publicize the island is through the well known tourism for tomorrow award. This would result in interest being created through positive advertisement.

Public Sector organisation

Public sector organisations are those that are set up by the environment in order to benefit the community. The Tanzanian government increase the taxes for tourists, giving the country the opportunity to improve their infrastructure. It also means that they could train locals in a skilled job in order to better customer service encouraging tourists. Furthermore, if the island has more money they would be able to advertise their country bringing in more tourists, such as the way the Dominican Republic does. In terms of Chumbe, the government supplies legislation and money in order to fund the island and conserve it whilst allowing young children from local schools to visit – which was initially the councils idea.

## Voluntary Sector Organisation

Voluntary sector organisations are non profit organisations. They are not interested in making money for themselves, but for destinations like Chumbe which is a worth while cause. Chumbe would be unable to survive without the funding from organisations as they are unable to have a high number of tourists visiting due to worry of the conservation of the environment. This basically means that they can continue with their project and work. Furthermore, some people on Chumbe sometimes work voluntarily with no concern for money helping to keep the environment in the desired state.

## Overall Conclusion to Sectors within Chumbe

The majority of organisations involved on Chumbe are private sector. A lot of voluntary sector work takes place on the island however not very much public sector, this is such as the government. This has been seen to be quite odd due to the fact that usually the majority of advertising and help comes from the public sector. Private sector organisations bring advantages to Chumbe. Both the private and voluntary sectors generate funding for the island. This is unusual for an ecotourism resort. The sectors do things such as allowing Chumbe to invest money into the protection of the reef and rag forest through operating as a business in the eco tourism market gaining popularity and attention. A disadvantage is however that tax and travel tax especially would increase so that the public sector can gain income, this would mean that there would be less money for Chumbe to invest as it is being taken away through taxes.

I think that the private sector organisations are involved in Chumbe quite a lot. They help the island more than I originally thought. Profit seeking companies such as British Airways have found a way to make a significant amount of money in order to continue their promotions and donations, etc. My personal opinion for the reason due to this is that if British Airways promote areas of natural beauty, places of conservation and preservation then others will see this and recognise. They will recognise this is the way that a big company such as BA are promoting them and they are getting customers just through protecting and showing off the unique environment and culture in which they live in, without having to spoil it – to tourist needs, etc. Furthermore, an island such as Chumbe will have sustainable tourism – so that BA are able to continue flying there and making money, which is where they have seen the opportunity to promote sustainable tourism as they will be able to continue flying to these destinations, hoping that other destinations will recognise this so they can continue flying there for years to come.

In conclusion to the public sector I think they serve Chumbe well, through the donations in which they hand over and some of their techniques of doing this. However, the fact that they continue to increase tourist taxation is becoming well known when travelling to a foreign country outside of Europe. This may begin to irritate and concern tourists the fact that they pay such a price for a holiday and yet more money has to be paid out- and this is increasing. Although you could argue that to see such an environment, maybe you should expect to pay a large price. The best part of this funding is in

terms of the children being able to visit, this educates the children and brings them up wanting to protect and look after the environment.

The voluntary sector obviously does a lot for the island, giving a lot of donations and funding yet not as much as the private sector which is unusual for such a project. In my opinion the best part of this sector is the thought that the people helping have no concern in relation to money for themselves, just literally for the island itself and preserving it.

#### Overall conclusion to AO1

In conclusion to this assessment objective I think that every sector plays its individual parts in Chumbe's running which is essential. Without each sector, the island appears as though it would be unable to function to its full potential. I think the main one being the voluntary sector, due to a lot of funding and also voluntary work from professionals and non professionals, the island strongly benefits.

When comparing the island to three other eco resorts, Chumbe appears to be the overall best all around. However, the clear difference with all of these is that they are all much larger than Chumbe, so you could argue that if the resorts were smaller, more care and money could be invested with a better and more clear effect ( larger island, money has to go further).

I found it quite interesting in the way that there is actually no definite definition of eco tourism as people are unable to agree on what it actually is, so it has been sectioned into around five main definitions. A clear relationship between all of them, I have found, is caring for the environment.

→ The candidate clearly links his findings from AO1 to his chosen project destination.



## AO2: Ecotourism's contribution to environmental, social and cultural issues

In this section of my portfolio I will be showing my knowledge and understanding of ecotourism's contribution to environmental, social and cultural issues in relation to Chumbe Island. I shall add an explanation of the influences of ecotourism principles upon environmental and social/ cultural issues. I shall use a range of examples whilst using the appropriate terminology.

The way in which I shall gather my information is through both primary and secondary research. I am doing this research in order to gain more knowledge and add more depth to my research, as well as my portfolio.

I am also going to compare Chumbe to three other eco resorts in order to emphasise how unique Chumbe is and how it compares.

Below are the definitions of three key terms:

The reason for me defining these key terms is to show the true meanings of the four headings for the table below, so that more understanding is gained.

Environmental: this is the preservation, conservation, reservation and the improvement of the natural environment. It is done to protect the quality and continuity of life through conservation and natural resources, prevention of pollution, control of land use, etc.

Social: The particular impacts on people's lives, employment issues for example. The term social also refers to society and a system of common life along with everything surrounding it.

Culture: The term culture refers to the morals and religion of people in particular areas. For example in Asian countries, their religion is Muslim, where it is thought to be disrespectful if your shoulders are not covered. This is a culture. It can also be put as a way of life for an entire community.

→ The candidate uses appropriate terminology and his meaning is clear and accurately conveyed.

## Ecotourism benefits of Chumbe Island

I will now draw up a table with the above defined words. Inside the table there will be numerous statements which have been found by my class and I – where we have made the decisions to place them into the desired boxes proving our understanding and showing our opinions in the particular subject area, of how Chumbe tries to deal with environmental, social and cultural issues.

Environmental	Social	Cultural
At the island people are taught what the marine environment is and that it is protected helping them to develop a better understanding. This is good because it makes sure that people are educated and don't damage the reef conserving it for years to come.	An increase in income is good due to the fact that without this money they would be unable to live on and conserve the island to a high level.	As part of a Muslims tradition, during the month of Ramadhan the Chumbe rangers are unable to enter the water to snorkel with visitors as the salt that gets on their mouth is viewed as a breaking of their fast so a non Muslim ranger is called in for this month.
The people on the island conserve the world's natural resources in the way that they position their bungalows instead of using air conditioning or using solar panels instead of electricity. This is good because it is good for the environment and saves the island money which they earn.	The marine is protected resulting in the fisherman being unemployed as it is illegal to fish in this area. As a result of this the fisherman were offered alternative careers as park rangers. This is good because everyone is kept happy and the environment is remained protected.	To protect the culture of Muslims, tourists are not allowed into the mosque on the island unless they practice Islam. Then when inside they are asked to observe close rules such as women covering their shoulders, this is good because it shows a respect of people's religion.
Fishing sensibly, conserving the wildlife to ensure that they breed and then are caught so they can be sold to equal a better economy. This is good because not only does it conserve the environment but it also provides an income for locals for years to come.	The island is only offered a specific amount of money which they receive from some random sources and tourists, so local people have been trained to maintain and deal with ecological equipment in order for them to conserve money and not have to spend money on new parts unless necessary.	In Western countries women are largely thought of as 2 <sup>nd</sup> class citizens, however on Chumbe they are unique in the way that they are not looked over and are employed despite being undereducated. This is good because it shows that the island treats people with respect and as equals making them different to other western countries.
The reef is conserved so well that it has at least 90% of all those recorded in East Africa with over 400 species of fish and over 200 other species. This is good because it shows that the marine protected area has most defiantly worked.	Through using local produce on the island you are providing local with extra income, these people are like farmers, fisherman, etc. This is called the multiplier effect. This is good because it will help out others on Zanzibar who in turn helps out Chumbe.	Jobs being taken by local people and not westerners is good news for culture of the locals is not lost but shown to visitors, if westerners were given jobs then it may become too commercialised and tourists would not like to experience what the island is actually like.
An endangered specie such the Ader Duiker which is a small deer has been	People are offered more job opportunities which in turn will help them look after their	

<p>introduced to the rag forest in order for the to breed and create a larger population without them being killed, etc. This is good because the endangered specie at the end of the process will no longer be.</p>	<p>families and make them pay taxes where as a result the money will be put back into the environment and help to maintain the islands infrastructure.</p>
<p>The rag forest in protected meaning that it cannot be touched/ damaged. This is good because it is one of very few in the world like this.</p>	
<p>By attracting tourists to Chumbe it gives the island promotion whilst teachings people how to look after and conserve the environment with such things as the coral reef etc. This is good because if people learn the effects and results of this they may well put it into action where they live conserving the environment a little more.</p>	
<p>Tourists bring in more money for Chumbe to continue to preserve it environment. This is good because without this money they are unable to conserve the environment.</p>	

In the section below I am going to describe and explain the information which I have put into my table. I am doing this show my understanding of what has been written.

## Ecotourism's contribution to environmental issues on Chumbe Island

### Statement

At the island people are taught what the marine environment is and that it is protected helping them to develop a better understanding. This is good because it makes sure that people are educated and don't damage the reef conserving it for years to come.

### My reason for the above statement being in the Environmental column?

I have put this statement in this column because it talks about the marine environment being protected and how people are taught to conserve this. By protecting and conserving the environment it attempts to create sustainable tourism resulting in a better quality of life for workers due to a greater income, with the outcome of more enthusiasm around the island, etc. Furthermore through developing peoples understanding of such a subject means that they will take this knowledge away with them and put it into action elsewhere benefiting the worldwide environment as a whole.

### Statement

The people on the island conserve the world's natural resources in the way that they position their bungalows instead of using air conditioning or using solar panels instead of electricity. This is good because it is good for the environment and saves the island money which they earn.

### My reason for the above statement being in the Environmental column?

The reason for me putting this statement in this column is because it speaks about conserving the world's natural resources which in turn is helping to conserve the environment. Furthermore, it is well publicized that we will eventually run out of the earth's natural resources – so making the effort to use them effectively and as much as possible through doing the same thing is very positive and will be seen by the public visiting resulting in them realising the possibility of what they may be able to do.

### Statement

Fishing sensibly, conserving the wildlife to ensure that they breed and then are caught so they can be sold to equal a better economy. This is good because not only does it conserve the environment but it also provides an income for locals for years to come.

### My reason for the above statement being in the Environmental column?

The above statement has been put into the environmental column because it speaks about fishing sensibly and allowing the animals to breed, so speaking of the wildlife justifying the reasoning for it being put in this column. However this could be debatable as it also talks about the economy involving money which allows it to be placed in the social column also.

*The candidate gives a detailed and comprehensive explanation of the influences of ecotourism principles upon environmental socio/cultural issues as they relate to his chosen project destination.*

Candidate number:

Statement

The reef is conserved so well that it has at least 90% of all those recorded in East Africa with over 400 species of fish and over 200 other species. This is good because it shows that the marine protected area has most defiantly worked.

My reason for the above statement being in the Environmental column?

This is put into the environmental column because it states some statistics on the wildlife and it being conserved. Also through conserving the marine environment, it allows species to breed resulting in the number of them increasing with the outcome of extinction decreasing significantly.

Statement

An endangered specie such the Ader Duiker which is a small deer has been introduced to the rag forest in order for the to breed and create a larger population without them being killed, etc. This is good because the endangered specie at the end of the process will no longer be.

My reason for the above statement being in the Environmental column?

The reasoning behind this is that it speaks about protecting the endangered specie and allowing it to breed resulting in it perhaps not being so endangered in due course. Also if people see what can be done with effort, it may persuade them to get involve and help.

Statement

The rag forest in protected meaning that it cannot be touched/ damaged. This is good because it is one of very few in the world like this.

My reason for the above statement being in the Environmental column?

The rag forest makes up the majority of the environment on Chumbe Island. It is one of the few that as been untouched or damaged in the world resulting in it being very unusual and special. Through this people will be able to be educated and realise what they are doing wrong and how they could possibly help the environment.

Statement

By attracting tourists to Chumbe it gives the island promotion whilst teachings people how to look after and conserve the environment with such things as the coral reef etc. This is good because if people learn the effects and results of this they may well put it into action where they live conserving the environment a little more.

My reason for the above statement being in the Environmental column?

This statement could have been placed in either social or environmental. Social because if the island gains promotion – it results in more income as more people will visit, however I placed it into the environmental column

because it spoke about educating people in order to look after and preserve such things as the coral reef.

### Ecotourism's contribution to Social issues on Chumbe Island

#### Statement

An increase in income.

#### My reason for the above statement being in the Social column?

I have put this statement into this section because it speaks about income and an increase of it for the island. This is good due to the fact that without this money they would be unable to live on and conserve the island to a high level resulting in the atmosphere within the society being hampered and furthermore changed in the way that tourists would no longer visit to the scale of which they do now.

#### Statement

The marine is protected resulting in the fisherman being unemployed as it is illegal to fish in this area. As a result of this the fisherman were offered alternative careers as park rangers.

#### My reason for the above statement being in the Social column?

This statement could have been placed in the environmental column however I have put it into the social column because it speaks about unemployment resulting in less of an income for locals on Zanzibar. Furthermore it also gives the locals an opportunity to learn another trade which is a park ranger, benefiting the environment, whilst keeping society happy and running fluently and enthusiastically. Also, having a job as a park ranger will bring in more of a stable rather than being a fisherman as they are paid on a commission/ sales basis as such.

#### Statement

The island is only offered a specific amount of money which they receive from some random sources and tourists, so local people have been trained to maintain and deal with ecological equipment in order for them to conserve money and not have to spend money on new parts unless necessary.

#### My reason for the above statement being in the Social column?

It says that the island is only offered a specific amount of money and that people are trained to maintain the island and look after tourists, etc. This means that it mentions economy and also employment, so I have put it into the social column. They train locals, resulting in the local community – so their society becoming more skilled and knowledgeable for the better which they will be able to pass on resulting in a step of sustainable tourism subsequently being created.

Statement

Through using local produce on the island you are providing local with extra income, these people are like farmers, fisherman, etc. This is called the multiplier effect. This is good because it will help out others on Zanzibar who in turn helps out Chumbe.

My reason for the above statement being in the Social column?

They are using the multiplier effect which effects local employment and economy. Furthermore, the local society on Zanzibar will be provided this extra income also through tourists, etc. Moreover in order to create this, the community would have to work together to get the best possible results.

Statement

People are offered more job opportunities which in turn will help them look after their families and make them pay taxes where as a result the money will be put back into the environment and help to maintain the islands infrastructure.

My reason for the above statement being in the Social column?

I have placed this statement in its designated column because yet again it speaks of job opportunities which will go onto help the locals. It speaks of the infrastructure of the island as well which would more than likely go onto improve the societies living standards, perhaps increasing the average age of people on the island, which means better health. People may be encouraged to visit the island due to their GNP/ poverty situation improving.

Ecotourism's contribution to Cultural issues on Chumbe Island

Statement

As part of a Muslims tradition, during the month of Ramadhan the Chumbe rangers are unable to enter the water to snorkel with visitors as the salt that gets on their mouth is viewed as a breaking of their fast so a non Muslim ranger is called in for this month.

My reason for the above statement being in the Cultural column?

Being Muslim is a religion and culture. It is respectful for both visitors and rangers to respect each others culture. This is a way in which they show this. The island would have a very different culture to the majority of Muslims, literally just because of the life style they live.

Statement

To protect the culture of Muslims, tourists are not allowed into the mosque on the island unless they practice Islam. Then when inside they are asked to observe close rules such as women covering their shoulders, this is good because it shows a respect of people's religion.

My reason for the above statement being in the Cultural column?

Yet again this statement Muslim culture is mentioned. This results in the statement being put into the cultural column. The rangers are given their own privacy away from visitors and furthermore are allowed to practice their religion whilst working on the island for their 3 week shift, showing the resources of the island. It also shows a sign of respect that they are able to do this with no trouble for anyone.

Statement

In Western countries women are largely thought of as 2<sup>nd</sup> class citizens, however on Chumbe they are unique in the way that they are not looked over and are employed despite being undereducated. This is good because it shows that the island treats people with respect and as equals making them different to other western countries.

My reason for the above statement being in the Cultural column?

Women being a 2<sup>nd</sup> class citizen is part of some people's culture. It yet again shows a sign of respect. Furthermore, tourists will more than likely be encouraged from this show of open mind ness and would no doubt make visitors feel more welcome with men and women rather than just men as this may be found to be quite intimidating.

Statement

Jobs being taken by local people and not westerners is good news for culture of the locals is not lost but shown to visitors, if westerners were given jobs then it may become too commercialised and tourists would not like to experience what the island is actually like.

My reason for the above statement being in the Cultural column?

This statement talks about employment issues with westerners. However this could be placed in social also. Through locals bein employed, results in the culture of the people and island being truly symbolised when tourists visit. Also, where as foreign workers would take their money back to their home land, decreasing the nations/ island revenue – the locals will keep the money in the community resulting in this benefiting everybody.

Overall conclusion to Chumbe

In conclusion to this section I think that the way in which I have presented the table and statements is very clear and easy to understand. I think that the destination is very unique, with very few other places like it worldwide. It still works towards its objectives to this day when talking about the environment.

The column that has appeared to have the most points in it is the environmental one. This would be correct as eco tourism is more about the environment than any of the three. Chumbe has a clear and defined culture yet doesn't appear bothered on what people think about this as long as they're respectful, however when you look or speak about the environment on Chumbe, it is clear that they wish it to be bold for everyone to see and take note of. Something which I think is especially good about Chumbe, is their



education centre. The reason for this is because they allow day visits from the local school children from Tanzania and Zanzibar. However you attempt to learn something, I believe that it is much easier seeing something first hand – helping children to understand the true extent that the island goes to. This is also good as it prepares the island for sustainable tourism, which overall is what they island want and need in order to keep its conservation continuing.

I thought that it was quite strange yet respectful, the way in which Muslims work during their fasting period. The island goes to an extra effort to ensure that everyone is comfortable on the island and that nobody's beliefs are stood up against. I think that you would find it hard to find another place like this in the world. An example of this is that the rangers are unable to get into the sea salt water as it contains salt, so the island for this month employs someone else to do this job.

Overall it seems as though Chumbe goes to a lot of trouble to ensure that everything is as close to perfect at the time as it possibly can be. They ensure that everyone's backgrounds are kept in mind such as their culture and when talking about natural resources, they attempt to use them to the best of their abilities, (for example the placement of their bungalows as the picture below) in order to get air conditioning.

A picture of a bungalow on Chumbe



The above picture is an example of one of the bungalows on Chumbe, positioned in order to use the earth's natural resources as mentioned in the environmental column to the best of their ability.

## Comparing Chumbe

Now I will compare Chumbe to Three other ecotourism resorts. These are Heron Island, which is just off the coast of Australia; Clayoquot Sound, which is in Canada and Chamela-Cuixmala Biosphere Reserve, which is in Mexico. I am doing this to show the significance of these resorts in order for me to understand this better, Chumbe in particular as it will go on to help me develop my knowledge and understanding of Chumbe more. The way in which I am going to do this is through watching a video on these destinations and also some more secondary research on the internet.

### Heron Island and its contribution to environmental, social and cultural issues

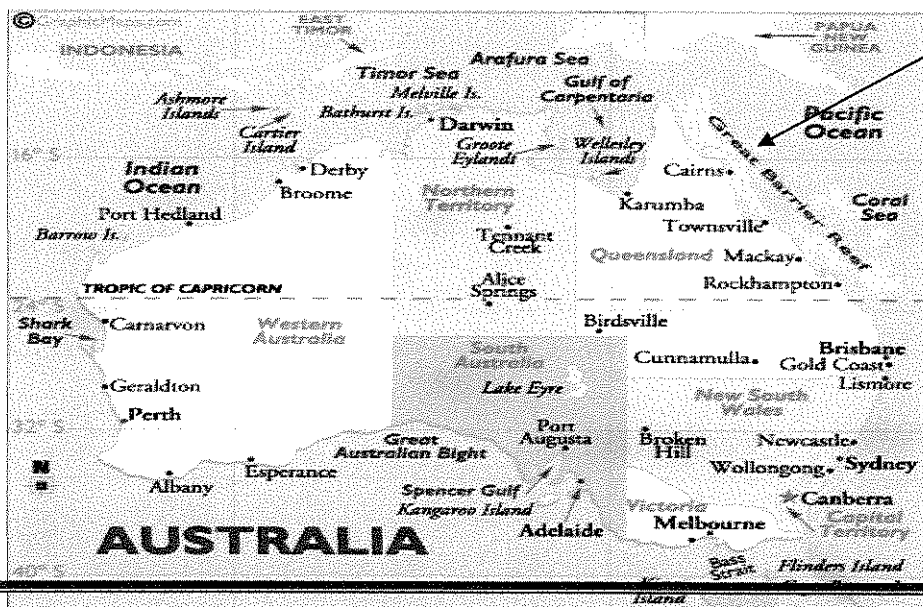
Heron Island is an exclusive destination where no day trippers are allowed. It is located at the southern end of the Great Barrier Reef in Australia. It is an 8 hectare, densely forested sand cay on the end of the coral reef platform. It is an island which is used widely for education and research, as it has clear water and extremely good conditions. The island was first occupied by a failing turtle soup factory in the 1920's before focus turned to tourism in 1936. The island was seen to be a specialised and unique place and a permanent research station was set up here. This was done in the 1950's.

*The candidates evidence contains 3 detailed examples*

Map of Heron Island just off the coast of Australia



Heron Island is in the Great Barrier Reef



Social	Cultural	Environmental
<p>People visit the destination for leisure.</p> <p>The island educates its visitors</p>	<p>Fishing used to be the main source of income for locals on the island. Some even went to the city to seek work, however now due to an increase in tourism, they can now find employment at home</p>	<p>Looks after a tiny part of the coral reef (great barrier)</p> <p>The environment is described as unique and delicate.</p> <p>The island sorts out its rubbish and toilet waste. Once this is done it is sent back to the main island where it is recycled.</p> <p>Sea water is also recycled into drinking water through a process named reverse osmosis.</p>

**How does Heron Island compare to Chumbe on environmental, social and cultural benefits?**

Both places take an incredible amount of care for the environment; however Heron Island is much stricter. This is quite strange considering that Chumbe is so much smaller than Heron. No day trippers are allowed on the island. A similarity is that the island stores all of its toilet waste and garbage and then takes it back to the island. Also when tourists come to visit, they are given a lesson on the environment and how it is appropriate to treat it. Similar to Chumbe, Heron islands main income came from their fishing industry, where as now they both earn money with tourism and research. A big difference between Chumbe and Heron Island is the Chumbe is a less economically developed country and Heron Island is a more economically developed country meaning they have more money at their disposable to do things like improve facilities, create advertisements and promotions, buy specialist equipment, etc.

*The candidate confidently relates his examples to his chosen project destination.*



Social	Cultural	Environmental
There are now new forms of employment to raise an economy for the island.	Economy has improved for local people through ecotourism, therefore causing a better way of life.  Food supplies are brought from local farmers on Tanzania, which helps the local economy.	It has trees which are around 1000 years old.  A wooden path has been built so that tourists can walk through the forest without damaging the environment.  This rainforest has never been touched.

**How does Clayoquot Sound compare to Chumbe on environmental, social and cultural benefits?**

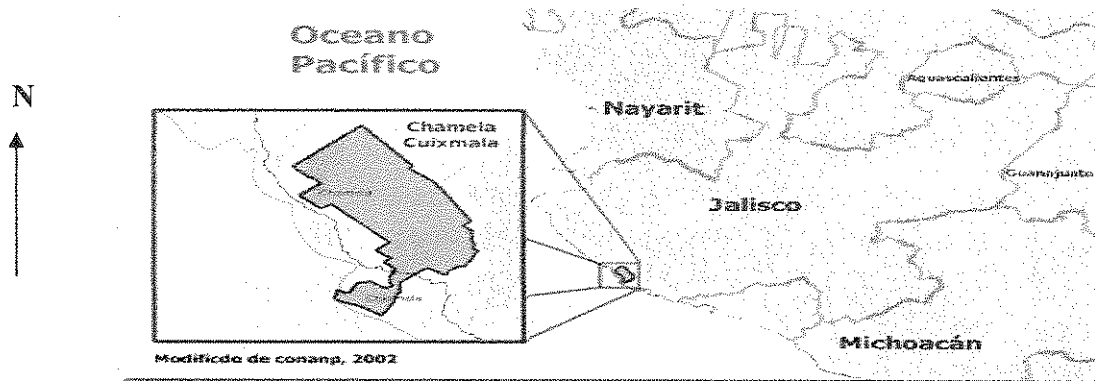
*The candidate confidently relates his examples to Chumbe.*

Clayoquot Sound is absolutely massive, around 35,000 hectares, compared to Chumbe especially. They both contain extremely rare rainforests which are the rag forest and the coastal temperature forest. Exactly the same as in Chumbe, a wooden path has been built around the woodland so that the environment is not damaged. The rainforests have both never been touched. However, Clayoquot tend to have many more tourists than Chumbe as they have around 750,000 of them. They have found new forms of employment with all of this tourism. On Chumbe fishing is in fact banned, where as on Heron Island, there main income comes from activities such as logging, farm fishing and tourism also.

**Chamela-Cuixmala Biosphere Reserve and its contribution to environmental, social and cultural issues**

The Chamela-Cuixmala Biosphere Reserve is a nature reserve on Mexico's pacific coast. The park was founded in 1993 and covers 13,142 hectares. The land is mountainous and contains dry tropical forest.. It has a hot and very humid climate along with well defined seasons. The location has 1,149 species of plants, 1,877 species of arthropods, 110 species of fish and 72 species of mammals. It has been created into a nature reserve, which was done in the December of 1993. The island rises from 0 metres, so sea level to 500 metres above. The entire island is protected by the National Commission for Natural Protected Areas.

The below picture is a map of Chamela- Cuixmala Biosphere reserve



Social	Cultural	Environmental
<p>Volunteers participate in conserving the forest, etc.</p> <p>The people have been warned that if tourism is not kept to a minimum if at all, then tourists may damage the environment even if it is not on purpose.</p>	<p>These peoples culture is all about the environment, they have no other worries. No tourists visit so lifestyles have no need to adapt and change.</p>	<p>The reserve is owned by a non profit organisation.</p> <p>It has a globally rare rainforest.</p> <p>Its main aim to keep the rare species alive.</p> <p>Continue to try and enlarge the reserve.</p>

**How does Chamela-Cuixmala Biosphere Reserve compare to Chumbe on environmental, social and cultural benefits?**

This destination is in a hot atmosphere, the same as Chumbe. Similar to Chumbe also, the whole of the island is protected. Chamela-Cuixmala has a much large range of species/ animals than Chumbe despite them having plenty of animals. In no document have tourists been mentioned concerning Chamela-Cuixmala. On Chumbe, only a certain number of people are allowed to stay on the island. So they both have their own set of guidelines even though they are slightly different in order to put maximum effort into conserving the environment. They do say that tourism has been kept to a minimum so that the environment is not damaged. However, where the workers on Chumbe are paid for doing their job and are employed to do so, workers at the reserve are volunteers. The main difference between Chumbe

and the reserve is that they both have different types of rainforests, Chumbe has a rag forest where as the reserve doesn't, yet it is still rare.

### Overall Conclusion to AO2

In AO2 I researched more detailed parts of eco tourism such as the environment, culture and society. This helped me to learn and display that eco tourism/ having such resorts as Chumbe affects a whole community not just the locals on the island. For example, local fisherman would have had to find a new job- fishing was probably a family trade, however due to it being banned to preserve the reed they were found a different type of employment to benefit Chumbe; helping the environment. Furthermore in terms of the social section – income would still be being earned. Moreover, I didn't realise how many things around environmental care are thought about, such as the religion of visitors and locals. I found that these three resorts researched compared to three others researched earlier in my portfolio relate better to Chumbe due to it appearing that more elements are taken into consideration and put into action, such as the sorting out of garbage and toilet waster and sending it back to the main island/ disposing of it. Furthermore, on Chumbe a nature trail was made for tourists so that they didn't damage the environment when visiting and wondering, in exactly the same way that on Clayoquat Sound a wooden footpath has been built for tourists through the forest.

Through looking at another three eco resorts I have found it interesting that all of them are on the other side of the world to Britain. This could be due to climate, space, money or the higher degree of interest shown by people in these areas.

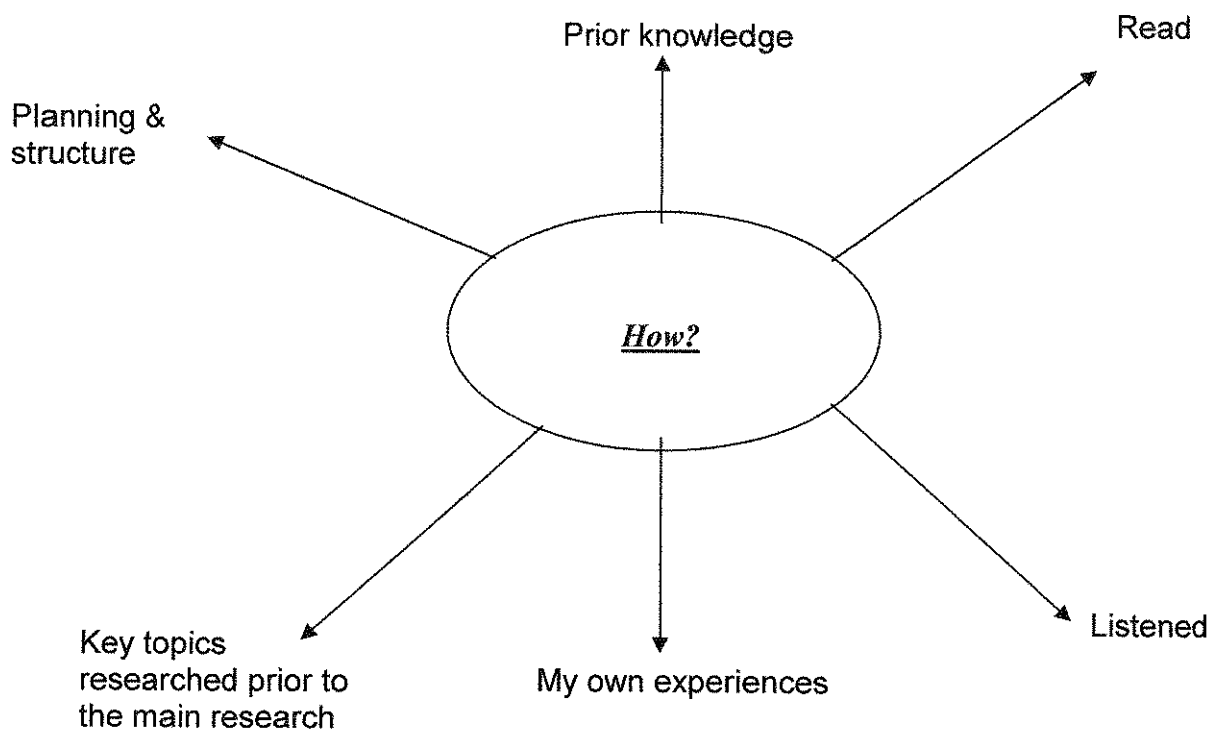
Also, I now feel that after doing this section – that without the culture of an area or a piece of society the environment already becomes a lot less attractive from a tourists point of view.

### Assessment Objective 3: Research and Analysis of an eco tourism project

In this section I am going to show how I have completed this work myself using a range of different sources. I will also prove that this is detailed and comprehensive research. Throughout my portfolio I provide many examples of other eco projects which I will mention further, with the aim of saying how I did this.

#### How I Carried out this research?

Below is a completed spider diagram of how I carried out my research in order to carry out my research for my portfolio:



#### Explanation to the above spider diagram

The above spider diagram basically describes what I skills I used whilst researching my portfolio. When in and outside of lessons, plenty of reading was done from a number of sources, such as the internet and books, etc. Furthermore when receiving feedback backs from my peers and my teacher I listened helping with improvements and helping me gain knowledge. In addition I also listened when we watched the DVD's. This all helped to add bits of information into my portfolio. Plenty of research was done prior to the portfolio in the way of researching certain objectives which were needed for the course. This also helped as I planned and structured my work that I was going to carry out in order to save time and give me a clearer outlook on what I was doing, making the tasks easier to complete.

Candidate number:



## What Research I did?

### Primary Research

Primary research is research in which you collect on your own. This is such as surveys, questionnaires, interviews, responses to letters you have sent, etc. It is collected for specific information and to study at hand whenever needed. You are able to create this type of research specifically where as secondary research will more than likely be vague in relationship to the information that you want making it less reliable also. The primary research that I used was my class mate's opinions and also Carol Daniels, a guest speaker who used to work on Chumbe.

### What is secondary research?

Secondary research is when the researcher needs a summary or collection of information which already exists. These sources could include newspapers, television, radio, books, magazines, journals, the internet; more or less anything. The drawback of this is that it's slightly unreliable as the stories or statistics, etc maybe outdated or perhaps changed from the original story. You can never know how reliable a secondary source is. Quite often secondary research is gathered in order to inform the researcher, helping them to create/ do what ever they are about to. Secondary researched that I used was such as the internet and books like "Ecotourism by education with vision".

### Why is it good to have both primary and secondary research?

It is good to have both primary and secondary research because it allows you to build a foundation for your research and also found out facts and general information. Having primary research allows you to be more specific with the research you are carrying out. By having both of these types of research, resulted in my work being as detailed as possible, whilst using a range of different sources. Furthermore, through secondary research you are given more of an in depth look into what you are to researching allowing you to act specifically.

The completed table below shows what different types of research I did when carrying out my portfolio:

<b>Primary</b>	<b>Secondary</b>
Public speaker	DVD's
Prior Knowledge	Books
Own Experiences	The Internet
	Other Travel and Tourism units
	Knowledge given out in lessons

### Explanation of the above tables

We had a public speaker, Carol Daniels come in from outside of college who used to work on Chumbe Island as a conservation officer. This enabled her to give us a first hand insight to what happened on the island and what it was like from her point of view. I also had a little knowledge prior to the portfolio from my own tourism and also just general knowledge. This helped when completing tasks in terms of some pieces of required information due to my own travelling experiences, which helped.

I furthermore used many resources from around the college which were made available to me. This is such as DVD's on Ecotourism which we watched in the view that we would gain site and true knowledge of what was happening in the world of eco tourism. Accordingly books were checked out from the library in order for me to read up on specific pieces of information of which I felt were needed. This was done through help with the librarian and also checking the index of books to ensure specific information; cross checking also. The internet was also found to be very useful to me as I was able to broaden the research I was able to carry out through surfing the web. I mainly used search engines to find websites in conjunction with the information I was searching for as I had never really heard of some of them. However for other parts of the research I had specific websites which I had found that allowed me to do plenty of research on specific projects. My other travel and tourism units also helped in addition to my actual lessons where knowledge was given out. The travel units which we are currently studying in year 13 are events management and tourism development; these both helped, however in this circumstance - the tourism development unit helped more.

The reason for the tourism development unit helping more is due to it being more specific to travel and understanding terms used in the industry, where as event management is barely related to travel, however allows you to improve preparation, team skills, and seeing a project coming together after a long period of time. It also helped in the way of research, in the way that it helped me to carry out primary and secondary research more efficiently.

### Reference list:

<u>Reference</u>	<u>How I used this information</u>
<a href="http://www.ecoclub.com">www.ecoclub.com</a>	I used this in order to find a definition and general information about eco tourism, which can be seen in AO1. Its heading is "five definitions of ecotourism", and "what is an ecotourist".
<a href="http://www.ecotour.org">www.ecotour.org</a>	I used this in order to find definitions and also projects in which eco tourists delve in which can be seen in AO1. This website also helped me to research on what an ecotourist actually is. This can be seen with the title "what is an ecotourist".

The candidate carried out detailed research from a broad range of sources

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<a href="http://www.ecotourism.com">www.ecotourism.com</a>	I used this in order to find different types of eco tourism and general information for this. Used in both AO1 and AO2. In AO1 it can be seen in the introduction and definitions. In AO2 this can be found in "the aims and objectives of Chumbe island compared to four other ecotourist resorts" - table
<a href="http://www.chumbeisland.com">www.chumbeisland.com</a>	This is the main website that I used. I used this to find the majority of the information that I used. Used in both AO1 & AO2. This can be seen under the majority of titles, due to the fact that the project is about Chumbe, and general information and facts are needed.
<a href="http://www.heronisland.com">www.heronisland.com</a>	I used this website when comparing 3 other eco resorts to Chumbe, this can be seen in AO2 under the title Heron Island. General facts and pictures have been used from this website.
<a href="http://www.clayoquat.org">www.clayoquat.org</a>	I used this website when comparing 3 other eco resorts to Chumbe, this can be seen in AO2 under the title Clayoquat Sound. General facts and pictures have been used from this website.
<a href="http://www.clayoquotbiosphere.org">www.clayoquotbiosphere.org</a>	I used this website when comparing 3 other eco resorts to Chumbe, this can be seen in AO2 under the title Clayoquat Sound. General facts and pictures have been used from this website.
<a href="http://www.parkswatch.org/parkprofile.php?l=eng&amp;country=mex&amp;park=ccbr&amp;page=sum">http://www.parkswatch.org/parkprofile.php?l=eng&amp;country=mex&amp;park=ccbr&amp;page=sum</a>	I used this website when comparing 3 other eco resorts to Chumbe, this can be seen in AO2 under the title Chamela Cuixmala Biosphere Reserve. General facts and pictures have been used from this website.
<a href="http://www.africanmeccasafaris.com/zanzibar/guide/chumbeisland.asp">http://www.africanmeccasafaris.com/zanzibar/guide/chumbeisland.asp</a>	I used this website in order to gain knowledge and information of subjects such as the rag forest, nature trails, snorkelling, etc. Furthermore I also used statistics in order to create a graph such as "what holiday's do people choose & also Tourists who care about the environment and those who don't. Used in AO4.
<a href="http://www.elwa.ac.uk/elwa">http://www.elwa.ac.uk/elwa</a>	This helped with primary and secondary

<a href="http://web/elwa.aspx?pageid=2097">web/elwa.aspx?pageid=2097</a>	research, and also how to define it.
Ecotourism by education with vision	General research – AO1 & AO2 – I used this for definitions, general information and finding different ecotourist resorts.
Ecotourism by David Weever	General research - AO1 & AO2 – What is ecotourism?
Travel and Tourism (A2) by Anne Rowe et al	General research - AO1 & AO2. I used this book as a guideline as what to do and what sources to use throughout my project.
Guest Speaker – Carol Daniels (ex conservation office on Chumbe)	Miss. Daniels overall helped in my research across the board in terms of Chumbe and ecotourism. This allowed me to gain a broader perspective on the subject matter. It allowed me to have some true primary, reliable research from a professional.

Reference:	How I have used it in my research/ portfolio?
<b>Websites</b>	
<a href="http://theclassictours.com/chumbe.htm">http://theclassictours.com/chumbe.htm</a>	I used this website in both AO1 and AO2. It helped me to find information about Chumbe's facilities and general information which allowed me to compare it to other ecotourism resorts.
<a href="http://zanzibar.net/zanzibar/imagegallery/maps">http://zanzibar.net/zanzibar/imagegallery/maps</a>	I used this website in AO1 to find a map of Zanzibar which would show Chumbe's location on it
<a href="http://www.naturezaycaza.com/ficha/animal.php?animal=171">http://www.naturezaycaza.com/ficha/animal.php?animal=171</a>	I used this website in AO2 for a picture and information on the deer that Chumbe is breeding in its island to stop them from extinction.
<a href="http://www.chumbeisland.com/">http://www.chumbeisland.com/</a>	This is Chumbe's island official website. I got the majority of my information from this website about the island, etc.
<b>People</b>	
Carol Daniels	I used information which was given to me in all assessment criteria's as there was no specific individual assessment objective.

*The candidate carried out much detailed and comprehensive research for his chosen project destination.*

Candidate number:

## General Reference List

<a href="http://www.dictionary.com">www.dictionary.com</a>	Definition of eco tourism which can be seen in AO1. The title of this is "five definitions of ecotourism"
Impacts of tourism by education with vision	General research – AO4 in order to find out statistics, etc.
<a href="http://www.wikipedia.com">www.wikipedia.com</a>	If I needed a broad range of information which didn't need to be too detailed I decided to use Wikipedia. Used all through the project.
<a href="http://www.google.com">www.google.com</a>	I used this in order to find eco websites which helped me to research what I was looking for. Used in all activities.
<a href="http://www.worldatlas.com">www.worldatlas.com</a>	I used this website in order to get maps of destinations, mainly Chumbe. Used in AO1. The other destinations that I used this website for were Chamela Cuixmala Biosphere Reserve, Clayoquat Sound and Heron Island which can all be shown in AO2 under their specific titles.

## Overall conclusion

In conclusion to this section I have clearly shown that I have used a variety of different sources, including both primary and secondary research which has added to my portfolio and increased the reliability of it. I found primary sources more useful than secondary as I could ask more specific questions in relation to my work. I found the internet useful when doing a general search, however became time consuming and more difficult when needing specific information and trying to pick it out of large documents. The secondary source that I found most useful is the books provided in our college library and the department itself. This is because it was easy to locate information and it was coming from a reliable source, such as educational companies. As a result of all of this research I have been able to create an informed portfolio on ecotourism, where I have also been able to gain knowledge for other units also.

Candidate number:

## AO4 - "An evaluation of the future trends and appeal of worldwide ecotourism principles and projects"

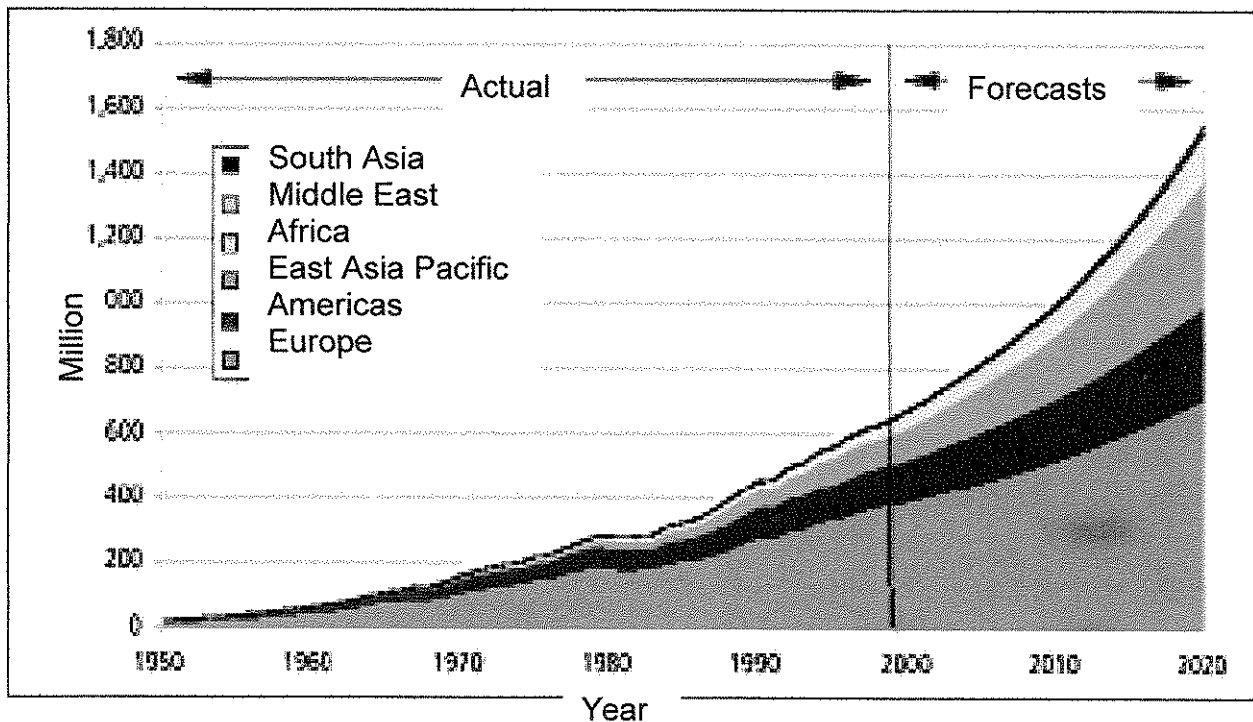
In this task I will show that I can use evidence to draw a valid and substantiated conclusion to my future trends research and the appeal of ecotourism. I shall also talk about the future worldwide trends as well as future trends for Chumbe. I will make effective use of examples to make reasoned judgements and recommendations for the future of ecotourism and I will clearly express my own opinions and attitudes within my work. I will include graphs, charts, statistics, etc to prove this.

I am going to prove the majority of my research, opinions and attitudes, etc through using graphs, statistics and charts. I am going to be searching the web and e-mailing ABTA in order to gain as much research as possible in this subject area.

### Evaluating recent trends in Ecotourism based on Evidence

In this section I will be looking at the recent trends in ecotourism. I shall be attempting to find evidence of it growing or decreasing in popularity. I will do this by searching in both books and on the internet, and then once this is done I will create graphs from my research to explain what I have found.

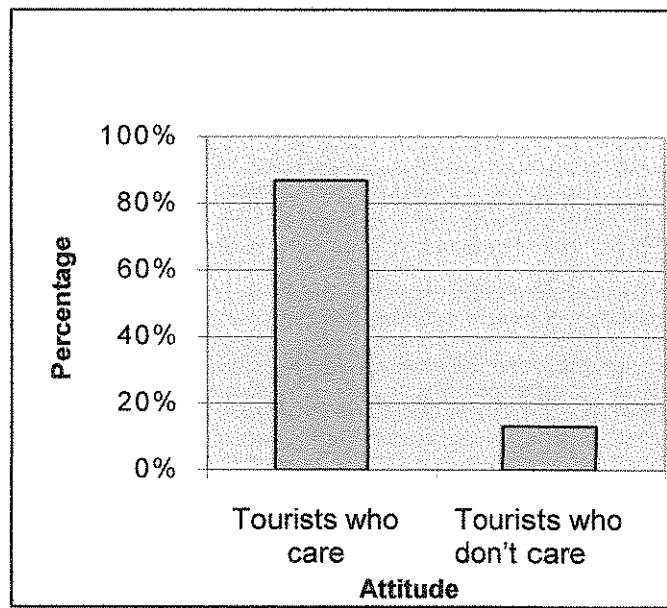
### Tourist number over the last 50 years and the next 20 years predicted



([www.ecotour.org](http://www.ecotour.org)) The above graph shows how tourism has gradually grown with a key symbolising the individual continents growth. Furthermore, where the line appears – shows how the world tourism organisation think that tourism is going to grow. It shows that they think that I will double plus more. Moreover, it also shows that the most visited continent is Europe, followed by

both North and South America, whilst Africa, the Middle East and South Asia have the smallest level of visitors. You can see this from the thickness of the line. As tourist numbers continue to increase it is likely that ecotourism will see the benefits also. Furthermore this is more likely today as people are being educated on such holidays.

**A graph showing the percentage of tourists who care about the environment in, which they are in...**



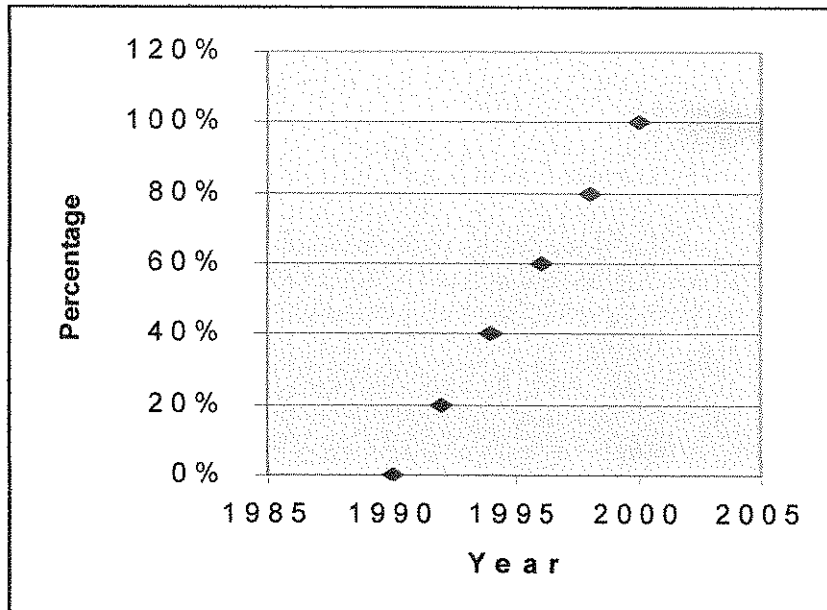
The above graph shows that 87% of the public care about the environment in which they are staying, where as the other 13% do not. This would be crucial to the holiday area in terms of sustainable tourism and promoting the area for later visitors, etc. People who care about the environment would be closer to an ecotourism rather than any other type of holiday.

**A graph of tourism growth over the past 20 years**

This graph below shows that since 1990, tourism has increased by 20% every year and is continuing to. Furthermore, since 1990, it has increased by 100% this is because peoples disposable income has increased and travelling has become an easy option put in front of them, which it hasn't been in the past. The majority of companies are very efficient when travelling and making sure that their customer is happy, etc. This encourages people to get away and experience others cultures. This relates to ecotourism in the way that it shows how much it has grown over the past 15 years.

A graph showing that since 1990 tourism has increased by 20% every year and is still continuing to grow

(<http://www.africanmeccasafaris.com/zanzibar/guide/chumbeisland.asp>)



<i>Total International Tourism Arrivals</i>	<i>Nature Tourists</i>	<i>Wildlife-related Tourists</i>
1988 - 393 million	157-236 million	79-157 million
1994 - 528.4 million	211-317 million	106-211 million

<i>Total International Direct Economic Impact *</i>	<i>Nature Tourists</i>	<i>Wildlife-related Tourists</i>
1988 - US\$388 billion	US\$93-223 billion	US\$47-155 billion
1994 - US\$416 billion	US\$166-250 billion	US\$83-166 billion

\* Total International Direct Economic Impact = money spent on travel by tourists traveling abroad.

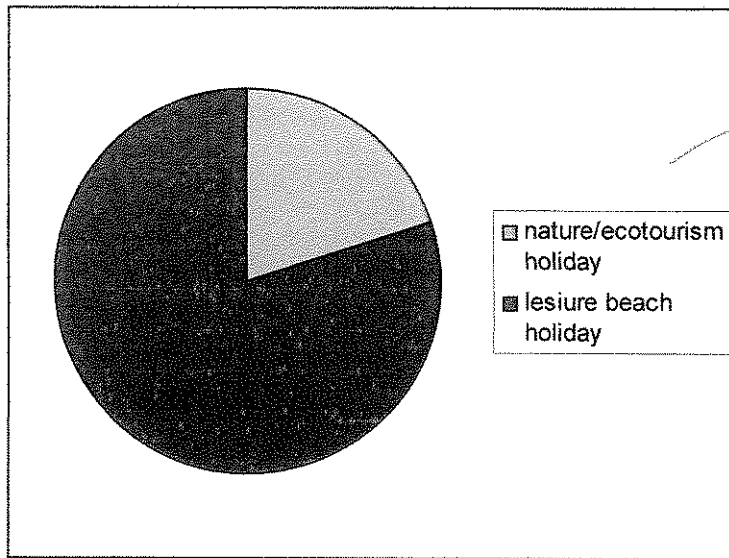
The above table is from

<http://www.africanmeccasafaris.com/zanzibar/guide/chumbeisland.asp>

This table shows that as time goes on, more people are going on eco tourism/ nature tourism holidays. Furthermore more money is being spent on this industry and type of holiday. If we compare tourism from 1988 until 1994 it shows this. Eco tourism generates 7% of all international travel expenditure. It is increasing annually at a rate of 10 to 30%. The typical eco tourist is 35-54 years old, 82% are college graduates, and are willing to pay more than the average tourist (around \$1200 per trip) Relating this to ecotourism, it is clear that people are paying more attention to the industry by putting more money into it. Moreover, this shows that the industry is increasing so people are seeing fit to put money in, possibly opening shares increasing income, etc. This would subsequently result in more money being put into ecotourism, and new project can be begun in order to move forward with developments, etc.



Pie chart of the percentage of people who would choose to go on a nature/ ecotourism holiday.



*→ we use a range of techniques and illustrations to give validity to his analysis.*

The above pie chart is an approximation made by the international eco tourism society; it shows that 20% of people today will go on a nature/ eco tourism structured holiday whereas a dominant 80% would go on a leisure beach holiday. This shows that ecotourism needs to continue to grow in order to compete with the more popular holidays; however this puts the environment and project at risk if more tourists visit at any one time. Eco tourism needs tourists money as some are only run on donations. In the future the popularity of ecotourism will grow due to schools enrolling it into their curriculum, raising awareness, etc. Furthermore ecotourism is already growing, and with low cost flights – this will allow tourists to travel more often and they will be able to afford such holidays.

**What has Ecotourism done? – from ABTA**

*The candidate evaluates published evidence to draw valid and substantiated conclusions about the future trends*

- ✦ It has increased the overall travel market

This bullet point basically means that due to ecotourism, there are more different options for the type of holiday in which you want to go on. This could result in more people travelling resulting in more of an income, which would then result in better facilities abroad due to the companies having the finance to improve upon them. This will result in more people becoming employed also, resulting in a better quality of life for these people.

*appeal of ecotourism*

- ✦ Due to this growth, areas of natural beauty in developing countries are being conserved and developed in order to attempt to create sustainable tourism.

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A04

This bullet point means that areas of natural beauty are being specially looked after due to the increase in tourism and furthermore, there is a chance of sustainable tourism so extra effort is being turned to these destinations.

- ✦ Package holidays for ecotourism have been created.

This bullet point means that ecotourism as a type of holiday is growing in popularity, so companies have seen an opportunity to make more of an income through creating a package holiday, which is where accommodation and transport are catered for.

- ✦ Global environment conditions have raised awareness and desire for preservation – people have become better educated on such things leading to an increased in interest.

Global warming is a major issue that everyone is aware of. When people go on holiday they want to try and limit their damage to the environment and not contribute to global warming by staying in hotels that have not chopped down the rainforest. People are also more aware of the importance of habitat destruction and the impacts this can have on plants and animals. An example of this would be the Amazon Rainforest, which has been publicised widely. The government is trying to encourage people to be more responsible when they travel around the world. This is why they are putting taxes on carbon omissions.

- ✦ Is protecting the natural areas by generating economic benefits for host communities, organisations and authorities managing natural areas with conservation purposes on a wider scale.

Before tourism most money was made by cutting down or destroying the resources of the country. With tourism the environment is what makes the money, so the local people know that they have to look after it otherwise they will not make any money from it.

- ✦ Nature tourism now generates 7% of world tourism expenditure.

This bullet points shows that nature tourism has grown rapidly and it now holds 7% of world tourism expenditure. This also shows that people are not beginning to care more for the environment, and also want to gain more knowledge through visiting places involving nature. This will help create sustainable tourism also.

### Do Ecotourism destinations attract high or low visitor numbers?

At this present time ecotourism are lower than leisure tourism. However, I think that this is due to a lack of knowledge rather than choice with knowledge involved. Furthermore, at the moment, it appears that many of the better eco tourism holidays such as Chumbe – are more expensive that the average

holiday. Another reason why I feel that eco tourism holidays may not be as popular as others is due to the generation, which we live in. I say this because the majority of people travel with their children who would more than likely be uninterested in this type of holiday and further, haven't been taught about ecotourism. Also the parents of the children would be aware of this, however their generation perhaps wouldn't be as interested in this as in the next decade or so due to the knowledge and research which will be shown and advertised as it is beginning to grow.

### Evaluating Future Trends in Eco tourism

#### Future trends in ecotourism based on my opinion

*The candidate uses his own values and attitudes*

Statistics have shown that between 1970 -1990 tourism grew 300% (impacts of tourism by education with vision). It is the fastest growing industry in the world and is continuing to grow. I think that the percentage of people going on eco tourism holidays will definitely not decrease, but could perhaps plateau. I think that could plateau because peoples knowledge, in the current era is not as knowledgeable as it will be in a decade as students are now learning about ecotourism in schools, whereas people such as our parents have not, so have a lack of knowledge and curiosity in this subject area. However the chance of it increasing is quite good. The reason for this is that people are becoming more educated leading to increased interest in the subject, gaining more knowledge of peoples environments and eco environments encouraging them to travel. The way in which people are becoming more educated is through the examining boards for exams placing it on the national curriculum. Also it has been broadly broadcasted recently and furthermore, on Chumbe itself they have an educational centre – educating all of its visitors, etc. I would think that the majority of people would at very least like to experience a type of holiday such as this as it is another experience which you are unable to judge until you have done it because there is nothing else like it. Furthermore, in recent years people damaging the environment has been rife within the press – this has resulted in more peoples attention being drawn to the fact that we are not looking after the environment as we should. Going on these holidays would be a real eye opener. Domestic tourism is expected to increase in the next decade or so, resulting in more eco tourists as the majority of eco tourists are domestic travellers. Also sustainable tourism is being promoted. As well as this protected areas are being given more money to help conservation and further, as a result of this tourists will be attracted to the areas of natural beauty – allowing sustainable tourism.

#### Evaluating future trends on Chumbe based on my opinion

I think that in the future, Chumbe's popularity will more than likely grow, however the fact that the island can only have a maximum of 14 tourists at any one time results in the amount of people able to visit the island at any one time being prohibited. Despite this, there are ways to increase income, yet not increase the number of tourists on the island. This would be increasing the price of accommodation, trips, tours, etc. This would enable the island to improve its facilities due to more disposable income, which leads to a

constant number of tourists visiting, which leads to more income, which leads to a better quality of life, which leads to a happier person at work, which leads to overall better customer service, which leads to people wanting to repeat custom, etc.

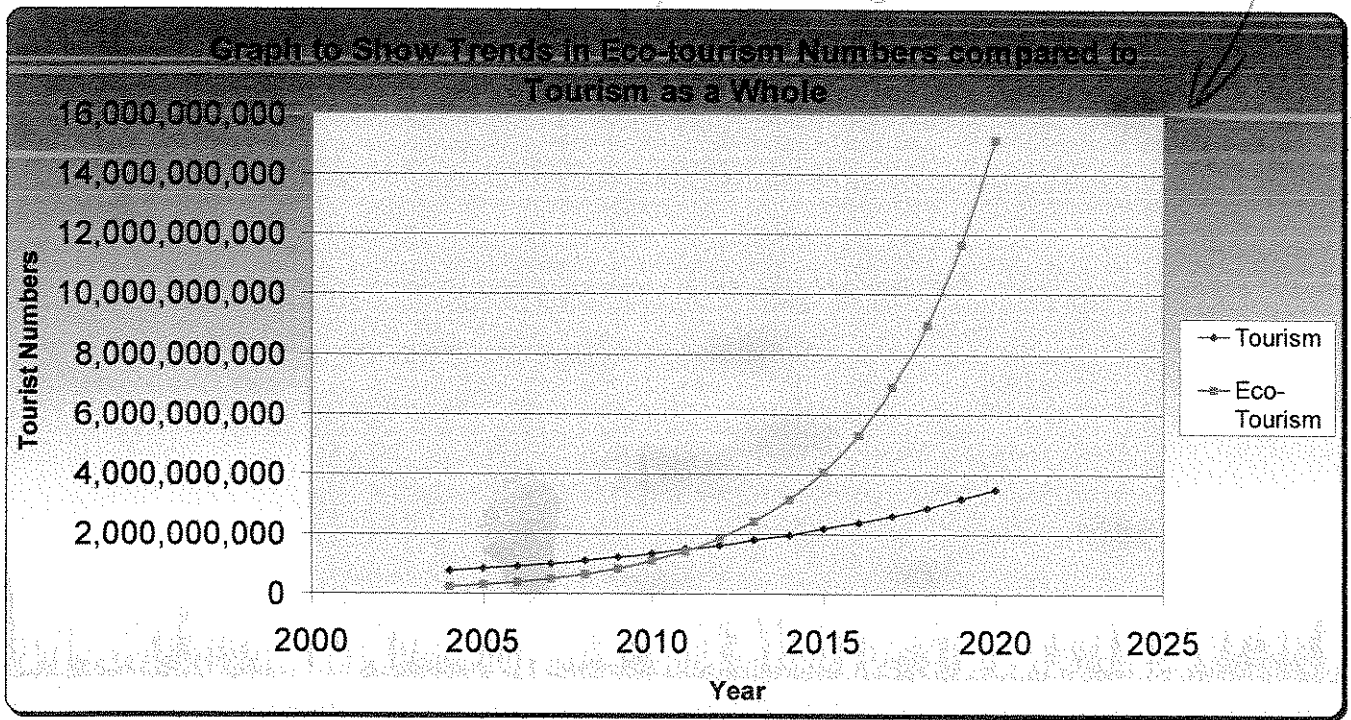
**What I think is going to happen on Chumbe and to Ecotourism in the future based on evidence**

*The candidate produces a detailed and comprehensive evaluation of the evidence to draw valid conclusions about the future of ecotourism on Chumbe.*

On Chumbe  
Positive evidence which could affect tourism on Chumbe

⚡ The popularity of Chumbe will increase resulting in the island being given the opportunity to increase the price of a visit due to so many people wishing to visit. The reason for me saying this is that ecotourism is being taught in both schools and colleges resulting in people becoming more educated in this particular subject area; raising the profile of these types of holidays and furthermore people will want to experience a type of holiday like this once. As you can see from the evidence I have given below that ecotourism will soak up all of the possible tourism. However the figures on the below graph are impossible due to the fact the ecotourism is part of tourism, so it cannot become bigger. Yet it shows that it is growing and becoming better known. Beach holidays may begin to decrease in popularity within the next few years.

Evidence: *The candidate uses a range of techniques and illustrations to give validity to his analysis*



The above graph is from [www.ecotourism.org](http://www.ecotourism.org)

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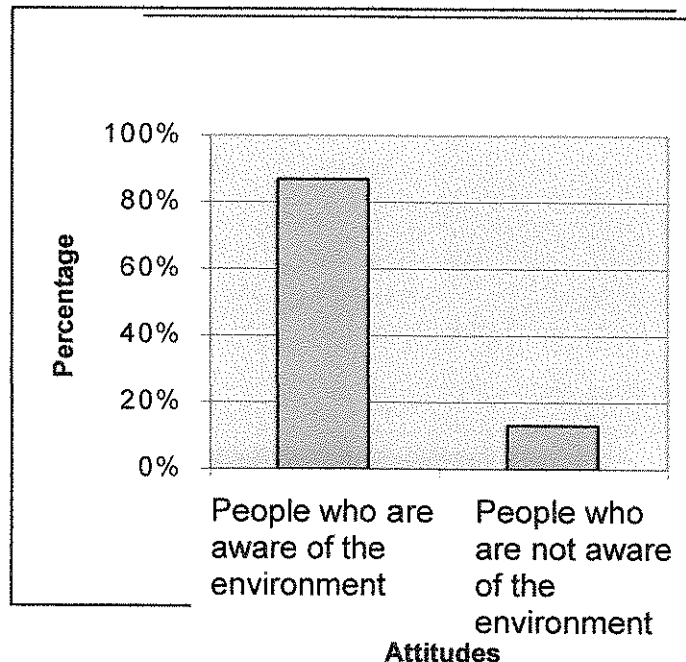
- ✦ The tax charged by the government may decrease due to them wanting more people to visit the island as it will show them how to preserve an environment creating sustainable tourism and an all around better environment, not just on Chumbe. Furthermore it means that Chumbe will have more money to spend on projects of their choice which will help the environment yet still encourage more visitors.

Evidence:

**NEW YORK (CNN/Money)** - While many students shudder at the onset of the back-to-school season, parents have reason to smile as it signals the start of the tax holidays. In the coming weeks, 11 states and the District of Columbia will offer periods of sales tax exemptions, according to CCH Tax & Accounting. Those few days of tax freedom means consumers can save a few bucks on everything from clothing and footwear to school supplies and computers.

- ✦ Chumbe helps to protect areas from overseas in the way that it helps to educate visitors who will think actively about what they are doing once their visit is completed.

Evidence:



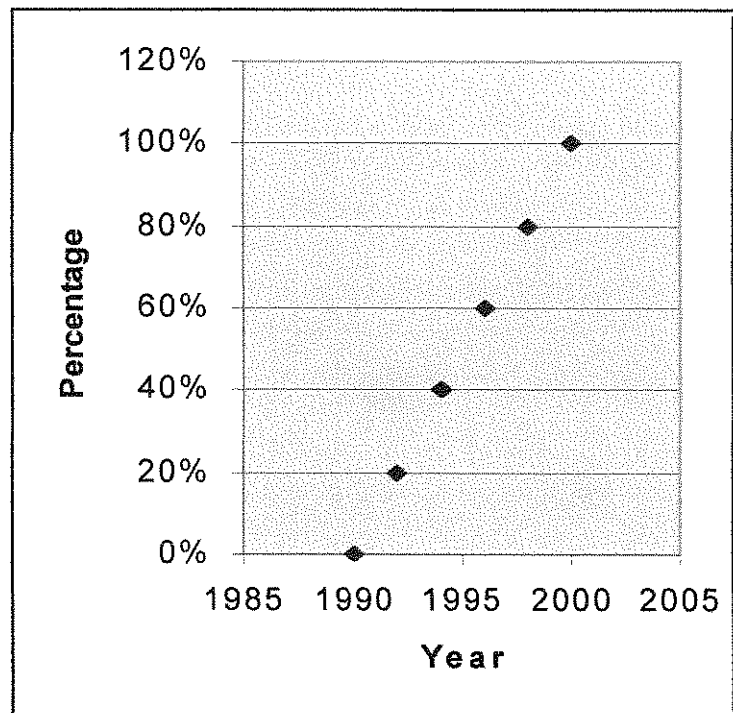
*The candidate uses a range of techniques and illustrations to give validity to his analysis.*

This was found from Ecotourism by David Weever. It is seen that 87% of UK tourists say that their holiday should not damage the environment, where as the others don't really care.

- ✦ Chumbe could be expanded so that more coral can be protected – endangered species can be breed also. This would result in more people wanting to visit the island as there would be more to see.

Evidence:

The Graph below shows that tourism has increased by 20% every year and is still continuing to grow showing that in terms of the future, tourism will expand. ([www.ABTA.com](http://www.ABTA.com))



## Negative evidence which could affect tourism on Chumbe

- ✦ An increase in popularity is good as it results in more of an income, however if the area becomes too overcrowded then there is a chance is the environment being damaged, etc.

Evidence:



Due to an increased in tourism Benidorm has become extremely built up ruining the image and culture of the area due to businesses being greedy. This is environmentally unfriendly. It now has the largest and tallest buildings in Spain, where as many years ago Benidorm was very small and un built up – this first attracted people to visit.

- ✦ Taxes may increase due to the government seeing the increase in tourism and realising an opportunity to make money for themselves to go on and use the money how they wish. However the down side of this is that some tourists may decide not to travel to the island due to the tax price being so high, and some may see this as unfair.

Evidence:

### **AIR TAXES INCREASE COMES INTO FORCE**

**Laws doubling the amount of passenger duty people pay when taking flights from the UK have come into force.**

The increase was announced by Chancellor Gordon Brown last December. He said airlines should pay more for damaging the environment.

Hundreds of thousands of people have been asked to pay extra duty, despite buying tickets before the announcement.

While the new tax is only payable on flights from UK airports, passengers face paying twice on internal flights.

Airlines said they were not expecting major problems in collecting the higher rates of air passenger duty.

At Luton airport this morning, Easy jet passengers flying to Faro in



Airlines will hope to avoid long queues as they collect the tax

Candidate number:

Portugal expressed some disgruntlement, but doubted that the higher tax would encourage them to fly less often.

"On short-haul flights it's not a lot of money but on long-haul flights it's becoming quite expensive," said one passenger.

Another said: "I don't believe it's justified - if I thought it was going to help to pay for the environment I would be happy to pay."

Those who have not paid so far will have to do so at airports before flying.

Despite some predictions of chaos, most airlines are - at least in public - expressing confidence that there will be few hold-ups.

"The vast majority of passengers have now paid," said an Easyjet spokeswoman.

**(CNSNews.com)** - Holiday travellers will give government a big chunk of their travel budget, according to an analysis by the Washington, D.C.-based Americans for Tax Reform. An average of 41.2 percent of travel costs are actually taxes paid to federal, state and local governments in the form of taxes on purchases of air tickets, hotel rooms, restaurant meals and gas. These taxes will continue to increase. In terms of ecotourism this is not very good as flight prices will increase, meaning that they will not be able to travel as often. Furthermore, if pollution becomes highly publicized in the media and air pollution continues to increase due to more flights, the ecotourists may decide not to travel.

- ✦ The coral may start eroding due to pollution of more boats or fishing from Tanzania, etc resulting in it being difficult to apply sustainable tourism as the area would not be good enough to visit.

Evidence:



The above image: Close up view of skeletal eroding band disease on *Acropora* sp. hard coral. From the centre the ciliates have started to spread over all adjacent branches of the coral simultaneously and the loricae are clearly visible.



- ✦ Global warming is becoming a worry worldwide. This would result in the sea levels increasing and temperatures causing damage to both the island and coral.

From [www.bbcnews.com](http://www.bbcnews.com)

Some coral reefs may not be able to adapt to rising ocean temperatures, a consequence of global climate change. Coral live in close partnership with algae, but lose the algae when temperatures rise, causing death.



At higher temperatures coral lose their algae, becoming "bleached".

### What could happen to Ecotourism based on evidence

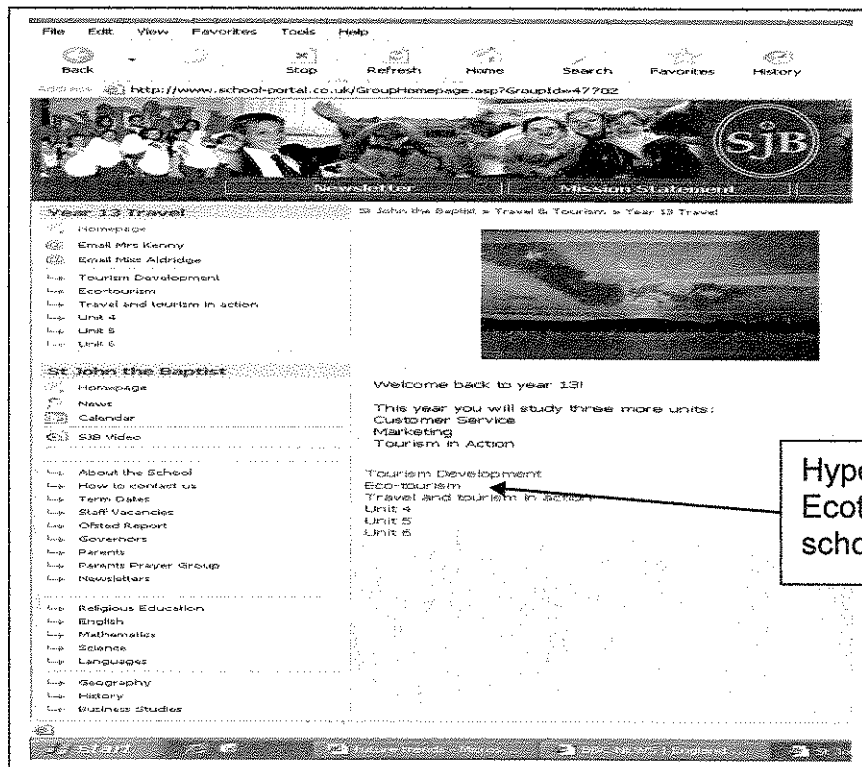
#### Positive evidence that could affect ecotourism

- ✦ Governments would subsidise ecotourism by charging these types of tourists less to attempt to increase the popularity.

Evidence:

- ✦ More colleges and schools are educating pupils, which in turn helps people to gain knowledge on the subject knowledge, raising awareness and perhaps encouraging people of a younger generation to experience eco tourism which will go towards helping to create sustainable tourism.

Evidence:



### Amazon Eco-tourism Game

<http://www.eduweb.com/ecotourism/eco1.html>

Find out more about eco-tourism on this educational web site, then try your hand at running an eco-tourism business.

- ✦ The areas of ecotourism may become more popular resulting in more income which will mean that more endangered species can be protected due to more areas being created as it is seen to be successful.

Candidate number:

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## Evidence:

United Kingdom		Percentages							
Marketable wealth									
Percentage of wealth owned by:									
	1976	1986	1996	1999	2000	2001	2002	2003	
Most wealthy 1%	21	18	20	23	23	22	24	21	
Most wealthy 5%	38	36	40	43	44	42	45	40	
Most wealthy 10%	50	50	52	55	56	54	57	53	
Most wealthy 25%	71	73	74	75	75	72	75	72	
Most wealthy 50%	92	90	93	94	95	94	94	93	
Total marketable wealth (£ billion)	280	355	2,092	2,861	3,131	3,477	3,588	3,783	
Marketable wealth less value of dwellings									
Percentage of wealth owned by:									
	1976	1986	1996	1999	2000	2001	2002	2003	
Most wealthy 1%	29	25	26	34	33	34	37	34	
Most wealthy 5%	47	46	49	59	59	56	62	58	
Most wealthy 10%	57	58	63	72	73	72	74	71	
Most wealthy 25%	73	75	81	87	89	88	87	85	
Most wealthy 50%	88	89	94	97	98	98	98	99	

*The candidate uses a range of techniques and illustrations to give validity to his analysis*

Source from ([www.wikipedia.com](http://www.wikipedia.com), and is also on [www.ecoclub.com](http://www.ecoclub.com))

The wealthiest 1 per cent owned approximately a fifth of the UK's marketable wealth in 2003. In contrast, half the population shared only 7 per cent of total wealth. The results are even more skewed if housing is excluded from the estimates, suggesting this form of wealth is more evenly distributed.

Wealth is considerably less evenly distributed than income, and life cycle effects mean that this will almost always be so. People build up assets during the course of their working lives and then draw them down during the years of retirement, with the residue passing to others at their death.

- ✦ Bits of eco tourism holidays have been placed in a normal leisure holiday which will increase the care that people have of the environment, etc.

## Negative evidence which could affect ecotourism

- ✦ It is possible that war and conflict could grow resulting in less people wanting to travel as they wouldn't want to run the risk resulting in tourism suffering the consequences.

Evidence:

### **Cities lose tourists to war fears**

by Simon Page  
BBC News Online

Following on from the September 11 attacks and foot-and-mouth crisis, the tourism industry faces another potential crisis in the shape of the war in Iraq. But while some potential visitors are staying away, parts of the country are benefiting as people change their travel plans.



The war has caused a drop in visitor numbers in London

Recent research by the Association of British Travel Agents (ABTA) suggests about 570,000 UK residents will this year

swap a holiday abroad for a domestic break as a result of security fears.

- ✦ Due to increased prosperity worldwide/ people getting richer, the price of holidays will increase making people think twice before going ahead and booking it. Many people have decided not to travel because of the terrorism alerts worldwide. Many people consider not flying because of this. If this continues, then the industry will lose custom, which means that ecotourism will also.

Evidence:

[http://www.traveldailynews.com/new.asp?newID=19002&subcategory\\_id=95](http://www.traveldailynews.com/new.asp?newID=19002&subcategory_id=95)

- ✦ People who travel on ecotourism holidays care very much about the environment. Many of these are reached by plane, however planes produce carbon which damage the environment which would result in eco tourist not being prepared to travel the distance to experience the holiday but instead trying to help the environment from home resulting in the companies revenue decreasing.

Evidence:

### **Pollution warning on holiday flights**



Campaigners say trains are preferable to planes  
**By environment correspondent Alex Kirby**

Several environmental campaign groups are urging people to take fewer flights for the sake of the global climate.

They say aircraft emit more of the main greenhouse gas than cars for each passenger they carry.

The groups say one return flight from the United Kingdom to Florida produces as much carbon dioxide (CO<sub>2</sub>) as a year's driving by the average British motorist.

And they say commercial jets add almost as much to global warming annually as the whole of Africa.

The groups are Friends of the Earth, the Aviation Environment Federation, the National Society for Clean Air, and the Heathrow Association for the Control of Aircraft Noise.

In a report, *Aviation and Global Climate Change*, they say:

- air travel produces 0.17 kg of CO<sub>2</sub> per km travelled for each passenger, against 0.14 kg/km for car travel
- a return flight from London to Miami (14,207 kms) produces 2,415 kg of CO<sub>2</sub> per passenger, more than the 2,255 kg produced annually by the average British motorist's 16,108 km
- the world's 16,000 commercial jet aircraft produce more than 600 million tonnes of CO<sub>2</sub> annually, almost as much as the entire African continent
- the number of people flying is expected almost to double in the next 15 years
- many tourist destinations could be submerged by rising sea-levels caused by climate change
- Because airlines do not pay tax on the kerosene they use as fuel, they do not have an incentive to save it or to fill every seat on their planes.

Candidate number:

Friends of the Earth wants people to think about spending their holidays closer to home, to reduce the length of time they spend in the air.

It also recommends taking trains instead of using aircraft for short distances, and says teleconferencing could replace inessential business flights.

Hugh Somerville, of British Airways, said he thought the report's figures on aircraft fuel efficiency were "a gross overestimate".

- ⊕ At the moment in time, ecotourism is considered fashionable as such, but in a decade or so it may not be considered like this meaning that the projects may not have enough funds to continue.

Evidence:

"Eco tourism has grown rapidly over the past couple of decades"

[http://www.birdlife.org/action/change/europe/forest\\_task\\_force/2005\\_workshop/nature\\_of\\_ecotourism.pdf](http://www.birdlife.org/action/change/europe/forest_task_force/2005_workshop/nature_of_ecotourism.pdf)

f

*The candidate makes reasoned judgements & recommendations for the future management of ecotourism on Chumbe.*

My Recommendations for the future management of Chumbe

I think that Chumbe should continue having its main priority being the environment and preserving it. This will prepare the environment and the actual island for sustainable tourism. I think that the public sector, which in this context is the government, should keep their income tax which they take from Chumbe's profits to a minimum. This is because it will result in tourists being encouraged to spend more money in the country, rather than changing their outlook as soon as they arrive.

I believe that the main ways in which Chumbe can secure more of an income is through charging tourists more and also through more European advertisement, offering deals and making a relationship with an airline company such as British airways or Virgin, who will be able to offer these advertisements. For example, if somebody saw such a deal, they may go away and research on this type of holiday resulting in more visitors being tempted.

From the articles in which I have added into my portfolio, they are more general about tourism rather than Chumbe. However, the article named "Pollution warning on Holiday flights" was put in due to the fact that the percentage of the public who choose to go on an ecotourism holiday will be concerned with polluting the environment and subsequently maybe persuaded not to travel by plane, resulting in Chumbe losing business as they are a destination that is such a distance away from Europe.

Another article that I have included is "cities lose tourists due to fear of war". I have added this because at the moment, the fear of terrorism when travelling is rife. Many people have decided since 9/11 not to travel because of this. It is essential for the industry to try and win these tourists back.

Candidate number:

The last article that I included into my portfolio was concerning the high cost of air taxes which are continuing to increase due to the price of air fuel. The high fuel prices mean that not only flight prices have enhanced but the flight prices have as well. This has resulted in people not travelling abroad as often; however you could argue that companies such as "easy Jet" are offering very low cost flights which can boost tourist figures as well as sales.

### Evaluation of AO4

In terms of the future for Chumbe, I think that the attention and popularity will grow greatly, however they are unable to expand the island itself and as a result will continue to have a restricted number of tourists to the island in order to conserve it. This is due to the possibility of harm to the environment.

One way in which they may be able to expand their income is perhaps through advertising the island and asking for donations, another is by introducing day trips only – rather than overnight stays, allowing more tourists to visit the area and further bringing in more of an income as people will make the most of it and see what work they are doing first hand. It is very positive that school children can go to the island in order for an educational trip. The residents of Tanzania will become Chumbe's future due to the fact that traditional trades such as fishing will eventually be completely diminished. I think this will have a much more positive effect on the environment.

There is talk of the organisation CHICOP, which runs Chumbe – communicating with the government and perhaps negotiating tax reductions in order to travel.

In conclusion to this information and what I have learnt throughout my portfolio, I think that the island should begin all of the above ideas, however also show people who are unable to visit the island what they are doing through TV or pictures in order to attain a better understanding. If all of the above takes place, then this will result in sustainable tourism for many years to come, especially through educating locals. Furthermore, if there is a tax reduction then this money could be given as funding to the island. Tanzania is an less economically developed country, so the government see fit to increase tourist taxes largely. With this money the infrastructure and overall country should be bettered, which could increase the number of tourists who visit the country or could decrease due to such great taxes. I think that this will work positively and Chumbe will reap the benefits once publicized more in continents such as Europe.



### Overall conclusion to my portfolio

In conclusion to my portfolio, I think that eco tourism does not have the publicity and advertisements world wide in order to be in the mainstream at the present time. Through my research in AO4 it is clear that there will shortly be a large money injection into the industry resulting in areas being improved and ecotourism being publicized. More money injection will result in more tourists being attracted to the destination as they can see that it is looked after well and that facilities will constantly be improving. This is the only way in which I believe it will increase over the next couple of years due to the older generation being less educated on such a subject matter. The younger generation are beginning to be educated on ecotourism resulting in them wanting to have an experience on something such as this even if they don't enjoy it. This is thanks to the public sector organisations such as the government.

Through studying this unit I have found that I am much more aware of the environment around me and the lengths people go to in order to preserve such areas as Chumbe Island. It was a big eye opener to me, what a different way of life some people have compared to the majority in Europe. For example, people on Tanzania have had to find another profession due to the fact that their government are unhappy with traditional trades such as fishing. This is to benefit the environment. Moreover, I was never aware of happenings such as an increase tourist taxes and what happens with them. This has made me a lot more knowledgeable on the industry and why things like this occur. I also found this portfolio enjoyable to study as we were able to work from a range of different sources, especially when an ex park ranger came in and did a talk for us allowing us to do some quality primary research, asking specific questions and others which we were curious about. Previously, before studying ecotourism- there would have been very few questions asked, however interest grew as we carried on throughout our portfolio. This is what I think the main objective of the portfolio was; to gain knowledge and raise awareness.

Sustainable tourism will undoubtedly occur due to the fact that lots of preparation is taking place for it now. Furthermore, it appears that there are many plans drawn up for the future with money soon to be invested in eco tourism as a whole in terms of a sustainable project.

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