

middle-class travelers; have all add to critics' lament about the continued growth of tourism as they see problems of this growth resulting in:

- The architectural pollution of tourist strips,
- The herding of tourists as if they were cattle,
- The disruption of traditional cultural events and occupations,
- The diminished natural environment and beauty of the area, and
- The low priority paid to local needs with funds used instead to increase tourism amenities to keep the community competitive in the marketplace.<sup>1</sup>

Mass tourism tends to emphasize Profit and sacrifice the Planet and People resources. The conveniences demanded by mass tourists can strain the environment through the development of more and more infrastructure and superstructure and the increasing wear and tear from the presence and actions of more and more tourists.<sup>6</sup> It is probably obvious to you that building lots of hotels, restaurants, roads, and airports can cause serious problems for an area's environment. For example, the construction of ski resorts in the Alps has led to mudslides and landslides that are damaging the mountainsides.

## Planet

This boom in tourism has given rise to millions of new jobs and increased economic prosperity in countries across the world, but as we began to see in Chapter 11, tourism can usher in problems along with economic benefits. The millions of additional tourists have strained the resources of many destinations, sometimes straining natural resources to the point where the initial appeal of an area is diminished and visitation to it declines. Figure 13.1 provides one tourism expert's idea of the stages that a destination may go through from beginning to decline. It is important to note that not all destinations decline. If tourism managers are closely monitoring the area's performance, it is possible to anticipate the need to change and enter a phase of rejuvenation before the decline stage begins. Often, rejuvenation is associated with the reallocation of resources, introducing new technologies, or finding a way to reinvent the destination to better meet the needs of existing target markets or develop products and services for new target markets. As tourism numbers have increased, questions about future sustainability of these activities have grown.

Some issues are easier to anticipate and mitigate than others. Climate change is incredibly complex and possibly the greatest impending threat to global tourism. While the existence of climate change may have been debated in popular media, the scientific community agrees that anthropogenic climate change is occurring. This means that although the Earth has experienced natural fluctuations in temperatures in the past, human activity (including greenhouse gas emissions<sup>7</sup>) is now contributing to unprecedented shifts in weather patterns. What does this mean for tourism? Many tourism activities are based on seasonal climates: skiing in the winter, hiking amongst wildflowers in the spring, surfing in the summer, and watching the leaves change color in the fall. These are examples of the many tourist attractions based on existing climate patterns. Think about how many trips you have taken recently that were dependent on certain weather conditions.

Various climate models exist that provide different projections for how much the global temperature will change but most estimate that the global temperature will rise between 2° and 6° Fahrenheit by the year 2050.<sup>8</sup> As you learned in Chapter 10, certain destinations are more seasonal than others, but the potential threat of climate change will force most destinations to begin implementing adaptations to what attractions they offer and during what time of year. Weather dependent attractions such as ski