

ILETS Lecture

LETS - IMPACTS AND ISSUES

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- Consider the IMPACTS of LETS.....
 - What are the main impact areas?
 - Provide Examples.....

LETS - Impacts and Issues.

- Due to the size and scale of the LETS industry, it is inevitable that there will be global impacts and issues.



- NB: The LETS Industry is a COMPLEX one!!!



Issues and impacts can be both **POSITIVE AND NEGATIVE!**

- Key Impact areas : Social , Economic , Environmental.

LETS - Impacts and Issues.

SOCIAL IMPACTS

- Positive:

- 1) Reinforcement and Re-Establishment of Cultures / Traditions
- 2) Revitalisation of Crafts
- 3) Raising Morale / Self-Esteem – strengthening communities
- 4) Creation of Jobs / Developing Transferable Skills
- 5) Educational Awareness – cultures / new practices
- 6) Health / Fitness / Developing Skills
- 7) Bringing Together of Communities / People
- 8) Cultural Awareness / Diversity
- 9) Community Involvement – stakeholder responsibilities
- 10) Development of New ‘communal’ facilities
- 11) Exchange of Cultures (SEM) – Host / Visitor Relationship

SOCIAL IMPACTS.

- Positive Exchange of Cultures
- LETS can be seen as an exchange of attitudes, values and cultures.
- Particularly evidenced within the tourism industry. 

“Tourism is a social cultural event for the traveller and the host. Part of travels attraction is the opportunity to see different areas of the world and observe foreign cultures and ways of life”

Murphy (1995 P117)

“Travel is the language of peace”

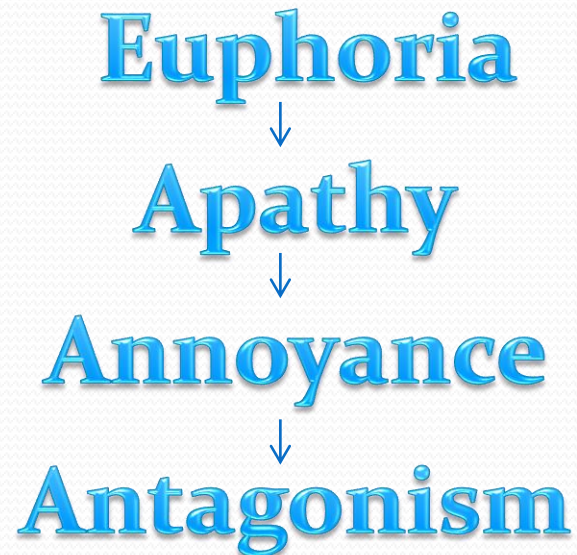
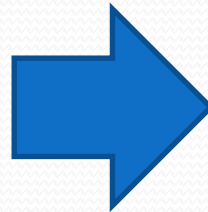
Mahatma Ghandi (cited by Theobald 1994)

SOCIAL IMPACTS.

- **CAVEAT!!!!**

If a 'host / visitor' relationship (exchange) is unevenly distributed then this can greatly affect the level of impact (+ / -)

EG: 1) Doxey's Irridex



2) Mulligan's Irridex – Curiosity / Acceptance /
Annoyance / Antagonism.

LETS - Impacts and Issues.

SOCIAL IMPACTS

- Negative:

- 1) Debasement of Cultures / Traditions – loss of authenticity
- 2) Erosion / Dilution of Community Values
- 3) Provision of LARGELY _Seasonal / Basic Jobs
- 4) Erosion of Language
- 5) Minimal or No Effect on Regional Employment Levels.
- 6) Changes in Religious Beliefs + Values
- 7) Changes in ‘Local’ Societal Consumption – Fashions / Trends / Foods....
- 8) Disruption to ‘local’ Activities
- 9) Standardisation of Principles / Practices
- 10) Structure Changes - adaptation to tourist demands
- 11) Culture Clashes – ethics / anti –social behaviour

Strategies to Manage Socio-cultural Impacts of Tourism

Strategies to Manage Socio-cultural Impacts

- Pre-travel information
- On-site interpretation
- Marketing to & within different societies
- Facility design
- A range of culture contact opportunities
- Evaluation skills
- Explanation of tourism issues
- Community involvement in tourism planning
- Developing conflict resolution skills



Environmental Impacts.

- SYMBIOTIC RELATIONSHIP = between Tourism and the Environment
- Interdependency!
- For tourism to exist there needs to be an 'aesthetically pleasing' natural environment.
- For a 'quality' environment to exist, often this relies upon the funding generation from tourism activity.

LETS - Impacts and Issues.

ENVIRONMENTAL IMPACTS

- Positive:
 - 1) Symbiotic Relationship between LETS and Environment – promoting sustainability themes
 - 2) Aesthetic Improvements
 - 3) Attraction of Inward Investment for ‘Local’ Structural Changes
 - 4) Increased Environmental Awareness (eg; from sustainable tourism types)
 - 5) Contributes to Preservation (eg; Historic Buildings / Open Spaces....)
 - 6) Creation of Conservation Areas – Zoning / AONBs / SSSIs / National Parks.....
 - 7) Advanced / Improved Infrastructure
 - 8) Enforced Regulations / Checks- EIAs

LETS - Impacts and Issues.

ENVIRONMENTAL IMPACTS

- Negative:

- 1) Environmental Degradation
- 2) Physical Erosion – trampling
- 3) Destructive Influences on Wildlife / Natural Resources – habitat loss, feeding + breeding patterns
- 4) Pollution – noise, littering, air
- 5) Overloading of Infrastructure
- 6) Visual Intrusion
- 7) Natural Resources - Poor Quality
- 8) Urban Sprawl – loss of green belt + alteration of habitats
- 9) Congestion
- 10) Changes in Planning Laws / Applications – poor regulations...

Strategies and Techniques to overcome Environmental Impacts.

- * EIAS
- * LAC
- * Zoning
- * Designation areas – National Parks , SSSIs, AONBs.....
- * Education Awareness Schemes
- * Environmental Taxes
- * Environmental Tourism Types - - Sustainable Tourism / Eco – Tourism..... (‘OVERTOURISM’)

LETS - Impacts and Issues.

ECONOMIC IMPACTS

- Positive:

- 1) Creation of Jobs – Employment Generation
- 2) Attraction of Inward Investment
- 3) Promotion of Local Region
- 4) Contribution to Local Economy – Multiplier Effect
- 5) Raise Reputation / Recognition of Area – attraction of further business
- 6) Secondary Spend
- 7) Diversification
- 8) 'Local' Profits – Reinvestment Opportunities
- 9) Increase in Property Values – Levels of Affluence
- 10) Greater Standards of Living
- 11) Linkages with Other Sector Types – Economic Linkages
- 12) Technology Influences

LETS - Impacts and Issues.

ECONOMIC IMPACTS

- Negative:

- 1) Leakages
- 2) Limited Employment – Seasonal / Female Labour / Minimum Wage.....
- 3) Over-Reliance on ‘Outside’ Investors.
- 4) Infrastructure Costs
- 5) Increased Price of Living - second homes.....
- 6) Subject To Many Instabilities
- 7) Short Term Gains
- 8) Monopolisation / Globalisation / Massification / Commodification.....

Strategies and Solutions for Negative Economic Impacts.....

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- What strategies can you consider that could positively influence the economic impact of tourism / events?

Case Study = Olympic Games - SET

➤ Positive Impact Examples:

Social :

- *Reinforces Nationalism* - Evidenced at London 2012.
- Promotes appreciation of cultures – Breaking down stereotypes



(TV Audience of over 4 Billion!)

➤ Positive Impact Examples:

Economic:

- Encouraging Inward Investment / Economic Development



“London 2012 – Olympics have boosted UK Economy by £9.9 bn” (BBC News Online 2013)

[NB: Overall cost for London 2012 approx £8.9bn]

➤ Positive Impact Examples:

Environmental :

- i) Redevelopment / Regeneration - Greenwich area in London for 2012 Olympics
- ii) Demolition and Clearance - Beijing areas – supported by landowners / developers.

- **Negative Impact Examples :**

- Social :**

- Delhi (2010), Beijing (2008), Athens (2004)..... – DISPLACEMENT of local inhabitants to make way for Olympic Facilities / Olympic Visitors.
- “One World , One Dream” Beijing Slogan
TRUE!!??

Negative Impact Examples :

Economic:

- Financial rewards benefitting only Olympic commercial entities – Local vendors unable to ‘legally’ trade in Olympic themed products. Monopolised market!!

“Olympic brands are incredibly powerful.....we need to control its use and prevent unauthorised exploitation” London 2012 (LOCOG)

Negative Impact Examples :

Environmental:

- Underused / Disused Olympic Venues ---- Athens 2004. Majority of Athens' Olympic stadiums / facilities left to degrade –



ATHENS 2004 = LACK OF PLANNING AND MANAGEMENT RELATED TO OLYMPIC LEGACY.