

II 次の英文を読んで、以下の設問に日本語で答えなさい。

Tourism is “travel undertaken for pleasure,” and countries around the world recorded an all-time high of some 760 million international tourism arrivals in 2004—10 percent more than in 2003. The World Tourism Organization cites, among other things, a growth of low-cost airlines, independent travel, and special interest travel as trends driving the increase in tourism.

Tourism plays a major role in the world’s economy contributing an estimated \$5.49 trillion of economic activity in 2004. Nearly 215 million jobs—8.1 percent of total world employment—are directly or indirectly linked to travel and tourism, while 73.7 million people work directly in the travel and tourism industry.

In an effort to embrace tourism, some countries have become overly dependent on this single industry, however. At least 10 countries currently derive more than half their gross domestic product from tourism. The tsunami that destroyed parts of Thailand, Sri Lanka, India, and other countries in that region in late 2004 illustrated the unstable position that overdependence on tourism can put poor countries in.

In many cases, the greater part of tourists’ money does not directly benefit the area they visit.⁽¹⁾ The U.N. Environment Programme estimates that when tourists travel on an all-inclusive¹ package tour, about 80 percent of the money they have paid goes to airlines, hotels, and other international companies. These businesses are often headquartered² in the tourists’ home country, so the host community sees little economic benefit from the visit. Even if a tourist spends money directly in a vacation spot, it is often spent on goods that were imported to meet foreign tourists’ standards.

Many of the other negative effects of tourism are “externalized”—

environmental and social costs are not factored into the price of a tourism product, such as a package tour or airplane flight. Low-cost airlines have decreased ticket prices dramatically, for instance. Someone can now fly between Indian cities for \$11, between European cities for \$20, and across the entire United States for less than \$100. But as the number of people traveling and the frequency of trips increases, air travel contributes more to air pollution and climate change.

In an innovative³ move to account for this, tourists can now choose a company that will “offset”⁴ the carbon emissions produced by their flights. Someone flying 2,886 kilometers round-trip from London to Rome would need to pay \$17.23 to account for his or her share of carbon—about 0.5 tons—released during the flight; on a 25,659-kilometer round-trip from New York City to Johannesburg,⁵ each passenger is responsible for 3.7 tons of carbon, which costs approximately \$85.47 to offset. By buying credits equal to the distance of the flight taken, travelers can ensure that their money is invested in green technologies or reforestation⁶ products that will help to counter those emissions.

A growing number of tourists are also seeking an alternative to conventional “mass tourism.” More than two thirds of U.S. and Australian travelers and 90 percent of British tourists consider active protection of the environment, including support of local communities, to be part of a hotel’s responsibility. Numerous tour operators, hotels, and tours now offer “responsible tourism” opportunities. Responsible tourism is about ethics and principles. Ecotourism, pro-poor tourism, and sustainable tourism are all founded on the idea that, if done well, travel can have a positive overall impact.

The increasing market demand for responsible tourism has led many businesses to adopt names suggesting they are environmentally responsible. While some are indeed examples of true ecotourism, many others are not.

They may make ⁽³⁾superficial changes to their operations, encourage guests to reuse towels (a move that saves water, but that is often motivated by a desire to cut costs), or actually do nothing to improve their operations.

One way to counteract⁷ such “greenwashing” and to identify truly responsible tourism is to look for accommodations, tour operators, and other products that have been certified as responsible. Certification programs⁽⁴⁾ are designed to measure a company’s performance against three criteria (economic, environmental, and social and cultural), to increase industry standards, to provide consumers with information, and to create a market advantage for certified businesses.

Travelers are often so moved by their experiences that they want to contribute in some way to host communities, many of which are poor. A variety of tourism companies are setting up philanthropic⁸ offshoots⁹ to help tourists make meaningful donations. The Africa Foundation, created in 1992 by the safari company Conservation Corporation Africa, has raised \$4 million for education, health, and income-generating programs near its lodges in East and South Africa. This money has financed training for 250 teachers, university scholarships¹⁰ for 120 students, and the creation of 65 classrooms and 18 preschools around the company’s lodges.

(Adapted from a work by The Worldwatch Institute)

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(注)

1. all-inclusive すべて込みの
2. headquarter 本拠を置く
3. innovative 革新的な
4. offset 埋め合わせる, 相殺する
5. Johannesburg 南アフリカ最大の都市
6. reforestation 森林再生
7. counteract 対抗する
8. philanthropic 慈善の
9. offshoots 関連商品
10. scholarship 奨学金

< 設 問 >

- [1] 本文によれば, 2004年末の津波でどのようなことが明らかになったと書かれているか説明しなさい。
- [2] 下線部(1)について, なぜそうなのか理由を2つ述べなさい。
- [3] 下線部(2)を訳しなさい。
- [4] 下線部(3)はどのようなことか, 具体的に説明しなさい。
- [5] 下線部(4)**certification programs**では具体的にどのようなことがなされるのか説明しなさい。