Topic At Hand

The issue we chose to discuss is tourism and the affects it has on the host communities.
Background Information

Tourism is traditionally defined as activities of persons traveling and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes.

Background Information

- Tourism is the oldest industry in the world.
- In 1992, WTTC estimated that tourism is one of the world’s largest industries.
- Tourism is the nations 3rd largest retail industry, and the largest export service.
- Tourism is the 1st, 2nd, or 3rd largest industry in each state.
- Currently tourism provides 221.5 million jobs. *
- Tourism is also the 1st, 2nd, or 3rd largest employer in 29 states.
- Tourism provides more than 684,000 executive level positions nationally.

(source: WTTC)
Trends in Tourism

- “Over the last decade, travel industry research confirms that cultural and heritage tourism is one of the fastest growing segments of the travel industry. For some travelers, cultural and heritage experiences are ‘value added,’ enhancing their enjoyment of a place and increasing the likelihood that they will return.”

(source: Trends)

Negative Impacts of Tourism:

Economics

- Increase of transportation system and road maintenance fees.
- Value of land and housing increase, creating competition for other uses. Jobs created may be low paying
- Increases the cost of living
- Cost of additional infrastructure
- Low seasons create unemployment issues.
- Cost of goods and services increases
- Potential for imported labor increases
- Risk for leakage of profits

(Source: Kreag)
Negative Impacts of Tourism: Environmental

- Agricultural land and landscape and open area loss to new development
- Introduction of foreign species leading to interference with wildlife
- More pollution
- Loss of plant life, and natural beauty of location
- Historical sites, landscape and monumental sites dilapidated by tourists
- Resource shortage (water, vegetation, etc.)

(Source: Kreag)

Negative Impacts of Tourism: Social and Cultural

- Excessive drinking and gambling, leading to underage drinking
- Increase of crime, prostitution, drugs, smuggling and crime
- Unnecessary language and cultural changes
- Residential displacement for new development
- Disruption of family, as well as change in social lifestyle structure
- Changes in native customs and values
- Issues within the community regarding politics and public relations

(Source: Kreag)
Positive Impacts of Tourism: Economic

- Creates new business and employment opportunities
- Enhances tax revenue
- Stimulates economic growth,
- Increases income and standard of living
- Provides more opportunity for local shopping
- Improves the development and investment of transportation and public utility infrastructure.

Positive Impacts of Tourism: Environmental

- Preservation of natural environments and ecological decline
- Protection of historic monuments and buildings
- Enhancement of the community appearance
- Tourism in general is environmentally friendly

(Source: Kreag)
Positive Impacts of Tourism: Social and Cultural

- Educational gain through visitation of tourists
- Demand for cultural and historical sites, which also provides preservation of cultural identity of the host community
- Positive changes in customs and values due to acceptance of socially diverse cultures
- Improves quality of life for the community and satisfies psychological needs

(Source: Kreag)

Our Solution

We would like to gather those in charge from the hotels, along with its surrounding restaurants, tourist sites, and businesses. At this town meeting they will discuss how to work together and create a supportive community for each other while conserving natural resources as much as possible.
Survey

Our group surveyed 30 people collectively. The age ranged from 18 years old to 46 years old. Of these people 19 were female and 11 were male.

1. Are you native to the Southern California area?
   - Yes: 25
   - No: 5

2. If not, have you lived in the area for more than five years?
   - Yes: 27
   - No: 3

3. Have you ever traveled internationally?
   - Yes: 11
   - No: 19

4. Did you find that the area(s) you have traveled to, both international and domestic, to be effected by tourism?
   - Yes: 9
   - No: 21

5. Was it a negative or positive effect?
   - Positive: 12
   - Negative: 18
Survey

6. Has tourism affected your community?
   Yes - 22 No - 8

7. Do you think that tourist attractions such as parks, hotels, or others make an effort to contribute to the well being of its host community?
   Yes - 6 No - 11 Not Sure - 13

8. Do you participate in your cities tourist attractions?
   Yes - 8 No - 22

9. Do you feel tourists bring cultural awareness to the members of the city?
   Yes - 12 No - 18

10. Do you think that with tourism the positive outcomes are greater than the negatives?
    Yes - 21 No - 9

Survey Results

Overall the survey answers were fairly balanced. When it came to tourism most people agreed that it has a large effect on the communities they live in. Many people do not participate in their local tourist attractions. A majority of the group thought tourism brought more positive aspects to the community than bad.
Survey Connection

Most people from the survey felt that tourism has effected their community but are fairly unaware how. They also mentioned a lack in participation of the local tourist attractions. To inform residents, the local newspaper could advertise events and programs that are going on which draw tourists and encourage locals to attend as well. There they can see how such a large event brings in business for not only the hotel business, but the entire community.

Supportive Community Program

- Through a town meeting, a program can be created ensuring that all of the local businesses connect with each other and the tourism industry.
- The hotel business could encourage tourists to visit local shops, restaurants, and tourist sites.
- Hotels could gather advice from programs such as the “Green” Hotel Association to become more friendly to the environment and share strategies with the local businesses so they can do the same.
- City events could take place at the hotel which would advertise how the hotel has made contributions to the environment and local community.
- Local business could put together packaged deals between themselves and the tourist sites.
Positive Influences

The Hilton Hotel chain has created a program that supports many charitable groups with the company works with regularly. Hhonors points can be turned into a contribution of $25 to charities including:

- AIDS Walk Los Angeles
- American Red Cross
- City of Hope Cancer Center
- National Coalition for the Homeless
- Starlight Starbright Children’s Foundation

(source: Hilton)

Positive Influences

Welcomegroup Bay Island Hotel has created a model for operations which focuses on its “4-R Strategy”. This program will reduce reuse, recycle and rethink systems, procedures and policies for the hotel. All of the work done by this model has created an advantage on image, cost, and operation on the island as well as within the company. Fees have risen at the hotel, making the number of tourists minimal, which is preferred by the community to retain the natural environment.

(source: Greener World Media)
Positive Influences

With already over 300 hotels in the world, and 150 in the United States, “Green” Hotels Association is now helping hotels go green. They state that “‘Green’ hotels are properties whose managers are eager to institute programs that save water, save energy and reduce solid waste -while saving money- to help PROTECT OUR ONE AND ONLY EARTH!”. The purpose is to bring together hotels that are concerned with environmental issues.”Green Hotels Association encourages, promotes and supports the “greening” of the lodging industry.

(source: greenhotels.com)

Financing

Financing for the meetings as well as increase in product costs can be provided through:

Government Grants

Donations from:

- Hotels
- Local Businesses
- Residents
- Tourist Attractions

Fees:

- Higher rates for hotels that require more costly procedures in order to become more eco-friendly
References

- Moyle B. A Tourists Perspective: Impacts of Protected Area Tourism on Host Communities. MONASH University Tourism Research Unit.
- www.WTTC.com