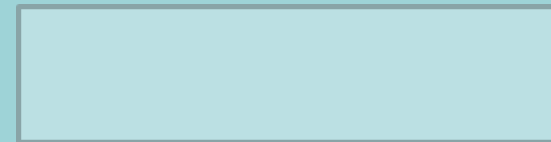


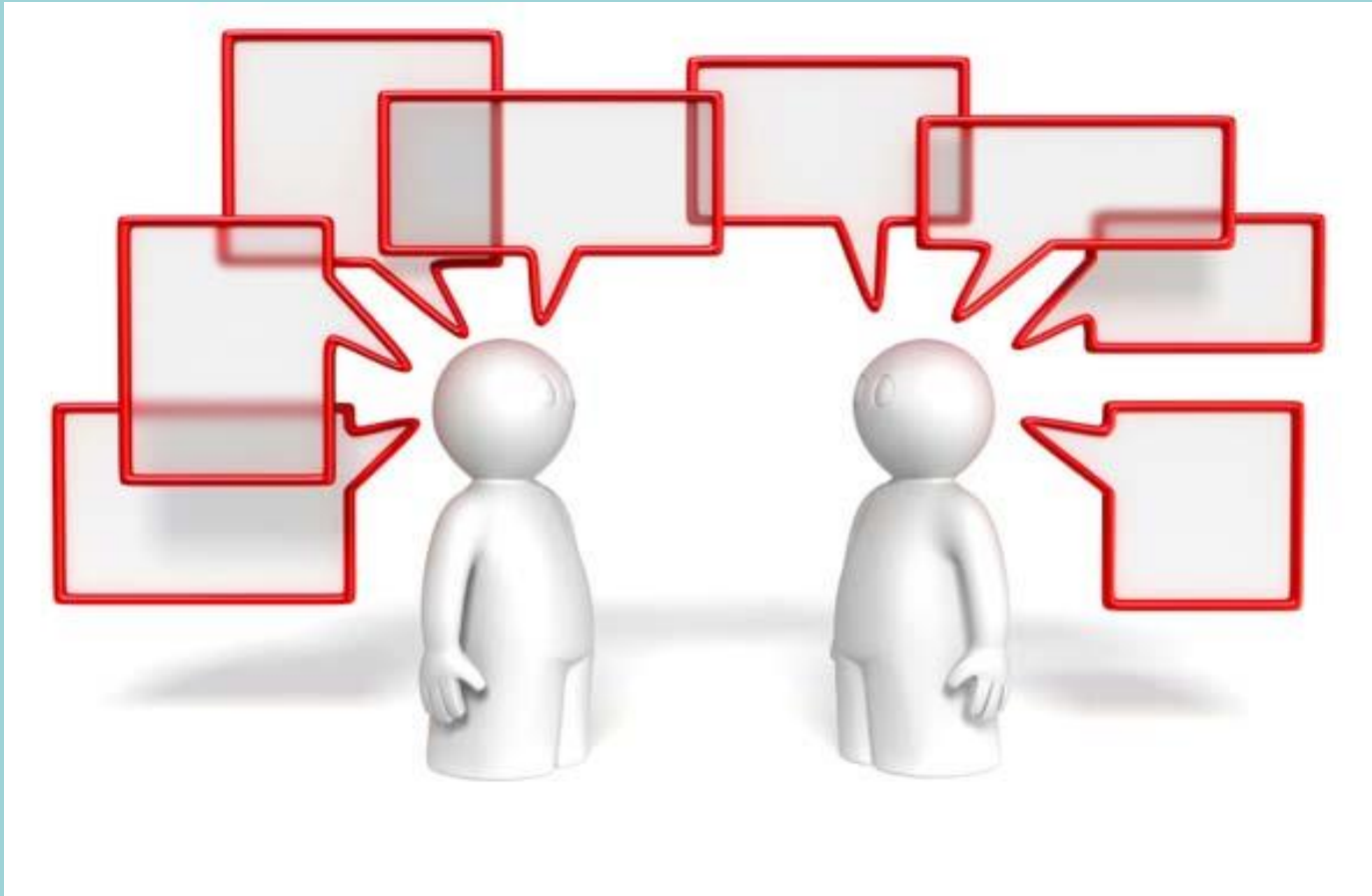


Global Tourism & Destination Management: TOURISM IMPACTS

Lecture



IMPACTS – SOCIAL / CULTURAL / ENVIRONMENTAL / POLITICAL / HUMAN / ECONOMIC.... ?????



Social & Cultural

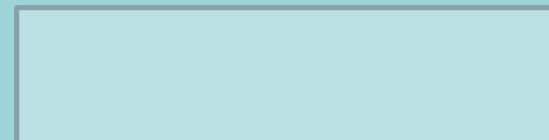
Positive

- Shared experience
- Revitalizing traditions
- Increase participation
- Introduce new ideas
- Cultural diversity
-

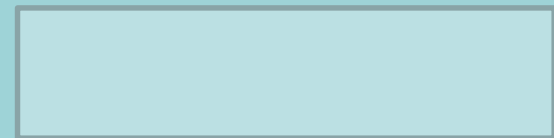
Negative

- Community alienation
- Manipulation
- Negative image
- Bad behaviour
- Social dislocation
-

Discuss !



What factors influence
Social and Cultural
impacts?



Major influences on the sociocultural impacts of tourism

Source: Based on Mason (2003).

-
- Who the tourists are (what is their origin? Are they domestic or international visitors? Are they from developed or developing countries?)
 - In what type of activities are the tourists engaged? Are these passive/active? Are these consumptive of resources? Is there a high level/low level of interaction with the host population?
 - What is the scale of tourism? How many tourists are involved?
 - Where is tourism taking place? Is it in a rural/urban location, a coastal/inland location, a developed/developing country?
 - What infrastructure (e.g. roads, sewerage systems, electricity supply) exists for tourism?
 - What is the length of time that tourism has been established? (This is likely to influence the infrastructure.)
 - The seasonality of tourism (time of year? importance of rainy/dry seasons)
-

Physical & Environmental

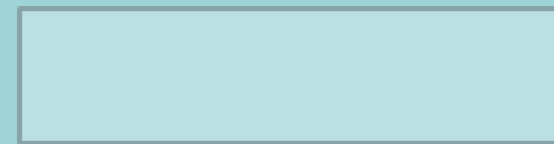
Positive

- Showcasing
- Models of Best Practice
- Environmental Impact
- Infrastructure Legacy
- Transport
- Improved Communications
- Urban Renewal
-

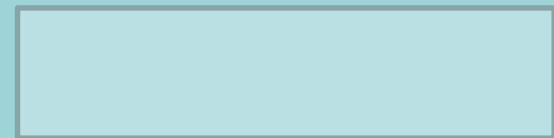
Negative

- Environmental damage
- Destruction of heritage
- Noise disturbance
- Traffic congestion
-

Discuss !



What factors influence
Physical and
Environmental impacts?



Political

Positive

- International Prestige
- Improved Profile
- Investment
- Social Cohesion

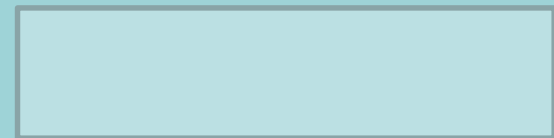
Negative

- Destination Failure
- Misallocation of funds
- Propagandizing
- Loss of ownership

Discuss!



What factors influence
Political impacts?



Human

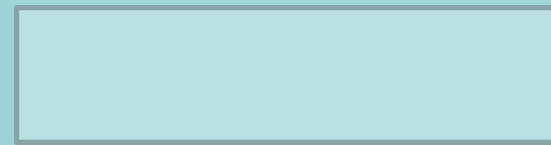
Positive

- Engage community
- Volunteers
- Skills
- Experience
- Employment

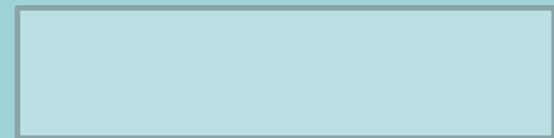
Negative

- Lack of legacy
- Outsourcing
- Poor training
- Lack of Leadership

Discuss!



What factors influence Human impacts?



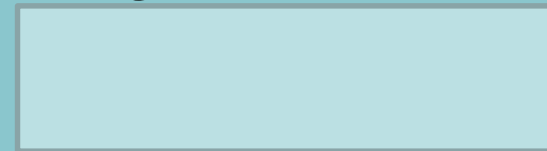
Economic

Positive

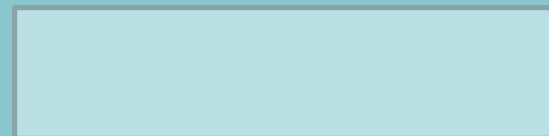
- Creation of employment
- Regeneration / Diversification
- Attraction of investment
- Enhancing the local economy
- Economic Collaboration/sponsors
- Multiplier effect

Negative

- Basic impact on scales of employment
- Minimal aesthetic improvement to infrastructure
- Over-reliance / Dependency on sponsors
- Leakages
- Economy stagnation.

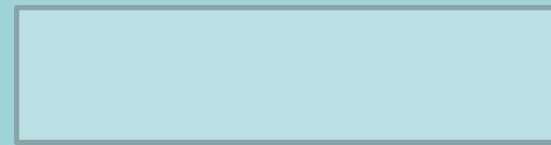


- What factors influence Economic Impacts?



Economic Impacts of Destinations

- Can be used to estimate benefit/cost of public investment
- Can be instrumental in gaining public support
- Can be used to gain corporate investment
- Can be combined with other studies to measure the economic impact of tourist activities within the community

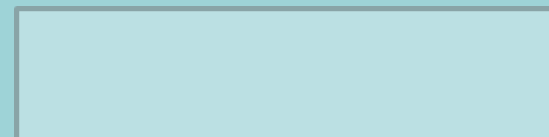


Measuring the Economic Impact of Community Events

- Three components make up an economic impact
 - Direct Impact
 - Indirect Impact
 - Induced Impact

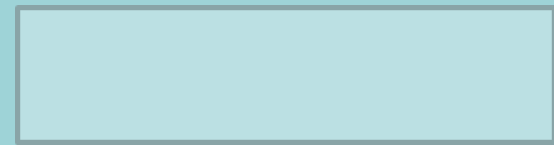


WHAT ARE THESE???



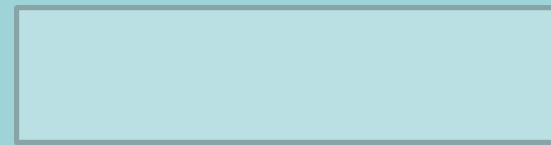
Direct Impacts

- Purchases directly linked to the destination
 - Local purchases
 - Patrons' purchases at destination or within host community
 - Vendors' purchases while at destination
 - All purchases must be directly attributable to the destination and remain within the region



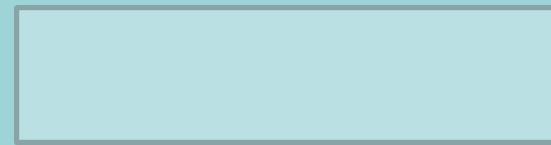
Indirect Impacts

- Secondary effects that are derived from the **direct impacts**
- Direct expenditures lead local suppliers to purchase more inputs. Some of these purchases are local.
- These secondary purchases by local businesses represent the **indirect impacts**

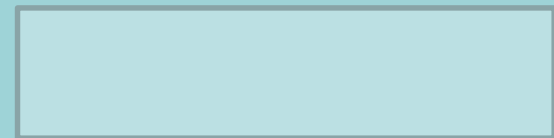


Induced Impacts

- Secondary effects that are derived from the **direct** and **indirect impacts**
- Local business owners, suppliers, and employees spend the additional income that they earn. Some of these purchases are local.
- The secondary purchases from additional revenues represent the **induced impacts**

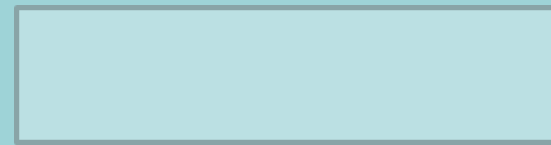


What factors influence
Economic impacts?



Caveat Of Tourism Impacts:

- For various reasons, oftentimes the negative impacts of tourism outweigh the positives.
- The danger of this is that it could lead to the deterioration of the tourism product and worst case scenario the eventual eradication of the industry.



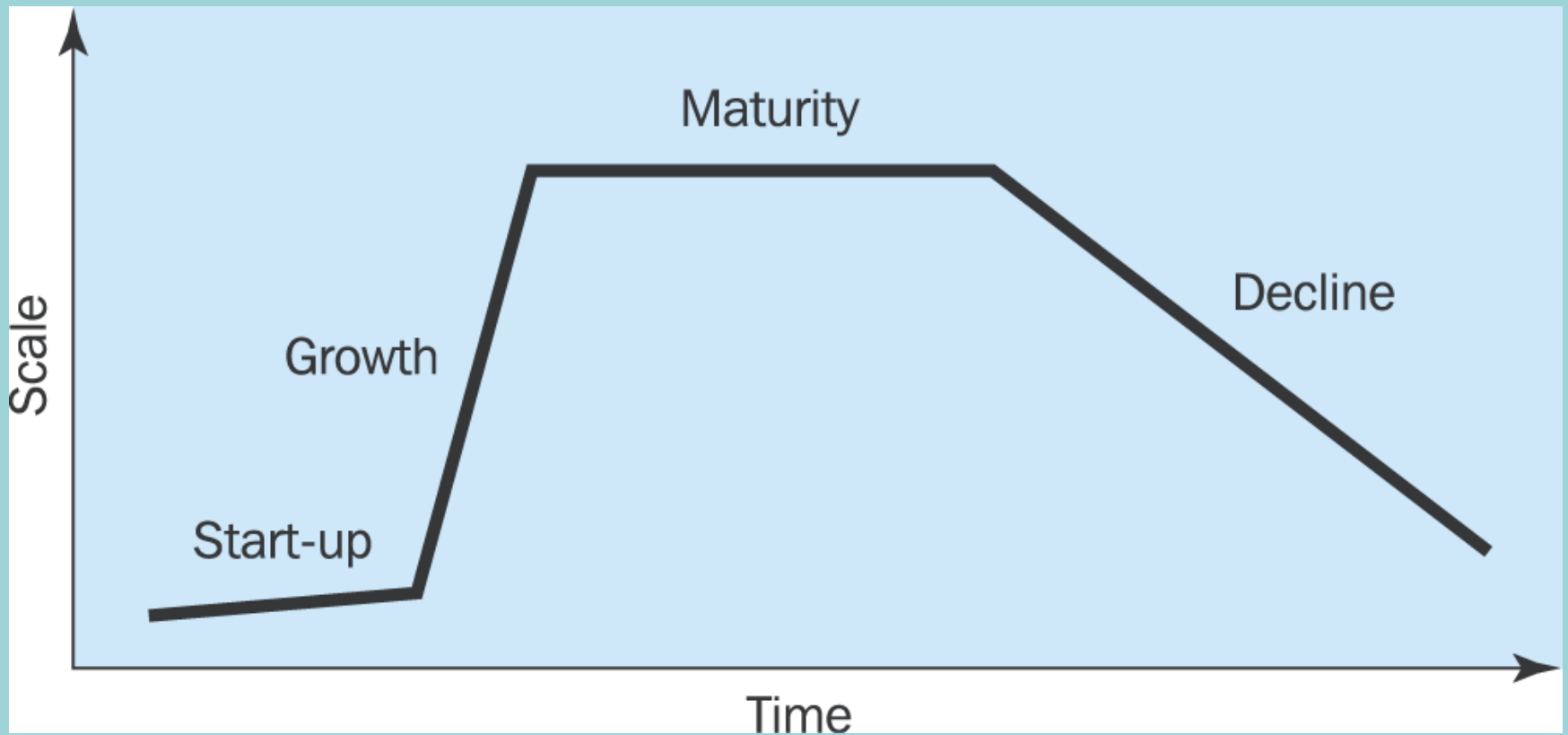
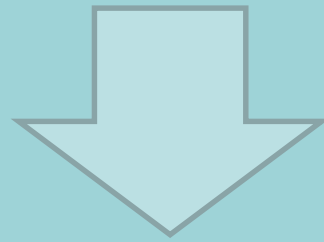


Figure 1.2 Butler's evolutionary lifecycle

Source: Based on Butler (1980).

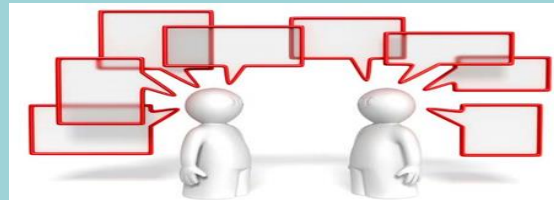
In addition to generic 'NEGATIVE Tourism Impacts', the industry can also be influenced by adverse GLOBAL ISSUES / CHALLENGES:



EG:

Safety and Security (Coronavirus), Environmental (Sandstorm / Flooding).....

DISCUSS:



Recent Global Issues Affecting Travel and Tourism : 2020!!

