

## You Decide

The following two letters to the editor appeared in a resort town's newspaper.

To the Editor:

Summer is approaching again and, as in every year, I am dreading it. By the middle of June, our town will be inundated with tourists. The price of gasoline will jump and all of the "local appreciation" specials at restaurants will disappear. The traffic jams will start and the number of car accidents will escalate. All of the stores and restaurants will be mobbed and service will suffer. And forget trying to park downtown. All the spaces will be filled by out-of-state cars. Our policemen will find it harder to protect us because they will have all of these "foreigners" to watch. And our fire departments will begin their annual campaign against forest fires started by careless transients. And now our chamber of commerce wants us to celebrate tourism and be extra nice to the "guests" to our area?

Frankly, I am sick and tired of some of my state tax dollars (and I'll bet some of my local taxes, too!) going to promote our state as a tourism destination! All these new people in the area just serve to increase my taxes in order to pay for the increased costs they lead to! Enough is

enough already. This area is losing its small-town feel and its small-town security. Why should we pay to decrease the quality of life of our community?

Signed, Jack Smith

To the Editor:

After reading the letter from Jack Smith, who sees only the negatives of tourists to our community, I felt compelled to respond. Without these "foreigners" that he decries, he may not even be able to live here. Many of us, either directly or indirectly, owe our livelihood to the money that tourists spend here every year. And, contrary to Mr. Smith's opinion, the tourists to our town and state actually reduce our taxes by paying taxes on the goods and services they purchase here.

In addition, do the people of this town think we locals by ourselves could support the number of restaurants and shops we have, let alone the jet-capable airport we enjoy? Instead of cursing out tourists, we should smile, wave, and thank our lucky stars that we get to live where they can only visit.

Signed, Linda Jones

With which letter do you agree? Why?

## Net Tour

To get you started on exploring Internet links for this chapter, please see

[www.world-tourism.org](http://www.world-tourism.org)

[www.ustravel.org](http://www.ustravel.org)

[www.occc.net](http://www.occc.net)

[www.oanda.com/convert/classic](http://www.oanda.com/convert/classic)

[www.etc-corporate.org/index.php](http://www.etc-corporate.org/index.php)

[www.wttc.org/](http://www.wttc.org/)

[www.tinet.ita.doc.gov/research/programs/satellite/index.html](http://www.tinet.ita.doc.gov/research/programs/satellite/index.html)

[www.iacconline.org/](http://www.iacconline.org/)

[www.iccaworld.com/](http://www.iccaworld.com/)

[www.cnccchina.com/en/](http://www.cnccchina.com/en/)

[www.travelcoalition.org/](http://www.travelcoalition.org/)

[www.poweroftravel.org/](http://www.poweroftravel.org/)

[www.destinationmarketing.org](http://www.destinationmarketing.org)

## Discussion Questions

1. In what ways can tourism benefit the economy of an area?
2. Why are tourism receipts from international visitors considered exports?
3. How does the multiplier concept work? Why do island countries have small tourism multipliers?
4. What are some of the negative effects that can come from tourism development?
5. What are the various roles that governments can play in supporting the tourism industry?
6. How do convention centers add to the economic activity of an area? How can they be funded and managed?
7. What steps are needed to develop a tourism plan?
8. Why can political tugs of war arise over decisions concerning tourism development?

## Applying the Concepts

1. Look at Tables 11.1 and 11.2. Why are these countries top in international tourism receipts and arrivals? In other words, what is it about these countries that enable them to attract so much international tourism?
2. Visit a chamber of commerce, convention and visitors bureau, or a state welcome center in your area. Interview one of the managers about the visitor friendliness of your city/town using the FYI visitor-friendliness test as your discussion guide.
3. Research the taxes that are added to visitor services in your city/town and your state/province. How do they compare with the examples provided in Table 11.3?