

MASS TOURISM

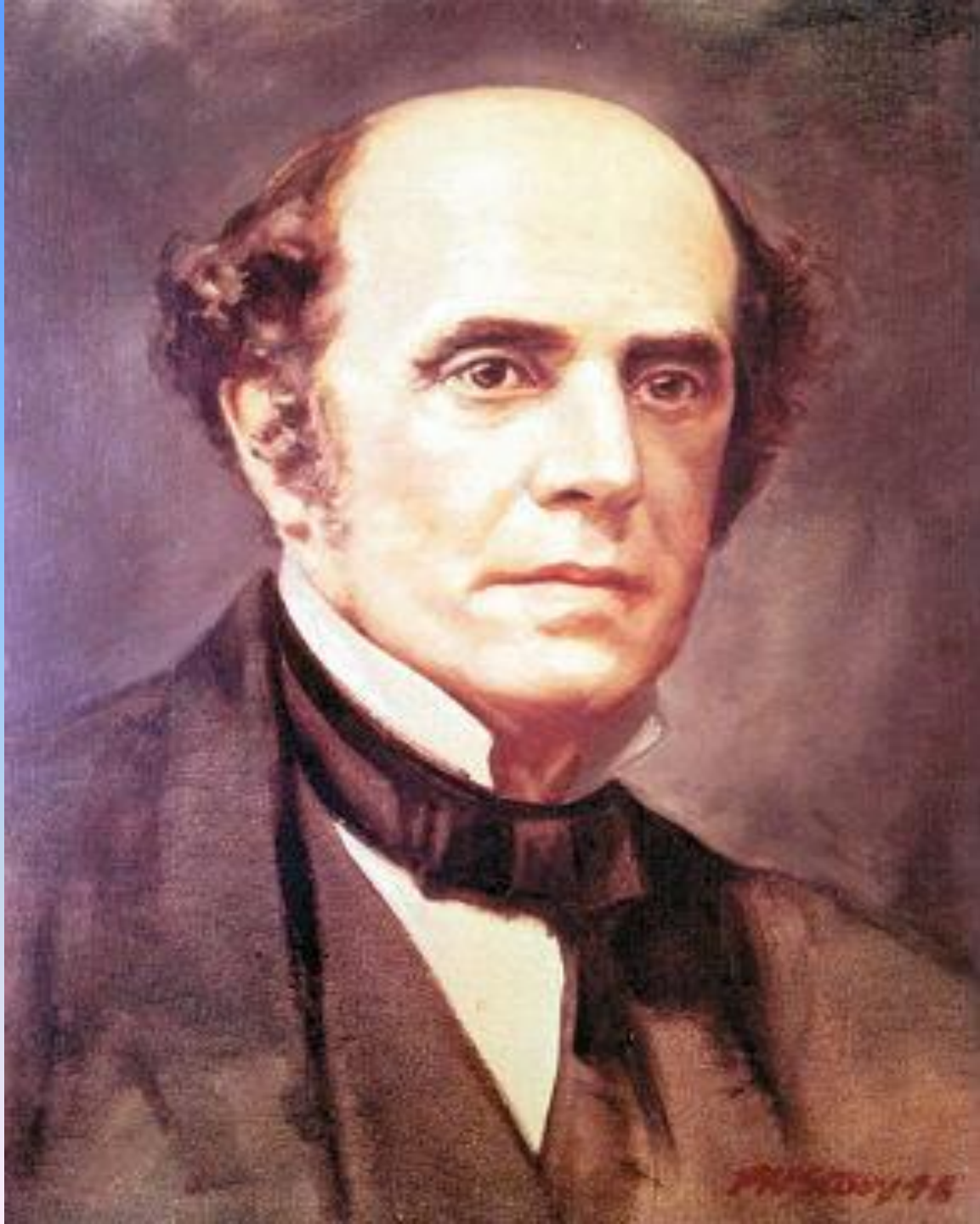
Mass Tourism is a form of tourism which involves thousands of people going to the same resort often at the same time of year. It is the most popular form of tourism as it is quite cheap.



Mass tourism started to develop only when improvements in communications allowed the transport of large numbers of people in a short time and when greater numbers of people began to enjoy the benefits of leisure time.



Mass tourism, however,
started in the **19th century** when
Thomas Cook pioneered the concept
of affordable group travel tours. By
establishing relationships between
tour operators, transportation
companies, and hotels, he was able to
get discounts on travel services.



Thomas Cook pioneered all the common services travel agencies undertake for tourists today: accommodation, travel tickets, timetables, sightseeing tours and travel guides.

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In the **20th century** the use of luxury ocean liners, cruise ships and planes made travel to even remote locations accessible to masses and when air travel became cheaper **international mass tourism** began.



Nowadays transportation and the Internet have evolved so much making communication faster and easier, therefore tourists can find out, book and even pay for their holidays online. This has contributed to the rise of **mass tourism.**



Mass Tourism has advantages and disadvantages:

ADVANTAGES

- 1.It creates jobs for local people.**
- 2.Transport facilities are developed.**
- 3.Local traditions and customs are kept alive as tourists enjoy them.**
- 4.Money from tourists can be used to protect the natural landscape.**
- 5.There is a greater demand for local food and crafts.**

DISADVANTAGES

1. Jobs are often badly-paid and seasonal.
2. Tourism can cause pollution, overcrowding and traffic jam.
3. Tourism can lead to the destruction of natural habitats. .
5. Prices increase in local shops as tourists are often more wealthy than the local population.



Tourism is very important for the Italian economy, but in the past few years senseless **mass tourism** has not really done all that good to Italy's small economy.

VENICE

The growth of **mass tourism** in Venice has lead small businesses, family-run businesses, local restaurants and artisans' shops to be replaced by cheaper made-in-China souvenir shops and fast food chains. As a consequence, thousands of Venetian families had to close their businesses and leave their city.



There are more tourists than residents in Venice; nearly 90 thousand people visit the city every day. While the number of visitors has grown rapidly, the local population is decreasing. In 1951 there were nearly 170,000 residents in Venice. Today there are fewer than 55,000.



Nowadays most tourists go to Venice as a day trip. Therefore Venice has an almost daily gigantic human wave of tourists arriving in the city and trying to move quickly to and back from the most famous landmarks, resulting in a total jam.



Furthermore, mass tourism is endangering the environment of the city and its lagoon.

The **World Monument Fund** has placed Venice on its watch list due to the fact that its “large-scale cruising is pushing the city to an environmental tipping point and undermining quality of life for its citizens.”

www.forbes.com

FLORENCE

Around **16 million tourists** visit Florence every year. Its popularity is not surprising - the city contains **over sixty per cent** of the world's art heritage but for its population of 350,000, that's an overwhelming figure.



The amount of tourists in relation to the number of inhabitants changes the livability of the city greatly.

Tourists are generally attracted to the historic city centre, therefore it has become impossible to avoid **mass tourism** and the local residents sometimes complain about that.



**Anyway, Florence is one of the
European cities which is attempting to
achieve a fine balance between tourists'
and local residents' needs.**



In September 2018 Florence introduced **#EnjoyRespectFirenze** campaign to target footpath foodies .Tourists who forget to respect Florence by eating in forbidden spots will get fines ranging from €150 to €500 . This new rule is part of an effort to reduce congestion in the narrow streets of the city .



The City Mayor stated:

” If tourists behave in Florence as they would at home, then they will always be welcomed, especially if they want to taste our gastronomic specialties.”

CAPRI



Capri is a tiny island, which is located in the Bay of Naples and is famous as it is the island where celebrities or rich people have their super yachts.



In summer up to 15,000 visitors arrive on the island each day. Many of them are day-trippers from the mainland or island hoppers from large cruises.



The Mayor of Capri has warned that Capri is at risk of “exploding” under the weight of the amount of tourists arriving each day.

He also wants to encourage tourists to spend at least one night on the island, so they can explore not only Capri Town but also the other parts of the island.



ERASMUS PLUS K2
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