



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



## 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?



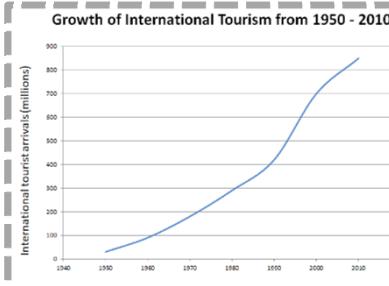
- How is eco-tourism different?

## KS3 Geography – Y7: Tourism Knowledge Organiser



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.

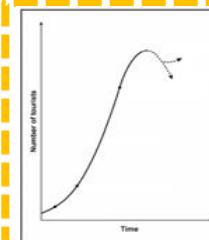


### Factors affecting the growth of tourism

- **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'.

### LITERACY

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

tourism (n)	A stay away from home for at least one night for the purpose of leisure or business.
impact (v)	To have a strong effect on someone or something.
conflict (n)	A disagreement over something.
eco-tourism (n)	A type of tourism that doesn't cause harm to people or the environment and intended to support conservation efforts.
disposable income (n)	The income remaining after all taxes are paid.

**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.