

GEOGRAPHY 7.6. TOURISM

1. & 2. Global Growth of Tourism



Since the 1950s, tourism has grown *exponentially (continuously increasing)*. There is combination of reasons why so many more people are taking holidays abroad such as: improved **wealth** (affordability), more **paid-holiday** for employees (having the time and money), better **transport** links, **package deals**, more **options**, **budget airlines**, the **internet** (for information, booking and planning), bigger **variety** of options, **long-haul flights**, and for many people, an **aspiration** to go and experience something different—somewhere else—away from the norm!

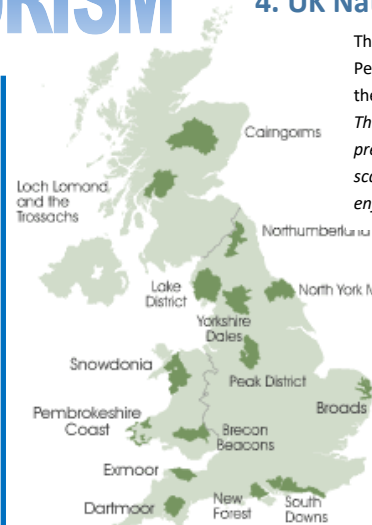
3. The '6 Ss' of Tourism

People are drawn to destinations that might be nearby to where they live, or on the far side of the world. Every destination has at least one the '6 Ss' that attract tourists. The '6 Ss' are: **sun, sea, sand, snow, scenery** or **social**.



Bora Bora—French Polynesia, South Pacific

Zermatt Ski Resort—Alps Mountains, Switzerland



4. UK National Parks

The UK has 15 National Parks. The Peak District, in central England, was the first one established in 1951. *There are two core aims of NPs: to preserve natural and cultural landscapes, and provide access for public enjoyment.*

NPs cover about 7% of England and Wales, and 20% of Scotland.

81% of the land within the NPs is privately owned, and the remainder is owned by the Ministry of Defense (MOD), water companies (reservoirs) and the Forestry Commission.

It was estimated in 2016, that there are 90 million visitors a year to UK NPs!

5. Impact of tourism on National Parks

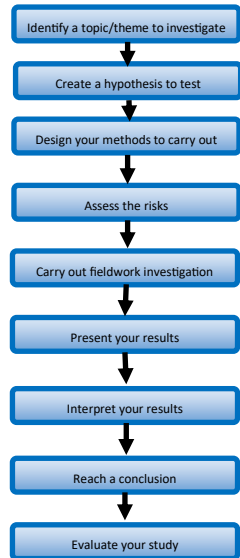
✔ Positives	✘ Negatives
Protects the beautiful natural environments of the UK from development	Some areas within some NPs are under huge pressure from being too popular with tourists.
Cultural heritage sites within National Parks are protected	Major traffic issues in 'honeypot' locations. Huge queues build up, and verges often damaged by poor parking.
No entrance fees — as they are there for everyone to enjoy (some car parks charge in the busiest spots).	Some irresponsible tourists leave litter or create fires when BBQs get out of control.
Protects a large area of Great Britain	Wealthy people often buy second homes in NPs which pushes up house prices for locals—who then cant afford to stay, and often means properties are unoccupied impacting the community.
People are encouraged to visit these beautiful areas—which is great for physical and mental health	Footpath erosion from over-use means some areas must developed to cope with the numbers of people.
International tourists are drawn to the UKs National Parks which creates a booming tourism industry	Seasonal employment is an issue in some NPs—so jobs are insecure.
Locations available for MOD training and reservoirs for water storage and supply.	The MOD and some private land owners close-off access at times.
Huge economic benefits (through tourism) for local people from visitors who stay, eat and buy local produce.	

1. Tourists and Tourism: *Tourism is defined as the activities of persons identified as visitors. A tourist is a visitor—someone who is making a visit to a destination outside their usual environment for less than a year for any main purpose [including] holidays, leisure and recreation, business, health, education or other purposes. Tourism is a huge global employer in the service industry (tertiary job sector).*

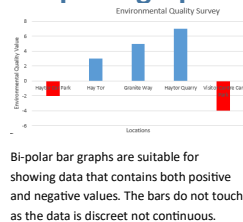
Fieldwork, Data Presentation and Interpretation skills

From environmental issues to medical drug research, in the world of work, the enquiry process is the fundamental structure followed to investigate an issue or the impact of something. The enquiry process steps are:

The Enquiry Process

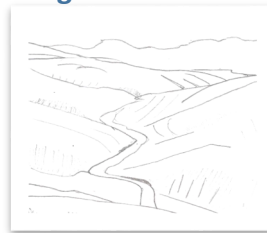


Bi-polar graphs



Bi-polar bar graphs are suitable for showing data that contains both positive and negative values. The bars do not touch as the data is discreet not continuous.

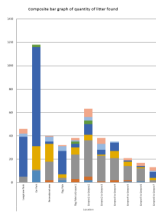
Field sketching



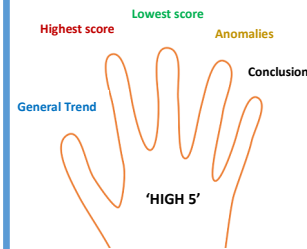
A field sketch is a simplified, diagrammatic representation of a view or landform. You can add labels or annotations afterwards. Start with the horizon (or **background** lines), then do the **foreground** (immediately in front of you) before filling in the **mid-ground**—prioritising the main feature(s); in the example above, that is the river.

Composite 'stacked' Bar graphs

Composite (or stacked) bar graphs show the total values recorded, but also what made up that total value, by 'stacking' up the individual scores that composed the overall total. A good visual example would be a stack of five coins totaling £1. On the right, the example uses a colour-coded key to show each of the individual scores within each bar.



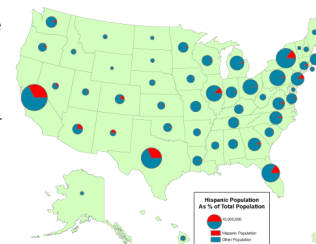
'High 5' Interpretation



To fully interpret the results of the data you collect on a survey, a technique to use to increase your *writing stamina* is called the '**High 5**'. For each of the 5 themes on the hand (shown to the left), write a paragraph following the PEE (point—evidence (data) and explanation) structure. The last paragraph is a conclusion whereby you refer back to your enquiry question.

Proportional symbols

Proportional symbols apply the data to a location of a base map. In this example of population in the USA, the larger the circle, the greater the population size. However, rather cleverly, each circle is also a pie chart showing what proportion of each what proportion of each circle (representing the different States) is Hispanic (Spanish speaking). So, you've got two ways of showing 'proportional' data in one!



Geographical enquiry terms and skills

Method	A technique for collecting data (results). A simple example is a 'hands up if...' survey question.
Continuous data	Data that can be measured, for example, temperature—which changes over time. When presented, a line is used.
Discrete data	Data that can be counted, for example, litter. When presented in bars, there are gaps between them.
Range	Subtracting the smallest value from your set of numbers from the largest will give you the range
Mean	Add up the numbers and divide by how many there are in the set will give you the 'mean'
General trend	When examining a set of data, identify if the results are following an overall pattern of increase or decrease, improving or worsening.
Anomaly	A piece of data that doesn't fit with the pattern shown by the rest of the data. Plural is 'anomalies'
Qualitative	Data that is non-numerical—such as opinion of people
Quantitative	Data that is measures of values or counts.
Hypothesis	A statement (rather than a question) which can be proven to be true or false, or even partially true—whereby the hypothesis is only partially proven