# 3.5 Option: Leisure, tourism and sport

Name: _____ Class: _____ Date: _____ **Total: 30 marks**

**KEY WORDS** Butler model • carrying capacity • overtourism • multiplier effect • leakage

## Objective

Build the skills to answer Paper 1 questions on the **leisure, tourism and sport** option: why tourism has grown, the **Butler model** and **carrying capacity**, the economic effects of tourism (multiplier and leakage), **overtourism** and its management, and the costs and benefits of major sports events.

**You must be able to:**

- explain why international tourism has grown
- use the Butler model to describe how a destination changes
- calculate leakage and explain the multiplier effect
- evaluate how a place manages overtourism
- evaluate the costs and benefits of hosting a major sports event

## 1 Key knowledge and worked examples

### ■ Growth and change

International tourist arrivals were about **1.5 billion** in 2019 (UN Tourism). Reasons: cheaper flights, more people with middle incomes and paid holidays, internet booking, easier visas.

The **Butler model**: exploration (a few visitors) → involvement (local people provide services) → development (companies build hotels; fast growth) → consolidation → stagnation at the **carrying capacity** (the number of visitors a place can take before the environment or the experience suffers) → **decline** or **rejuvenation** (new investment, new attractions).



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### Economic effects

- **Multiplier effect** : tourist spending creates jobs; workers spend their wages locally, creating more jobs.
- **Leakage** : money that leaves the destination, e.g. profits of foreign-owned hotels, imported food and drink.

### Managing overtourism

**Case study: Venice.** Fewer than 50,000 people live in the historic centre, but on busy days it has far more visitors than residents. Overtourism raises rents, pushes residents out and crowds the streets. Venice stopped large cruise ships sailing through the centre (2021), limited tour groups to 25 people (2024) and charged day visitors a fee of a few euros on the busiest days (from 2024). Critics ask whether a small fee changes behaviour or only raises money.

### Sport

Major events (the Olympics, the World Cup) bring investment, transport, global attention and **legacy** venues. The London 2012 Olympics cost about £9 billion of public money and turned old industrial land in east London into a park, homes and venues. But some venues are little used afterwards (several in Rio de Janeiro after 2016), costs often run over budget and local people can be moved.

**Worked example.** Tourists spend US$80 million; 30 % leaks out. Leakage $= 0.30 \times 80 = 24$ million; $80 - 24 = 56$ million stays.

## 2 Practice

**2.1** Define **carrying capacity** and **overtourism**. [2]



**2.2** Tourists spend US$200 million a year on an island; 35 % of the money leaks out of the island's economy. Calculate the amount that stays on the island, and give **one** cause of leakage. [3]



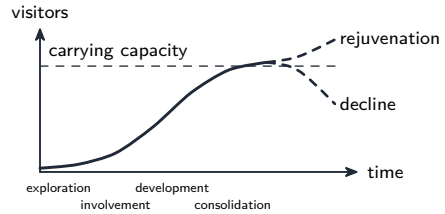

**2.3** State **two** reasons for the growth of international tourism since 1950. [2]





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**2.4** The graph shows the Butler model. Describe what is happening at the **consolidation** stage, and outline **two** possible futures for the destination. [3]




**2.5** Evaluate **two** measures Venice has used to manage overtourism. [4]

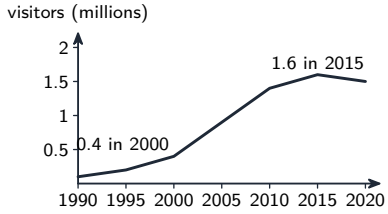



## 3 Exam-style questions

**3.1** *(Paper 1 style.)* The graph shows visitor numbers at a coastal resort.

(a) Calculate the percentage increase in visitors from 2000 to 2015. [2]

(b) Explain **two** strategies the resort could use to rejuvenate after 2015. [4]






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**3.2** Evaluate the costs and benefits for a city of hosting a major international sports event. [10]



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