

Responsible tourism is about “making better places for people to live in and better places for people to visit.” Responsible tourism requires that operators, hoteliers, governments, local people and tourists take responsibility, take action to make tourism more sustainable.

One of the examples of responsible tourism is Masai Mara Conservancies in Kenya. In general, Kenya is popular among tourists, especially African safari.

Kenya has diverse wildlife and spectacular landscapes. The country occupies an area of 580,367 square kilometers, out of which approximately 44,359 square kilometers or 7,5 percent is wildlife conservation area.

Kenya is home to one of the planet’s greatest natural spectacles, Africa’s Great Migration. Every year millions of wildebeest, zebras, and various antelope species make their way from Serengeti National Park in Tanzania to Kenya’s Masai Mara National Reserve.

A study funded by World Wildlife Fund (conducted from 1989 to 2003) found that the Masai Mara had seen a sharp decline of ungulates – the hoofed animals that lions, leopards, cheetahs, and hyenas rely on for food – due to decades of human encroachment and poaching. The reserve also saw a 67 % to 80 % decline in populations of impala, giraffes, and warthogs.

Even worse, the indigenous Masai lost the rights to graze on their ancestral lands, with around 40,000 people in Tanzania forced to relocate after their land was sold to foreign investors in 2009. Fortunately, private tour operators began working with community leaders to help the Masai develop a more sustainable model for community-based conservation in the Masai Mara.

According to Gamewatchers Safaris & Porini Camps Managing Director Mohanjeet Brar, “60 to 70 % of Kenya’s wildlife is found outside protected national parks and reserves.” Led by founder Jake Grieves-Cook, the former chairman of the Ecotourism Society of Kenya, the company has been a pioneer of the community conservancy concept in Kenya for more than two decades.

Their low-impact Porini Mara and Porini Lion camps offer guests near-exclusive access to the 18,700-acre OlKinyei Conservancy, 33,000-acre OlareMotorogi Conservancy, and 50,000-acre Naboisho Conservancy. Each camp has a maximum of 12 tents, and each tent funds the protection of 700 acres of habitat. Approximately 95 % of their staff is from local Masai communities. The Masai received over \$1,5 million from the conservancies in 2018, with more than 1,000 families receiving monthly payments.

What this means for guests is more wildlife, fewer crowds, and an exclusive, eco-friendly option for seeing what is arguably the greatest show of natural beauty on Earth. That is how responsible tourism is realized in Kenya.

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THE LAST-CHANCE TOURISM: DESTINATION AUSTRALIA

Australia’s unique natural beauty was mostly destroyed by the fires, which continued from August, 2019 till February, 2020. A lot of people from all over the world are travelling to Australia now to see the rests of previously flourishing

destinations. Such a phenomenon is called “doom tourism” or “last-chance tourism”. This term essentially refers to visiting locations around the world that are in danger of either not existing in the future, or will become degraded over time.

Australia is well known as one of the world’s most unique landscapes. The world famous examples are the Great Barrier Reef, Kakadu National Park, Shark Bay, etc. Unfortunately, all of these magnificent attractions have become endangered by fires and flooding.

The forest fires of the 2019–2020 season became the most destructive in the entire history of observations. Since September 2019, 24 people have died in Australia, 6 are listed as missing. Estimates of dead animals vary from 400 million to 1.25 billion individuals, and these are only mammals, birds and reptiles. In February 2020, a large amount of rain quickly put out all the fires. The rains did not stop for 13 days and began to flood the continent.

Due to the fact that many natural attractions became endangered, tourists have begun to pay more attention to them.

Obviously, there are exponential examples of the destructive impact of doom tourism yet the last chance tourism also has its advantages. The increase in tourist flows allows to draw attention to the environmental problems in Australia. Besides, money earned from tourists’ interest goes to restore the microflora and the ecology.

The Australian government expects foreign visitors to help restore the country’s undermined economy since in 2018 Australia earned 47 327 000 000\$ on tourism. There is a clear danger of disappearing of the unique places of natural beauty in Australia. But, according to some researches, reasonable increase of the tourists’ interest to the country’s natural heritage could really save one of the most beautiful and valuable corners of our planet.

The Government of Australia is focused on increasing the tourist flow, especially through the idea of doom tourism. Trying to use their last chance to see the endangered parts of Australia, people wouldn’t harm the environment. The government even introduces preferential rates for travel to Australia, and also strongly supports volunteers and caring people.

Currently, travel is significantly complicated by the global epidemiological situation, but the government is taking all necessary measures to ensure that the once prosperous Australian tourism again takes its place in the top.

Without doubt there is a lot to see, preserve and protect in Australia. Doom tourism aims to save and draw attention to Australia’s environmental and economic issues. And it is evident that doom tourism brings more creation than destruction in itself.

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INBOUND TOURISM IN CANADA: THE OPEN-CLOSED BORDER

The tourism industry is one of the largest in the world, it is also a dominant industry in Canada, where the contribution of tourism to the gross domestic product (GDP) totaled 35,37 billion Canadian dollars.