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| Case Study Name:  | Jamaica - the benefits & disadvantages of tourism growth.   |   | Key Terms:<br><ul style="list-style-type: none"> <li>• GDP</li> <li>• Economic leakage's</li> <li>• honeypot sites</li> <li>• Ecotourism</li> </ul> <ul style="list-style-type: none"> <li>• community tourism</li> <li>• socio-cultural problems</li> </ul> |  |
| Section of the Specification:   | Economic development  |   |  |  |
| Location:   | Town/City/Region:   | Country:  | Continent:   |  |
| Jamaica,<br>Central America<br>North America  | Jamaica, Negril Marine Park, Montego Bay<br>Marine Park, Ochos Rios Marine Park, Port Antonio<br>Marine Park.   | Jamaica   | America (center/north)   |  |
| Key Information:  |   | Causes/Theory:  |  |  |
| <u>What?</u> largest source of foreign exchange<br><ul style="list-style-type: none"> <li>• Tourism has become an increasingly vital part of Jamaica's economy</li> <li>• contribution of tourism into employment &amp; GDP</li> </ul>  | <u>When?</u><br><ul style="list-style-type: none"> <li>• In 2012, tourism's direct contribution into GDP was almost \$1.2 billion or 3.4% of GDP</li> <li>• The national Environmental Planning Agency has been in charge of the government's sustainable development strategy since 2001</li> </ul>  | Tourism is a major part of the economy of many LEDCs and some MEDCs. Many LEDCs depend greatly on tourism and are then affected when tourism rates fluctuate. Causes for tourism growth are seasonal temporary events such as the World Cup, increasing awareness of the place by increased advertisement, package tours, cheaper flights and accommodations, increase in holidays, high levels of international migration, rising incomes and increased globalisation. |  |  |
| <u>Why?</u> risen substantially   | <u>Facts and Figures:</u><br><ul style="list-style-type: none"> <li>• 90 000 people employed in tourism industry</li> <li>• Indirect employment (linked to tourism) accounts 270 000 people</li> <li>• 25% of hotel workers are laid off during the off-season</li> </ul>   |   |  |  |
| Effects:  |   | Solutions:  |  |  |
| <u>Political</u><br><ul style="list-style-type: none"> <li>• Global interconnectedness</li> <li>• <del>at</del> diversity of ideas</li> <li>• National Parks</li> <li>• traffic <sup>pollution</sup> congestion</li> </ul>  | <u>Economic</u><br><ul style="list-style-type: none"> <li>• improved infrastructure (larger roads increase trade)</li> <li>• improved telecommunication</li> <li>• improved airports</li> <li>• Economic leakage's informal</li> <li>• seasonal working / illegal sector</li> </ul>   | <u>What has/could be done? By whom?</u><br><ul style="list-style-type: none"> <li>• Ecotourism</li> <li>• Tourism hubs</li> <li>• Honeypot sites</li> <li>• Conservation / Development trust</li> <li>• community tourism</li> <li>• Jamaica Tourist Board</li> </ul>   | <u>Are they Sustainable? Why/Why not?</u>  |  |
| <u>Environmental</u><br><ul style="list-style-type: none"> <li>• marine parks are attempting to conserve coral reefs</li> <li>• landscape ruined by high-rise buildings and huge hotels</li> <li>• Greater <del>visibility</del> awareness of environment leading to protection and limitation of economic degradation, as it attracts tourists</li> <li>• over fishing / industrial pollution</li> </ul> | <u>Social</u><br><ul style="list-style-type: none"> <li>• funding of local social projects</li> <li>• special industry taxes have led into social development, healthcare and education</li> <li>• better interconnectiveness due to improved airports &amp; communication &amp; infrastructure.</li> <li>• larger hotels have become more socially conscious.</li> </ul> |   |  |  |
| Possible Exam Question:   |   |   |  |  |