

1 Warmer

A Discuss with a partner or in groups.

1. Would you like to visit Hawaii? Why or why not?
2. Do you think locals should have a say in how many tourists visit their area?
3. What are some negative aspects of tourism?

Unsustainable Tourism: The Aloha industry

Hawaii has been one of the world's most popular holiday destinations for decades, but at the start of the COVID-19 pandemic in 2020, tourism in Hawaii went quiet. It was only a short pause, and since fully vaccinated people have been allowed to travel domestically, there has been a boom of US travellers opting to visit this nearby island.

Locals were concerned about Coronavirus cases. In June 2021 only half the population in Hawaii had been vaccinated. Locals accounted for 40% of positive cases on the islands, but only make up 25% of Hawaii's population. Tourists were allowed to arrive even though 65% of surveyed residents agreed strongly that people from outside Hawaii should not be visiting.



Overtourism has been a growing problem. In peak weeks of 2021, more than 23000 people arrived in Hawaii every day. This led to traffic jams, 90-minute waiting times in restaurants and shortages of hospitality workers. The situation was worsened by tourists who did not follow rules. Videos of tourist transgressions like touching endangered seals and hiking in forbidden areas have gone viral.

But the impact of overtourism is not limited to locals' health and the environment. Many locals feel that Hawaiian culture has been turned into a commodity – sometimes called the Aloha industry - and hides its colonialist past. Locals rarely benefit from the tourism sector and often need to have more than one job to survive the high cost of living. A lot of the land has been sold to the global elite. Now local Hawaiians are fighting to keep Hawaii, well... Hawaiian. They are trying to reclaim their culture, their language and their land.

2 Understanding the article

A Choose the correct way to finish each sentence.

1. In 2020, before fully vaccinated US residents could travel nationally,
 - a ... there was a travel boom to Hawaii.
 - b ... Hawaii experienced a break from tourism.
2. In 2021, the majority of locals surveyed
 - a ... did not think it was right for other people to be traveling to Hawaii at the time.
 - b ... wanted to welcome visitors in order for the tourism industry to recover.

3. At the height of tourism in 2021, Hawaii received around 23000 visitors
 - a ... per week.
 - b ... per day.

4. Overtourism is when
 - a ... an excess number of tourists have an undesirable effect on an area.
 - b ... an area becomes too expensive for most people to visit.

5. According to the text, many Hawaiians feel that their culture
 - a ... is not respected and is used by the tourism industry simply to entertain for profit.
 - b ... is positively portrayed in the tourism industry and a great source of income.

3 Exploring the topic

A Choose another destination that suffers from overtourism: Iceland, Mallorca, Mount Everest, The Galápagos, Venice, or pick your own. Find information online to complete the table below. Use the notes to give a presentation on how your chosen location is affected by overtourism.

	Notes	Cost/Links/Other
Destination		
Tourism statistics		
Impact of tourism on environment / society / health / culture		
What they're doing about it / Possible solutions		