

TOURISM SECTOR IN CALIFORNIA.

Tourism is an economic activity and an invisible export which involves the movement and traveling of tourists to and from the different tourism potential and resource areas for curiosity, pleasure, site seeing, relaxation and study purpose.

The major tourism potentials in California include

- ✓ Historical centres e.g San Francisco, San Diego, Sacramento.
- ✓ National game parks e.g Shasta NGP, Sierra Nevada NGP, M.t Whitney NGP, Death valley NGP.
- ✓ Land form features e.g mountains like coastal ranges, Sierra Nevada mountains.
- ✓ Tourism towns e.g Los Angeles, San Francisco, San Diego, Sacramento, San Jose.
- ✓ Projects e.g dams.
- ✓ Film industry in Hollywood.

FACTORS OR CONDITIONS WHICH HAVE FAVOURED THE DEVELOPMENT AND GROWTH TOURISM INDUSTRIES IN CALIFORNIA.

Physical factors.

* presence of large water bodies around California e.g Pacific ocean which act as tourist attractions in tourism sector.

* Presence of favourable climatic conditions in California e.g ice free seasons that facilitates tourism activities like sun bathing, swimming, surfing, mountain climbing.

* Presence of numerous rivers in California e.g Sacramento, Colorado which are used to generate HEP used in hotels that accommodate the tourists.

* Large extensive land in California e.g in Hollywood which is used to set up hotels, recreations hence boosting the Tourism towns e.g San Francisco, San Diego.

Gentle relief in California which facilitates the construction of hotels and transport networks for tourists to Access all places.

Human factors.

* Skilled labour in California e.g waiters, waitress,hotel manages,game rangers who to do work in the Tourism sector

* Sufficient capital in California e.g from government and investors which has been used to pay workers,taxes in tourism industries.

* Efficient and reliable transport networks in California e.g helicopters,roads which are used to connect tourists to there centres e.g San Diego, Los Angeles,San Francisco.

* Favourable and supportive government policy in California e.g tax holiday, visitors visas to tourists which has helped to attract investors and market to tourism industry.

* Presence of wide and ready market in California e.g domestic and international levels eg Europe, Asia which who come and observe scenary.

* Advanced and modern technology in California e.g drone, helicopters which have simplified work in the Tourism industries.

* Sufficient power supply in California e.g HEP generated from rivers like r.sacramento, Colorado which is used in the tourist accommodation areas like hotels.

* Intensive tourism research in California e.g on market control which has helped to improve on quality of Tourism sector.

* Political stability in California e.g police that keep law and order which has attracted investors and market to tourism industries.

CONTRIBUTIONS/IMPORTANCE/BENEFITS OF THE TOURISM SECTOR TO THE DEVELOPMENT OF CALIFORNIA.

* It has provided employment opportunities to the people of California e.g waiters,hotel manager,game rangers which has earned them income.

* It has generated revenue to the government of California which has been used to development infrastructures like roads, schools and hospitals.

* Tourism sector has promoted infrastructural developments in California e.g school roads which have improved standards of living in California.

* It promoted diversification of the economy in California e.g setting up of tourism centres national wide which has reduced on over depending on few sectors in California.

*Tourism sector has promoted urbanisation in California e.g through infrastructural developments like roads this has led to development in the country like in San Diego, San Francisco.

* It has promoted foreign exchange and currency in California e.g with Europe, Asia which has helped to settle international debts and infrastructural developments.

* Tourism sector has promoted international relations between California with others like Europe Asia which has helped to promote peace and unity in the region.

* It has provided market to others sectors in California e.g agricultural industry which has helped others sectors earn income for development.

* Tourism sector has promoted the development of others sectors within the economy in California e.g film industry which has encouraged development in California.

* It has promoted education and research e.g Universities and colleges in California which has helped students to acquire knowledge and skills about tourism Field.

PROBLEMS AND CHALLENGES FACED BY THE TOURISM SECTOR IN CALIFORNIA.

*Unfavorable climatic conditions e.g winter which interrupts tourism activities hence limiting production.

* Competition from other countries with tourist attractions e.g Europe Asia which leads sector to losses.

* High costs of transport in California e.g helicopters which is expensive to maintain hence high spending of tourism companies.

* Limited skilled labour in California this has made work and production difficult in California's tourism sector.

* Unsupportive government policy e.g high taxation in California which has discouraged investors and market to tourism sector.

* Occurrence of accidents while carrying out tourism activities in California eg mountain climbing which has caused injuries and death hence discouraging production.

* Political instability especially threats from terrorists discourage investors and market to tourism sector.

* Labour migration to other sectors e.g fishing which has slowed and discouraged the Tourism activities.

* Low levels of technology e.g duplicated machinery which make work and production difficult in tourism sector.

* Competition within the economy with other sectors e.g fishing which leads to underfunding of tourism sector by the government and labor migration hence limiting production.

WAYS OF IMPROVING OR SOLUTIONS TO THE PROBLEMS FACED BY FILM MAKING SECTOR IN CALIFORNIA

*Mechanisation such as use of machines should be used to solve the problem of shortage of skilled labour.

*Use of protective equipments like helmets,coloured clothes to minimize the occurrence of accidents on waters.

*Construction of modern transport networks to easy the transportation of tourists to tourism centres e.g cab cars, underground trains.

*Modern advertisements eg through internet to compete on the world market with other countries.

*Use of advanced technology to solve the problem of low levels of technology eg cab cars.

*Intensive research on tourism issues to improve on the quality of production and getting of market.

* Improvement on workers conditions in tourism sector to solve the problem of labor migration.

PROBLEM RESULTING OR CAUSED BY THE FILM MAKING SECTOR TO THE HUMAN AND PHYSICAL ENVIRONMENT IN CALIFORNIA

Problems on the Human environment.

- ✓ Accidents occurrence during Tourism activities leading to injuries and loss of lives.
- ✓ Labour migration in other sectors leading to labor shortage in other sectors eg fishing.
- ✓ rural urban migration which leads to over population in the Tourism towns.
- ✓ Displacement of people to set up recreations leading to creation of unplanned settlements eg slums.
- ✓ Regional imbalance in the country which leaves tourism towns more developed than other town without minerals.
- ✓ urban related problems like prostitution which increase high crime rates in tourism towns.
- ✓ profit repatriation by foreigners which leaves the country underdeveloped.