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]



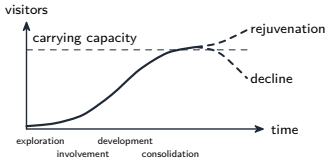
2.2 Tourists spend US$200 million a year on an island; 35 % of the money leaks out of the island's economy. Calculate the amount that stays on the island, and give **one** cause of leakage. [3]



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



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]

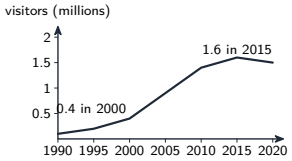


3 Exam-style questions

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]



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

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Solutions

Marking: **M1** a correct method, **A1** the correct answer, **B1** an independent mark.

Each answer shows the steps, then the **result**.

2.1

carrying capacity: the number of visitors a place can take before the environment or the visitor experience is damaged; overtourism: when visitor numbers go beyond this, harming residents, the environment or the experience

2.2

leakage $= 0.35 \times 200 = 70$ million; $200 - 70 =$ **130** million stays; any one: profits of foreign-owned hotels or airlines go abroad / imported food and drink / foreign managers' wages

2.3

any two: cheaper and faster flights; more people with middle incomes and paid holidays; booking on the internet; easier visas and more open borders

2.4

growth slows as numbers approach the carrying capacity; tourism is now the main part of the economy; decline: the place loses its appeal, e.g. old hotels, crowding; rejuvenation: new investment or attractions bring renewed growth

2.5

any two, each with a judgement: cruise ships banned from the centre (2021): fewer large crowds at once and less damage from ships, but cruise passengers can still come by bus or boat; tour groups limited to 25 (2024): less crowding in narrow streets, but does not cut the total number of visitors; day-visitor fee on busy days (from 2024): raises money and may spread visits, but a few euros may not change behaviour

3.1

(a) $\dfrac{1.6 - 0.4}{0.4} \times 100 =$ **300** %

(b) any two, explained: new attractions, e.g. a conference centre, sports facilities or festivals, which bring new types of visitor and visits outside the main season; improve old hotels and the beach front, so the resort is attractive again; market to new groups or countries, e.g. older people or eco-tourists, so visitor numbers rise without more crowding at peak times

3.2

Mark with the markbands: [9-10] focused on the command term, detailed and accurate knowledge, well-developed explanation, specific named examples (places, dates, numbers), balanced evaluation and a supported conclusion; [7-8] mostly focused, good knowledge and examples, some evaluation; [5-6] relevant knowledge and examples, explanation partly developed, little evaluation; [3-4] general knowledge, few examples, mostly description; [1-2] little that is relevant. Points that may be included: benefits: investment in transport and venues, e.g. new rail lines and roads; regeneration: London 2012 turned old industrial land in east London into a park, homes and venues; global attention and later tourism, and pride for residents; jobs during building and the event; costs: very high public spending, about £9 billion for London 2012, which could have gone to schools or health; costs often run over budget, and debt can last for years; venues may be little used afterwards, e.g. several Rio 2016 venues; local people can be moved, and rents rise in the area (gentrification); jobs are often short-term; conclusion: benefits last only when the event fits a long-term plan for the city; otherwise the costs can be greater

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