At the end of this session, you should be able to understand

- Facts about global tourism (=the world's biggest business)
- Tourism definitions, types, outcomes, and alternatives
- Guest speaker Prof. Joy Mahabir will introduce the class to the connections between global tourism, underdevelopment, migration, and sexual exploitation at the example of the Caribbean Islands

What is Tourism?

- Tourism="travel for pleasure" with at least a 24 hour overnight stay.
- Many different types (Ghimire, 1997, p10):
  - Domestic, regional, international (trans-continental) for
    - a) leisure, recreation and holidays
    - b) visiting friends and relatives
    - c) business and professional
    - d) health treatment
    - e) religion/pilgrimages
    - f) other, such as tragic, ecological, adventure, sex, gambling...

Travel & Tourism: High Lights for 1999 Impact upon the Global Economy

- 11% of GDP
- 200 Million Jobs
- 8% of Total Employment
- 5.5 Million New Jobs per year until 2010
- 1/5th of income generated by airfares/airlines
- Global Capital Investment: $733 B in 1999 and projected to be $1.5 Trillion by 2010.

Global Tourism Facts by World Tourism Organization www.wtiro.org

- Tourism=biggest industry in the world. It includes airlines, gift shops, travel agencies, restaurants, etc
- Mass tourism has worldwide increased from 25.3 mio arrivals in 1950 to 699 mio in 2000
- 58% of all tourists worldwide are counted in Europe. In the Caribbean the number is 32 mio (=less than 2% of global tourism)
- Causes of increase: Disposable incomes, development of tourist facilities (hotels, restaurants), larger transportation facilities (airplanes, ships)
- Major global players: airlines, tour operators, hotel (resort) owners
- While 60% of all hotels are under local ownership, airlines and tour operators are mostly in the hands of large U.S. and European corporations/agencies. All major players are currently consolidating their vertical and horizontal linkages.

Travel & Tourism in the U.S.

- Travel & Tourism Economy accounts for 17.5 Million U.S. jobs in 1999 (13.2%)
- 20.2 Million U.S. Jobs Expected in 2010 (13.5%)
- Governments spent $52.2 Billion for T & T 1999
- By 2010 Projected to reach $85 Billion

Travel & Tourism Factors
Direct Products & Services Required per $1 expended for Travel & Tourism in the U. S.
- Air fares 0.25
- Lodging 0.16
- Meals, etc 0.14
- Shopping 0.12
- All Other 0.34
- Total $1.00

Positive Benefits of Tourism
- Some forms of tourism are sustainable, rejuvenable and profitable in the long-term
- Often local tourism and infrastructure precedes international tourism
- Overall, tourism can promote intercultural understanding, peace, democratic change, economic growth, create needed infrastructure and help preserve habitats and human heritage sites
- Much depends on how tourists themselves behave, understand, and respect the locales and people they visit for pleasure

Negative Effects of Tourism
- Tourism and the arrogant, racist or ignorant behavior of tourists and tour operators can become a one-way relationship that does not benefit local economies but instead creates dependency, leads to the destruction of local cultures, increasing inequality & social unrest, leading to environmental destruction, and moral decay by importing diseases, crime, prostitution, permissive values, and other destructive habits and attitudes. For these reasons it is sometimes hard to sell tourism to local populations.
- Once an area has been “saturated” by tourism it may eventually dry up tourism as a source of income and employment and lead to stagnation or even destruction (Butler cycle).
- And it can lead to “unwanted” transnational migration into tourist-sending countries (see “Story of Hyacinth”)

Economic Impacts of Tourism

BENEFITS
- Financial: Foreign exchange earnings, GNP, State taxes, Income for businesses & individuals, Contributes to balance-of-payments
- Employment: Creates jobs & training opportunity
- Development: Broadens economic base, diversification, Intersectoral linkages can occur. Multiplier effects. Encourages entrepreneurial activity, Infrastructural provision, Improvement of social services, Promotes regional development in underdeveloped areas

COSTS
- Financial: Leakages and/or negative balance-of-payment effects; imports, repatriation of
profits, Opportunity costs (e.g., livelihood conflicts, investment costs, infrastructure, maintenance costs), Inflation, Higher land prices, High fluctuations in revenue due to seasonality or economic recessions
- Employment: Often part-time, Low paid, Low skilled (expatriate non-locals often occupy more skilled positions), Seasonal, For women (i.e., higher workload and responsibilities), May take employees from other sectors or livelihood activities
- Development: Dangers of dependency and neo-colonialism with foreign/non-local ownership, Lack of coordination with other economic sectors, Low multiplier and spread effects outside of tourism enclaves, Utility and infrastructure supply problems

Social & Cultural Impacts of tourism
Source: adapted from France (1997, p103), and Weaver (1998, p21)

BENEFITS
- Renaissance and/or retention of Art, Handicrafts, Dance, Ceremonies, Restoration of monuments
- Locals gain through: Women given a level of independence, People break out of traditional, restrictive roles, Community empowerment

COSTS
- Disappearance, degradation or commodification leading to a loss of authenticity of art & music, handicrafts, dance ceremonies, architecture, dress, food
- Tourist opposition to aspects of local culture (e.g., hunting, slash-burn agriculture)
- Local resentment resulting from the demonstration effect'
- Moral problems: Crime, Prostitution, Gambling, Decline of traditional beliefs and religion
- Health problems, e.g. AIDS
- Strains on local hospitality become intolerable
- Employment in tourism can be dehumanizing
- Adverse effects on family and community life
- Neo-colonialism, erosion of local control
- Unbalanced population structures
- Displacement of local peoples by parks

Environmental Impacts of Tourism
Source: adapted from France (1997, p83), and Ashley (2000, p23).

BENEFITS
- Conservation of natural areas and wildlife
- Environmental appreciation
- Rehabilitation and often also transformation of old buildings
- Introduction of planning and management

COSTS
- Energy costs of transport
- Loss of aesthetic value
- Noise/Air pollution/Water pollution and the generation of waste
- Disruption of animal breeding patterns and habits
- Deforestation/Impacts on vegetation through the collection of flowers and bulbs
- Destruction of beaches, dunes, coral reefs and many National Parks and Wilderness Areas
- Change of landscape – permanent environmental restructuring
- Seasonal effects on population densities and structures
- Loss of access to agricultural/grazing land, water sources, etc.

Mass/niche vs. Sustainable Tourism?
- Mass or mainstream tourism = oriented toward large package tours and luxury hotels
- Niche tourism = specialized markets (e.g., adventure travel, cultural tours, ecotourism, etc.), smaller groups, and often ‘simpler’ accommodation. The latter is ostensibly more culturally and environmentally sensitive.
- Features of the niche, however, have also become incorporated into mass tourism operations (safari trips, treks and ‘cultural visits’) & mainstream operators have adopted ‘green’ and ‘eco’ labels. It is questionable whether ecotourism and other forms of niche tourism are truly more environmentally and culturally sensitive (Weaver 1998).

Is Sustainable Tourism an Alternative?
- Green tourism: addressing problems of energy use and waste disposal
- Nature-based tourism/ecotourism: small-scale, preservation of the environment
- Heritage/historic tourism: preservation/restoration of buildings/monuments
- Community-based tourism: initiated/directed by local communities, or individuals within those communities, often to further community interests (DFID, 1999, p2).

Global Tourism at the Example of the Caribbean
- Most Caribbean Islands depend heavily on tourism but do not own facilities and do not benefit equally from tourism but are treated as strangers in their own lands & locals are mostly lower level employees of foreign-owned resorts/hotels
- The myth of “virgin paradise” hides segregation, racism, neo-colonial exploitation, pollution, weak infrastructure, corruption, destruction of local cultures, morals & customs (prostitution, drugs). Other myths: hard-working White tourist vs. lazy, happy, sensual colored native
- Many poorly paid Black (wo)men migrate North in search for “American Dream” but experience displacement, homelessness, racism, prejudice, exploitation and are treated as unwanted tourists (Story of Hyacinth).