

# Life's a Beach: Tourism in Developing Countries

**SUBMITTED BY:** Lee Jackson

**SUBJECT(S):** Management

**GRADE LEVEL(S):** 9, 10, 11, 12

## ≡ OVERVIEW:

In this lesson, students will learn the economic advantages and disadvantages of tourism in developing nations.

## ≡ NBEA STANDARD(S):

- Management, XII. Global Perspective

## Common Core Standard(s):

Integrate and evaluate multiple sources of information presented in different media or formats (e.g., visually, quantitatively) as well as in words in order to address a question or solve a problem.

## Objectives/Purposes:

- Analyze the impact of tourism on international economies.
- Examine the issues of corporate culture and managing in the global environment.

**Knowledge@Wharton Article:** [“Cisco Executive Thought Leadership: Running a Global Company Well Poses Major Operational Challenges”](#)

**Other Resources/Materials:** Whiteboard, chart paper, markers, photos

**Key Terms:**

- **Market research** – Research that gathers and analyzes information about the moving of goods or services from producer to consumer.
- **Developing nation** – A term generally used to describe a nation with a low level of material well-being.
- **Tourism** – The commercial organization and operation of vacations and visits to places of interest.

**Tying It All Together:**

1. *Ask students* – Have you ever been on vacation? Where did you go?

2. *Demonstrate* – *Tourism* is the business of attracting travelers to a specific destination to encourage business and job opportunities.

Some of the more commonly developed areas of leisure tourism worldwide are beaches. Did you know that over 50% of Jamaica's economy depends on tourism? When people travel, they spend money in the country, which in turn supports the local economy.

3. *Activity*. Split students into two groups. Then, have one group devise plans that countries might use to increase tourism to local areas. Have the second group think about ways other countries might attract visitors to their beaches. What are some of the fundamental ideas that each group must consider? (Example: costs/distance of foreign travel vs. the appeal of foreign travel; competition with other markets.) What are some of the service industries associated with tourism? (Example: airlines, cruise ships, taxis, hotels and resorts, entertainment venues.)

Have groups write out their ideas on chart paper, then summarize their findings individually.

4. *Discuss*: How does the national culture influence how business is conducted?

**Practice Outside of the Classroom:** Have the students research local areas of tourism in their community.

**What Worked and What I Would Do Differently:** Having students share information on the places they have visited on vacation got them excited about the activity.