**Tourism in an LEDC – KENYA CASE STUDY**

**Where is Kenya?**

· Kenya is situated in East Africa, its capital city is Nairobi and it has a population of approximately 30 million.

**Why visit Kenya?**

· Attractive climate (Tropical) - sunshine all year round; hot and humid at the coast; temperate inland and dry in the NE (rainy season - April-June and Oct-Dec; heavy rainfall afternoon / early evening)

· Safari Holidays popular - e.g. Maasai Mara / Nakuru National Parks

· Cultural experience - many visit local tribes such as the Maasai

· Coastal holidays - SE of Kenya - fine sands and coral reefs - e.g. Mombassa.

· Kenya was one of the first LEDC countries to achieve mass tourism - in the 1970s and 1980s there was a rapid increase in the numbers of tourists - particularly following the release of the films - Born Free and Out of Africa.

· Tourist numbers also increased as larger aircraft in the 1980s bought prices of air travel down -

**Advantages of Tourism in Kenya?**

· Tourism encourages the building of new roads and better communications

· Jobs in tourism have helped develop people's business skills

· Tourism has created all year round jobs for Kenyans

· Tourism is Kenya's biggest earner of foreign exchange

· Tourism has stimulated farming, by creating a demand for local food from farmers

· National parks have been created - these help to encourage people to protect the environment

**Disadvantages of Tourism in Kenya?**

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· There is leakage of income - a lot of the money paid for holidays, never reaches Kenya (travel companies and foreign owned hotels get it).

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· Safari minibuses disturb animals often getting too close (e.g. can be 30-40 buses around a single animals in the Maasai Mara) and cause soil erosion (tyres churn up the Savanna grasses)

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· Many Maasai are traditionally nomadic, many have been forced out of the National Parks - losing their land and also losing their traditional lifestyles

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· Hot air balloons in parks such as the Maasai Mara disturb animals by casting shadows and from the noise of the burners.

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· Coastal environments such as those in Mombassa have been damaged - e.g. destruction of coral reef (tourists stepping on coral - coral is very sensitive and dies and parts of the coral reef are sometimes taken as souvenirs).

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· Drugs and crime has increased and AIDS is a major problem

**Working towards sustainable tourism in Kenya? Kigio Conservancy - an example of ecotourism in Kenya**

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· set up in 1997 on an old beef / dairy ranch

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· aim of the conservancy was to provide a wildlife sanctuary and a

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· sustainable eco-tourism destination

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· "cottages" built of mud / timber / thatch using local materials and methods

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· furniture built from re-claimed timber from the grounds

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· no electricity - oil lamps

Ecotourism Activities:

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· provides links with local schools with schools in the UK - raise money for new classrooms and other projects (e.g. water tanks)

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· employees local people (e.g. guides and other workers)

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· conservation activities - e.g. looking after orphaned wildlife - e.g. 2003 relocation of giraffe into the area - including a baby giraffe from the Karen Blixen Giraffe Orphanage in Nairobi.

**TOURISM IN AN MEDC OR EU COUNTRY – MALLORCA CASE STUDY**

**Where is Mallorca?**

· Menorca is the second largest of the Spanish Balearic Islands in the Mediterranean Sea. It has a population of 67,000 and it has a total land area of 702km2.

**Why visit Mallorca?**

· Mediterranean Climate - average temp 16oC with an average of 24oC in the summer months, little rainfall in summer (most in the Autumn)

· Beautiful and varied landscape

· North of Menorca has an uneven and rugged coastline and in the South there are white sandy beaches

· Wide range of watersports available (windsurfing; water skiing; scuba-diving etc.)

· Other outdoor activities include - horse riding; cycling and potholing.

**Advantages of Tourism in Mallorca**

· Job Creation - tourism is the largest employer in Menorca (Menorca has the lowest unemployment of the Balearic Islands)

· Tourism has had a multiplier effect and support many different sectors of the economy e.g. jobs in farming (providing food for hotels); job in the craft industry (providing souvenirs for tourists); ice-cream is a major business.

· Tourism in Menorca has raised awareness of the need to preserve the environment

**Disadvantages of Tourism in Mallorca**

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· Shortage of all year employment (tourism is seasonal - in winter months the number of tourists decrease)

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· There have been changes in the local way of life due to the demands of tourists and also the increase in foreigners living in Menorca which has become a popular retirement destination

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· Some of the early hotels bought in the area were not sensitively designed to fit in with the environment and are seen as eyesores

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· There has been some "erosion" of local culture, as it has changed to meet the demands of tourism - in particular a threat to the local language and local traditions.

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· With an increasing number of villas and property being bought as second homes / rent-outs for tourists there has been some resentment by locals.

**Working towards sustainable tourism in Mallorca**

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· Restrictions on development - undeveloped areas remain undeveloped and planning permission has been tightened – there is a height restriction of 2 storeys on hotels within 250km of the coast;

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· The government has sought to preserve the traditional language by ensuring all signs are in the local language and by restricting the use of other languages in the advertising of tourist facilties.

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· The island has been declared a Biosphere Reserve by the UN - it landscape has significant scenic value and it has been recognised that the diversity of landscape is under threat and that some plant and animal species that can only be found in Menorca are in danger of extinction.