

Tourism - Jamaica

Case Study - Jamaica (Tourism)

Impacts of tourism

- Tropical island paradise preferred by people from cold places, eg., USA, several countries of Europe.
- As Jamaica has very few natural resources, tourism is the main economic activity that brings in a large amount of foreign income.

Positive impacts:

- Tourism contributes to Jamaica's foreign income - 45% (GDP 8000 dollars per person).
- Profitable businesses that are either directly related to tourism or indirectly.
- Locals are employed and skills are acquired.
- Jobs are well paying according to Jamaican standards and taxes are paid to the government.
- The local businesses grow due to the multiplier effect.

Negative impacts:

- Montego Bay, Ochorios and Negril are polluted and congested - these are tourist hotspots so a large number of locals have also migrated there for jobs causing stress on resources and infrastructures.
- A lot of the food and beverages consumed by the tourists are imported from other countries, leading to economic leakage and less beneficiaries for locals as well as the government.
- Most of the resorts are multi chained and as a result profits go to the home countries.
- The resorts are all inclusive and hence the local businesses rarely get any benefits from the tourists.
- There is a loss of culture as Jamaica has become Americanised due to its proximity to the USA and large influx of American tourists (over 70%).
- Tourism is seasonal and not reliable for the economy.
- Coral reefs have been damaged due to jet skies.
- Clearance of mangrove trees has led to beach erosion making it prone to tsunamis.

Solutions:

- Negril Marine Park Nature Reserve built to help conservation of sea life.
- Tourists are educated on environmental pollution and eat local cuisine to prevent loss of culture and also create local business.
- Tourists are encouraged to purchase local handicrafts, items from souvenir shops instead of buying items manufactured in China with prints of Jamaican cultural icons, etc.
- Tourists are encouraged to stay in smaller dwellings that promote community tourism and the growth of all inclusive resorts, cruises, etc are restricted.
- Local guides are encouraged to take tourists to offbeat locations like river rio grande.