

## Case study—the impact of tourism in Bali

Bali is located in the Indonesian Archipelago, a chain of approximately 17 500 islands. Known for its tropical climate, sunny beaches and volcanic mountain peaks, Bali is one of the most popular tourist destinations in the world. With a population of more than 3 million, tourism is an important industry, although farming is still a primary way of life for many. In recent years tourist numbers have fluctuated in Bali due mainly to political unrest.

### Social impacts of tourism in Bali

With the increase in tourism in Bali has come the movement of more people from the rural areas to the cities to cash in on the tourist dollar. Traditionally, farming

was the biggest income earner for the locals of Bali. However, tourism has now overtaken that, and many people have moved to the major regions of Bali to earn a living selling souvenirs.

### Cultural impacts of tourism in Bali

With tourism has come the commercialisation of the Balinese culture. In order to keep tourists happy, many Balinese traditional dances have been shortened or changed to appeal to a wider audience of tourists. Dances that were once performed only every sixty years now happen weekly. Sacred temples are overcrowded with tourists and in some cases resorts are built too close to areas of sacred land. Handicrafts are mass-produced and copied so that they are losing their significance.

### Environmental impacts of tourism in Bali

Unfortunately, with the influx of tourism, rapid and unplanned development occurred in Bali, which then led to an increase in pollution, localised flooding due to poor drainage after heavy downpours, the generation of extra waste from tourists and resorts, destruction of coral reefs, loss of important farmland due to encroaching development of more resorts and water scarcity due to the upkeep of golf courses and high usage of the resorts.

### Economic impacts of tourism in Bali

The United Nations Development Program and the World Bank aided Indonesia in the 1970s to develop a plan for future tourism development with a focus on Bali. Their initial plans were to cater for well-to-do tourists from neighbouring countries such as Australia and Japan and wealthy visitors from Europe and North America. It soon became apparent, though, that there was a significant market of young budget-conscious travellers wanting to see more of the island than just the resorts.



2.2.12 Bali attracts tourists for many reasons, including its many beautiful beaches, to which surfers flock from around the world.

In the 1980s the Indonesian Airline Garuda was hit by increasing oil prices. Threatened with the collapse of the airline, the Indonesian Government allowed foreign airlines into the market. Tourism soared. Tourist arrivals increased twenty times more than in the previous ten years (the 1970s).

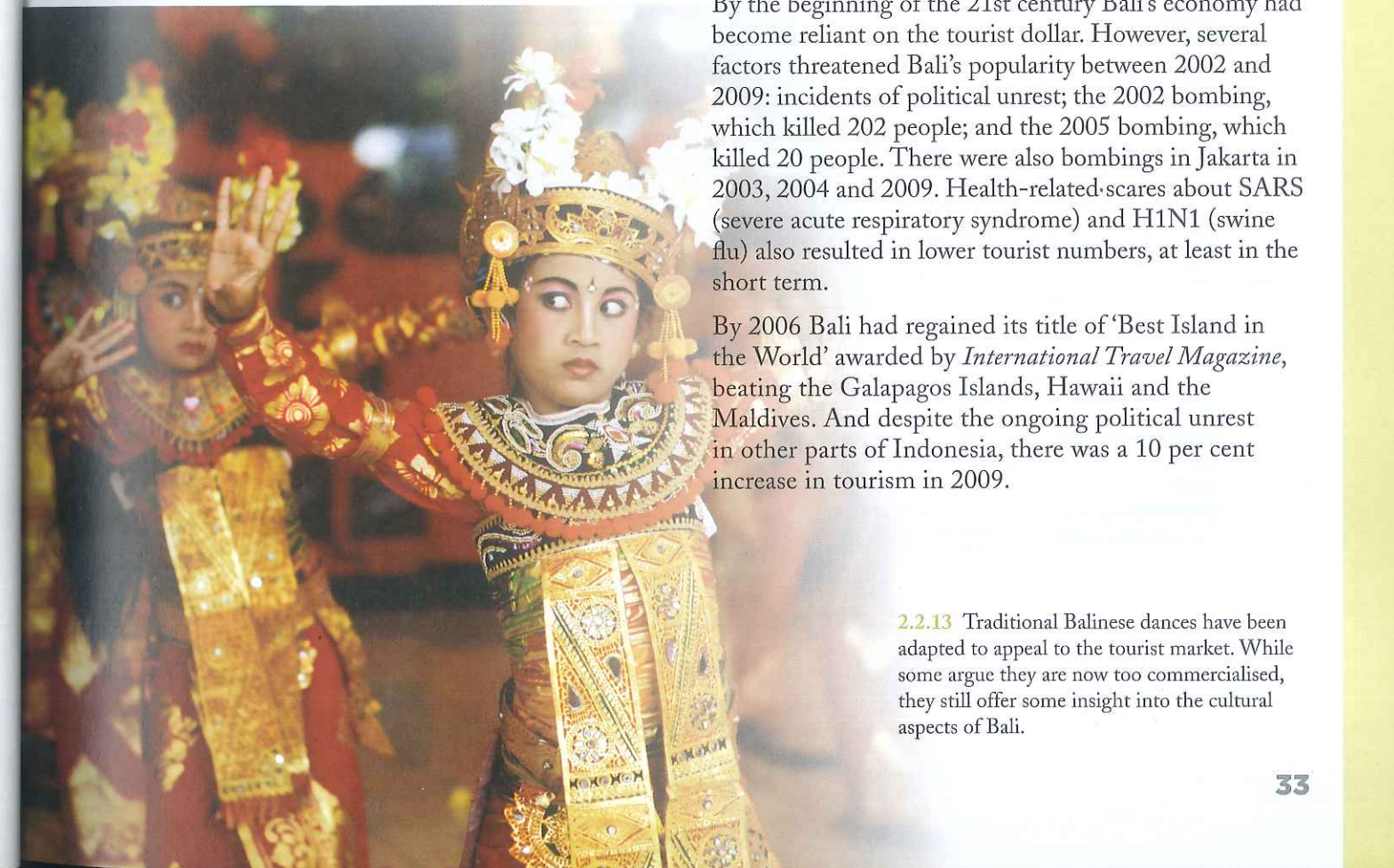
By the beginning of the 21st century Bali's economy had become reliant on the tourist dollar. However, several factors threatened Bali's popularity between 2002 and 2009: incidents of political unrest; the 2002 bombing, which killed 202 people; and the 2005 bombing, which killed 20 people. There were also bombings in Jakarta in 2003, 2004 and 2009. Health-related scares about SARS (severe acute respiratory syndrome) and H1N1 (swine flu) also resulted in lower tourist numbers, at least in the short term.

By 2006 Bali had regained its title of 'Best Island in the World' awarded by *International Travel Magazine*, beating the Galapagos Islands, Hawaii and the Maldives. And despite the ongoing political unrest in other parts of Indonesia, there was a 10 per cent increase in tourism in 2009.



Source: Heinemann Atlas, 5th edn

2.2.11 Bali, located in Indonesia, is a popular tourist destination. Situated in the tropics, tourism has become its biggest income earner, due to numerous resorts, endless beaches and cheap shopping.



2.2.13 Traditional Balinese dances have been adapted to appeal to the tourist market. While some argue they are now too commercialised, they still offer some insight into the cultural aspects of Bali.

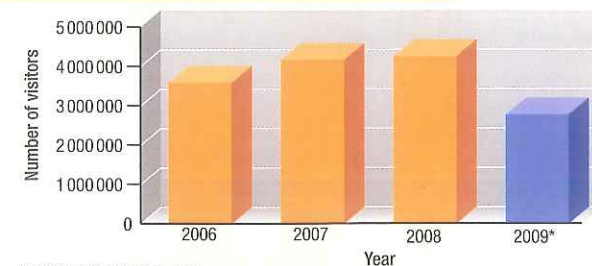


## Case study—the tourism boom in Vietnam



Source: Heinemann Atlas, 5th edn

International visitors to Vietnam, 2006-09



Source: General Statistics Office

**2.2.14** The numbers of international visitors to Vietnam have continued to increase since it has managed to forge diplomatic relationships with most countries since 2000, allowing more people access to the country and its growing economy.

Located in the region of South-East Asia, Vietnam is the S-shaped country that is bordered by China to the north, Laos to the north-west and Cambodia to the south-west. A diverse country of mountains, river deltas and long sea coasts it still has a predominantly rural population. The capital city of Hanoi, in the north, is less busy than Ho Chi Minh City (formerly Saigon) in the south. With a population of 85.7 million people, Vietnam is in the midst of a tourism boom.

Vietnam is a newcomer to the tourism industry. Vietnam had been cut off from the rest of the world until the mid-1980s, when it instituted economic and political reforms to reintegrate with the rest of the world. Also in 1994, the United States lifted an embargo that had been in place since the end of the Vietnam War. By 2000, Vietnam had forged diplomatic relationships with most countries and continued to grow economically.

The combined efforts of the Government of Vietnam and the Vietnamese Administration of Tourism have resulted in the growth of tourism in Vietnam. The tourist planners in Vietnam have taken measures to mitigate the negative impacts of tourism with the guidance of the World Trade Organization. They aim for sustainable tourism and have spent time and money educating everyone involved in tourist programs. Hotel owners are encouraged to look at the benefits of eco-certification standards. They are shown how to achieve reduced water and electricity costs through low-impact, community-based tourism. The infrastructure (hotels) aims for economic development and creating jobs for people.

**2.2.15** Vietnam is located in South-East Asia. The climate varies throughout, with the north of Vietnam being cooler than the south. A relative newcomer to the world of tourism, it is continuing to grow economically.



**2.2.16** Hue, in central Vietnam, served as the country's capital until about 1945. Pictured here is the citadel found on the northern bank of the Perfume River, which housed emperors and members of the royal family at various stages. Major artillery battles have caused much damage to the citadel. It is now World Heritage listed.



**2.2.17** Hoi An, situated on the coast of the South China Sea, is a popular destination for tourists. Formerly a trading port, it attracts numerous tourists for the local cuisine and many tailors who make made-to-measure clothes at a fraction of the prices charged in Western countries.

Tourism has brought much needed economic growth to coastal communities, while at the same time creating challenges in ecologically sensitive areas of the country. Cat Ba Island is one such example in the Halong Bay Province. It is protected under the UNESCO Biosphere Reserve program, which aims for sustainable development—a balance between people and the environment.



**2.2.18** Halong Bay comprises a series of limestone karsts and islands in various shapes and sizes. It contains a great diversity of important ecosystems and is one of the most beautiful natural tourist attractions of Vietnam.

## Unit review

### Geographically remembering

- 1 Describe the location of Bali. Use direction, distance, scale and place names in your answer.
- 2 List three environmental features that would attract you to Bali for a holiday.
- 3 List one political event and one social event that have led to a downturn in the tourism industry in Bali in the past.
- 4 Describe how tourism can both positively and negatively affect a country's economic and social development.

### Geographically understanding

- 5 Why did it take so long for Vietnam's tourist industry to develop?
- 6 Compare the tourism experience of Bali with the tourism experience of Vietnam.

### Geographically applying

- 7 Prepare a tourist brochure on Vietnam or Bali. (You will need to do further research—go to Geography Place at Pearson Places to find information.)



Draw and label a map showing major landforms and two to three key tourist sites. Use annotations to indicate how the government/tourist authority is endeavouring to introduce sustainable practices at each site (remember, sustainable could mean economically OR environmentally OR culturally sustainable practices).

- 8 Create a PMI table about the impacts of tourism.
- 9 Conduct a class debate on one of the following topics:
  - The negative impacts of tourism outweigh the positives.
  - Natural disasters are more devastating on the tourist industry than terrorism.