



**Y7 Golden Thread:**  
How does Geography give us a sense of place?

## KS3 Geography – Y7: Tourism Knowledge Organiser



Here are some key words from this topic. Can you add anymore?



### The Big Picture

• Why has the tourism industry grown?



• What is the Tourist Resort Lifecycle Model?



• What is tourism like in Kenya?

• How can tourism lead to conflict?



• How is eco-tourism different?

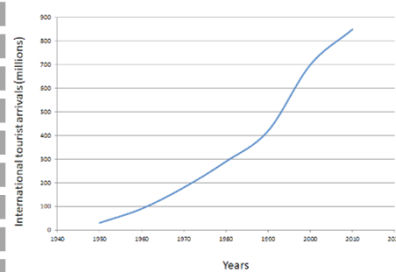
• How have trends in tourism changed?



Kenya lies along the Equator on the east coast of Africa, next to the Indian Ocean.

Kenya offers a range of attractions, for example, central - Mt Kenya, the highest mountain in Kenya for hiking, NW - Lake Turkana for bird watching, NE - Chalbi Desert for a desert experience, SW - Masai Mara National Reserve for a safari experience, SE - Mombassa for a beach experience.



Growth of International Tourism from 1950 - 2010

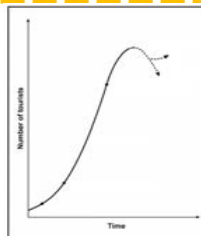


### Factors affecting the growth of tourism

- **Social** - linked to people and the way they live their lives.
- **Economic** - linked to money and jobs.
- **Technological** - linked to machines and devices that often make our lives easier.

### Positive and negative impacts of tourism

Positive 	Negative 
Creates job opportunities for local people.	Jobs are often seasonal (based on the time of year) and are poorly paid
More money for the country, helping the country to develop further.	Most money goes out of the area to large companies, not locals, e.g. big hotel companies move into the area meaning profit (money made) goes overseas to these large international companies.
Local traditions and customs are kept alive because tourists enjoy many traditions, e.g. Masai Mara Warrior dances and jumps.	Culture and traditions change or are exploited as more tourists arrive.
Money from tourists can help local businesses and can be used to protect the natural landscape and wildlife.	Damage to the natural environment, e.g. footpath erosion (the wearing away of footpaths), litter, wildlife disturbed and habitats destroyed to build hotels. Pollution levels also increase in the area.
Improves infrastructure and brings new facilities for the tourists which also benefit the locals, e.g. new roads and leisure facilities.	Overcrowding and traffic jams, more people and cars causes congestion, which can annoy the locals, causing disagreements.
Greater demand for local foods and crafts.	Prices increase in local shops as tourists are often more wealthy than the local population. Pressure is also put on resources in the area, e.g. fresh water.



- Few adventurous people looking for something different in a holiday.
- Local people start to notice that there are increasing numbers of people.
- The place becomes easier to get to and so the numbers of tourists increase dramatically.
- Tourism dominates the local economy.
- The resort has started to become unpopular.
- Decline in what was once a popular area, it no longer has the 'appeal'.
- Rejuvenation and improvements and investment put into area to bring back the 'appeal'.

### CEIAG Link: For this topic we can make links to a variety of professions:

- Travel Advisor / Agent
- Holiday Rep
- Travel Blogger / Writer
- Tour Guide
- Tourist Board Advisor
- Hotel Manager
- Hospitality Manager
- Bureau De Change Clerk
- Coastal Involvement Officer
- Countryside Manager
- Architect



If you are interested in the above careers, don't forget you can do some research and speak to Mrs Ackroyd.