

The Impact of Tourism on Host Communities and Why Should You Care? Lesson Outline

Goal	Tourism is one of the most pervasive phenomena in the world. The benefits are numerous. In fact, tourism is the mainstay of many countries' economies. The goal of this lesson is to examine the fractured nature of the tourism industry, identify negative and positive impacts on host communities, and understand the role that tourism plays in the host community.
Objectives	<p>At the end of this lesson the student will be able to:</p> <ul style="list-style-type: none"> • Explain the importance of tourism • Identify the various facets of tourism • Identify the economic, social, cultural, environmental, and political impacts of tourism • Understand how tourism affects host communities (positively and negatively) • Demonstrate knowledge of key concepts such as ecotourism, sustainable development, experiential degradation, and carrying capacity. • List ways in which the negative impacts can be minimized • Understand how tourism benefits him/her
Length	This lesson will take approximately four 2-hour sessions to complete. (Hint: Research Assignments on topic areas may aid in faster completion of lesson).
Content outline	<ul style="list-style-type: none"> ➤ Tourism's Impacts (Economic; Social; Culture, heritage and the Arts; Environmental; Political) ➤ Tourism's Fractured Nature (Attractions, Transportation, Lodging, Destinations) ➤ Attractions <i>Heritage Attractions</i> (museums, historical sites, zoos, aquariums, parks, fairs, festivals and events. <i>Commercial Attractions</i> (amusement parks, gaming, shopping) <i>Live Entertainment</i> (spectator sports, performing arts) ➤ Transportation Issues (Congestion, Safety & security, Environmental impacts, Seasonality, Service disruption, Accessibility/cost, Convenience/service issues) ➤ Lodging Which comes first? a) Demand for lodging? B) Hotel so you can develop demand? ➤ Destinations (Land Based, Cruises)

	<ul style="list-style-type: none"> ➤ Tourism’s Impacts - Why Tourism? ➤ Potential Problems in Tourism Based Economies ➤ Sociology of Tourism ➤ Positive Social Effects on Tourists ➤ Negative Social Effects on Tourists ➤ Social Effects on Host Community ➤ Tourism and the Environment ➤ Attempts to Control Intensity ➤ Experiential Degradation ➤ Ecotourism Principles ➤ Benefits of Ecotourism ➤ What can be done? ➤ Goal of Tourism Planning ➤ Objectives of Tourism Planning ➤ The Planning Process ➤ Issues of Concern When Developing a Tourism Plan ➤ Obstacles to Development
Learning Activities	<p>Learners will engage in the following activities for this lesson</p> <ul style="list-style-type: none"> • <i>Brainstorming Session in class:</i> Divide the class into groups; Assign each group a category (for example, Economic Impacts). Provide charts and markers to students. Students will be required to divide the chart into half – one section for negative impacts and the other for positive impacts. Give groups 10 minutes to discuss and list impacts which could fall under category). Groups will then present information to the class. • <i>Participate in Lectures and Discussions</i> • <i>Group Projects</i> – Have students researching on how a particular industry segment can negatively affect a host community/environment. For example, “What are the negative impacts of Cruises on the environment?”
Evaluation Strategy	<p>Students’ mastery of this content may be evaluated through group presentations, role-plays, demonstrations, exams, and quizzes. For example, students may be asked to write essays on how they think they benefit from tourism.</p>