

global Eye

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New department created

Following the British general election in May 1997, the importance of overseas aid and development was recognised by the creation of a new Department For International Development (DFID). Clare Short has been appointed to become the first Secretary of State for International Development, with a place in the Cabinet.

Boost for primary education in India

Britain has announced plans to provide £41 million for education in West Bengal. The money will help the Government of India to implement a District Primary Education Programme. The main aim of the programme is to increase the number of pupils attending school, especially girls and disadvantaged groups. Money will be spent on building new schools, providing additional teachers and improving learning materials.

Support grows for Change the Rules Campaign

Many of the third world farmers who produce food for Britain's supermarkets are very poorly paid, or work in dangerous conditions, according to The Global Supermarket, a report published by Christian Aid. To focus attention on this issue, and to try to get a better deal for poor countries, the charity has launched a four-year campaign called Change the Rules. The campaign calls for supermarkets to adopt an independently monitored code of conduct for their trading with the Third World. This should lead to new minimum working conditions being introduced which will improve the lives of many third world workers and their families.

Assistance for Sri Lanka

Thousands of people in Sri Lanka face huge difficulties each day as they live through a civil war. Britain has provided £4 million to support Oxfam and Save the Children Fund's Relief and Rehabilitation Programme (RRP) in Sri Lanka. This will help to meet people's immediate needs for water and shelter as well as providing for the longer term by rebuilding basic infrastructure, improving access to education and health services and promoting agricultural production. A further grant of £500,000 will support the work of the Red Cross in Sri Lanka.

Vote of confidence in Africa

The World Bank reports that in recent years, Africa's economic performance has been steadily improving. "Africa is the World Bank's top priority, and we want to strengthen our partnerships with the region" declared James Wolfensohn, the Bank's President just before a trip to the continent earlier this year.

Developing St Helena

The tiny South Atlantic island of St Helena will receive £26 million of development assistance from the British Government between now and the end of this century. Part of this money will be allocated as a shipping subsidy for the RMS St Helena a combined mail ship and cruise liner which operates between Cardiff and St Helena via Tenerife, Ascension Island, Tristan da Cunha and Cape Town.

Brazil

Brazil is **the largest country in South America** covering an area of over 8.5 million square kilometres. As a result, it experiences a wide **variety of climates** ranging from the moist equatorial regions of the Amazon Basin, to the savanna woodlands of the central regions and a semi-arid region in the north east.

Brazil gained its **independence from Portugal in 1822** and unlike other South American countries its official language is Portuguese. Some 170 Amerindian languages are also spoken throughout the country.

Along with Argentina, Paraguay and Uruguay, Brazil is a **member of MERCOSUR**, which aims to develop a common market in South America. Itaipu (which means 'the stone that sings' in Guarani) is situated on the Paraná river near the border with Paraguay. It is the **world's largest hydro-electric plant** at more than eight kilometres long.

People	Brazil	UK
Population (million)	159	58.1
Life Expectancy (years)	66.6	76.8
Infant Mortality (per 1,000 births)	44	6
Literacy (%)	83	99
Communications		
TVs (per 1000 people)	278	612
Radios (per 1000 people)	399	1,433
Economy		
GNP (US \$ per capita)	3,640	18,700
Employment (%)		
Agriculture	23	2
Industry	23	29
Services	54	69

Source: UN Human Development Report, 1998.

Brazil is:

- the world's leading producer of coffee and precious gemstones
- South America's most populous country
- home to the largest area of tropical rainforest in the world



Brazil's People

With more than 156.5 million people, Brazil has the largest population in South America. The racial background of this population is varied with most people being able to trace their family roots to one of three ethnic groups - the original Indian inhabitants, European (mainly Portuguese) immigrants or African immigrants. According to the 1991 census approximately 55 per cent of people were of European origin, 39 per cent of mixed race and 5 per cent of African origin.

While there has been considerable integration between these groups mainly through intermarriage, FUNAI (National Foundation for the Indian) estimates that at least 40 Indian groups have still never come into contact with white people. The number of native Indians has declined to around 250,000, as on average one tribe a year has become extinct during this century. One of the best known Indian groups are the Yanomami. They live in the Amazon rainforest in approximately 360 communities spread over an area the size of England and Wales, and derive the bulk of their diet from their gardens, employing slash and burn agriculture to clear areas for planting. Their staple diet consists of bananas, plantains and cassava although to achieve a balanced diet they must also gather fruits and hunt game and fish in the rainforest.

City Life

Approximately 115 million Brazilians now live in urban areas and this number is rising every year. Brasília is the capital city, but São Paulo and Rio de Janeiro dominate the country culturally and commercially. São Paulo's population of approximately 10 million makes it one of the world's largest conurbations, and Brazil's major financial and industrial centre. With a population of more than 5 million, Rio de Janeiro is the second largest city in Brazil and the cultural and artistic heart of the country.

For many inhabitants of the crowded shanty towns (favelas) in Brazilian cities the quality of life is poor.

However several cities have implemented programmes to help improve living conditions. In São Paulo and Rio de Janeiro schemes are in place to provide a basic infrastructure - water pipes, drainage systems, pavements and electricity cables - so that the favelas can be gradually integrated into the city.

Curitiba is another city renowned for its innovative schemes which have improved the quality of life for all its inhabitants. An Integrated Transport System (ITS) has boosted the number of people using public transport. The ITS includes dedicated bus lanes to reduce journey times while the bus stops themselves are equipped with telephones, newspaper kiosks and postal facilities.

The Amazon Basin

This region covers an area larger than the whole of Europe and is mainly covered by thick tropical forest or selva. The area is home to the largest single reserve of biological organisms anywhere on earth. Scientists estimate that there could be as many as five million different species living here (15-30 per cent of all the species in the world), many of which could well prove to have a medicinal value.

The Amazon river itself is the largest in the world when measured in terms of its discharge while in terms of length it is second only to the Nile. It drains an area of some 6.2 million square kilometres and flows over 6,500 kilometres from its source in the Peruvian Andes (less than 190 kilometres from the Pacific) before it reaches the Atlantic Ocean. The floodplains on either side of the river, called varzeas, contain the most fertile soil in the basin, a consequence of the annual flooding caused by melting snow from the Andes.

The vast river network provides a ready made transport system. It contains 20,000 kilometres of navigable rivers and ocean-going vessels are able to travel upriver as far as Iquitos in Peru.

Sporting Brazil

Football (futebol) is the most popular sport in Brazil. The Maracanã Stadium in Rio, which can hold 200,000 spectators, is the largest football stadium in the world. Five other Brazilian stadia can hold 100,000 people. The national team has won the World Cup four times, most recently in 1994. Probably the most famous Brazilian of all, Edson Arantes do Nascimento is better known simply as Pele.

Brazil is also a major world force in volleyball and basketball having won world champion-ships and Olympic medals in both sports. Brazilian drivers have excelled in Formula One motor racing, including Emerson Fittipaldi, Nelson Piquet and Ayrton Senna (who died following a crash in May 1994).

In 1998 the **number of tourists** travelling to different countries will be an estimated **550 million**, or **12 per cent** of the world's population.

Tourists are people who travel for pleasure. The industry which looks after their needs is called tourism. Tourism is the world's largest employer, with some 120 million workers worldwide, or one in every 15 employees.

Types of Tourism

People who journey inside their own country are domestic tourists. Those who travel overseas are international tourists. There are many different types of tourist.

Some people prefer to holiday by the sea: others like to travel to distant and often exotic locations, sometimes in less economically developed countries (LEDCs).

The tourism industry involves many different forms of business, from airlines and cruise ships, to hotels, entertainment complexes, and tour companies. Between 1970 and 1990, tourism grew by nearly three times. By 2010 there are expected to be 937 million international tourists.

Sustainable Tourism

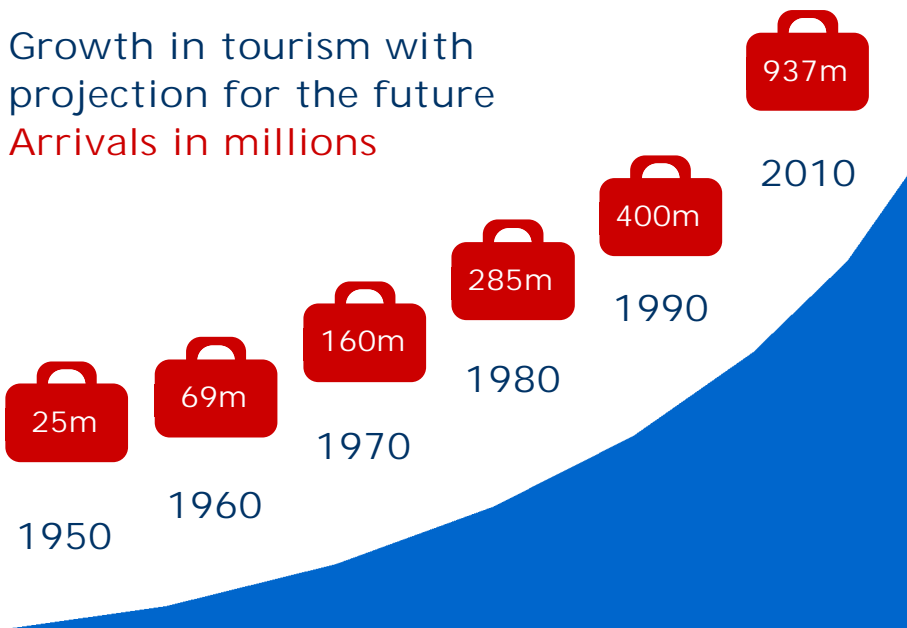
Some development workers, tour operators and host country governments are now seeking to encourage 'sustainable tourism' as tourism which avoids negative environmental and social impacts.

The aims of sustainable tourism include:

- using resources sustainably by reducing waste, encouraging recycling (for example of water), and protecting fragile zones
- integrating the development of tourism into national and local planning frameworks
- supporting local economies to help them avoid becoming dependent on international companies
- recognising the contribution that people and communities, customs and lifestyles, make to the tourism experience
- working with local communities in planning tourist developments.

Source: adapted from *Beyond the Green Horizon* (WWF-UK and Tourism Concern).

Growth in tourism with
projection for the future
Arrivals in millions

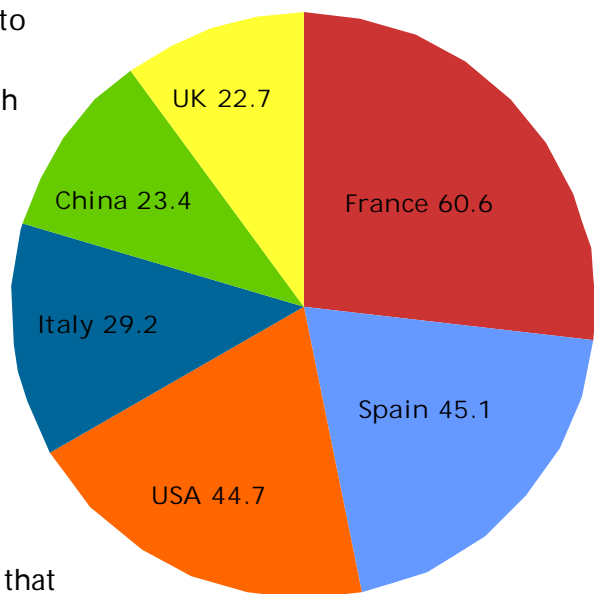


The Lanzarote Tourism Conference

In 1995, the World Conference on Sustainable Tourism, which was held in Lanzarote, drafted a 'Charter for Sustainable Tourism' to guide companies and authorities wishing to undertake sustainable tourism development. This document recommended that:

- companies should adopt 'codes of conduct' to prevent pollution at tourist destinations
- local authorities should seek partnerships with large international companies to understand international demand for recreation. These should help avoid 'boom and bust' cycles of development as witnessed in Spain and Turkey
- tourists should be educated more about the cultures and environments of holiday destinations.

The challenge is to ensure that companies and destination authorities work together to produce agreements on how to manage tourism in a way that meets the needs of local populations.



The world's top 6 tourist destinations by country (1995) - tourists in millions

Impacts of Tourism

Tourism may have good and bad impacts.

The good impacts include:

- bringing in foreign exchange. In LEDCs this may help pay off international debt
- providing jobs and income for local people
- recognising natural landscapes as a tourist attraction and understanding the need to protect them as a source of income for local people and businesses
- helping to educate those who travel, about other cultures and peoples.

Bad impacts include:

- damage to fragile ecosystems like coral reefs by tourists. This has happened in places such as Australia and Indonesia
- local people can often only gain employment in lower-paid and unskilled jobs such as gardeners, cooks and kitchen staff
- small communities may lose access to land or water because of the construction of new hotels and golf courses - as seen in Thailand and India
- ethnic groups like the Masai in Kenya may be represented as 'primitive' in order to attract tourists. This is demeaning to their self-image and does not help improve their status in society.

Tourism has the ability to provide economic development that can address serious problems of debt and unemployment. However, if it is not properly managed, it can lead to environmental damage and an exclusion of local communities from the development process.

International organisations like the **United Nations** (UN) and **World Bank** have recognised the potential of tourism as a form of **economic development**.

The UN declared 1967 to be the official 'Year of the Tourist' as a way to encourage LEDCs to develop tourism projects. Since then, many countries have made tourism a key part of their economy. For example, 1987 was 'Visit Thailand Year', and now tourism is the country's largest source of foreign exchange with some six million visitors annually, spending nearly £4 million.

Case Study 1: Nepal

Nepal is one of the world's poorest countries and suffers from a shortage of fuelwood in its mountainous regions. Every year some 326,000 tourists visit Nepal to see the spectacular scenery of the Himalayas, and the diverse Nepali ethnic groups and wildlife. Almost 40,000 come to the Annapurna region in central Nepal, which is famed for trekking amidst mountain scenery.

The Annapurna Conservation Area Project

The Annapurna Area Conservation Project (ACAP) was set up in 1986 as a way to limit the negative impacts of tourism, and to place management of the area's fragile environment and resources in the hands of local and international NGOs. The problems caused by tourism included the too rapid development of some villages, litter dumping, and excessive use of local fuelwood - especially for hot showers for tired trekkers.

The project aims to integrate limited economic development with conservation of the environment and with local people's participation in the tourism process. It has supported reforestation and education of villagers and tourists to help reduce tourism's impacts.

In 12 years, the results have been significant:

- alternative energy, often using cow dung, is beginning to replace fuelwood
- community forest management has helped conserve soil and forest resources
- tourists are invited to participate in the project, by reducing litter or energy use and by learning about the cultures of the people within the zone. Noticeboards tell tourists: 'Take nothing but photographs - leave nothing but footprints'.

The theme for Visit Nepal '98 is 'A sustainable habitat through sustainable tourism'.

Case Study 2: The Gambia

The Gambia is a small, poor country in West Africa. Tourism is seen as a way to increase foreign exchange earnings, and in the last 30 years, international tourism has grown from just 300 arrivals a year to well over 100,000. Most tourists arrive to escape the European winter, and spend much of their time on beaches.

UK-based tour operator 'The Gambia Experience' is an example of a holiday company that is putting something back into the area where it operates. They are currently providing money to help build school rooms in three villages in The Gambia.

The Gambia	
Estimated population (millions)	1.0
Life expectancy at birth (years)	45.2
Adult literacy rate (%)	36.6
GNP (US\$ per capita)	350.0
Total external debt (as a % of GNP)	97.0

The Kololi Tavern

The Tavern in the village of Kololi was set up in 1987 by villagers. It is a type of museum whose aim is to allow visitors to gain a more intimate knowledge of Gambian life and culture, and reduce tensions between host communities and visitors, who generally knew very little about the country.

The Tavern is attached to a local art gallery and inn, which display local handicrafts and educational material. Visitors to the tavern in Kololi spend money in the village, thus benefiting local people. The Tavern is an example of a local initiative to manage tourism in a way that is good for local people. However, a lot of tourism development continues to be for the benefit only of visitors. By supporting schemes like the Kololi Tavern, Tourism Concern hopes that revenue from visitors will directly benefit local communities in The Gambia.

Tourism Concern is a British-based campaigning organisation which works to improve the quality of tourism for both tourists and host communities. It has formed partnerships with organisations overseas in order to strengthen their campaigns for greater justice in local tourism development. It has also undertaken research to educate tourism companies about the potential hazards of their work and ways to overcome these. One campaign called 'Our Holidays, Their Homes' tries to make tourists aware that local communities are sometimes displaced by tourist developments. In addition, Tourism Concern has also campaigned for tourists to think carefully about visiting Burma where the revenue from tourism assists a regime which many people allege suppresses human rights.

Voluntary Service Overseas (VSO) is an independent charity sending volunteers to help disadvantaged people in the world. The first 14 volunteers set out four decades ago, and since then over 22,000 people have volunteered with VSO. Today there are **2,000 volunteers** sharing their skills in **59 countries**, mostly in the developing world but now also in Eastern Europe.

VSO undertakes hundreds of projects every year in some of the world's poorest communities. Volunteers of all ages work overseas for two years and are provided with accommodation and paid a local allowance.

VSO sends aid, not in the form of money or food, but through people. Skilled and qualified volunteers, such as doctors, farmers, teachers, lawyers, sports coaches and carpenters, are sent to work with local people so that when they return home their skills remain.

Funding for VSO's work comes from many sources, including public donations, sponsorship from large companies and local rotary clubs around the UK. Other funds come from appeals, fundraising events and the British Government.

These case-studies show how volunteers make a difference to the lives of disadvantaged communities in Africa.

Health

Few people in the UK realise that 94% of those with HIV/AIDS live in the developing world where even basic treatments can be too expensive for most sufferers to afford.

Patsy Sterling and Chantal Dupont are health educators who help organise and co-ordinate the primary health care system in western Kenya. Along with local colleagues, Patsy and Chantal have been working on the Participatory Approaches to Preventing AIDS (PAPA) project which runs workshops in small communities and trains primary school teachers.

Through drama and role-play, young people in Kenya's rural communities are able to talk about the very real threat of HIV and AIDS infection. The work of the volunteers and the other teachers in primary schools help local people examine the consequences of their sexual practices and how they can prevent the spread of HIV in their community. 'We had to do this because HIV and AIDS is such a problem in western Kenya' explained Chantal.

Sport

Some of the world's poorest people live in the townships of South Africa where sport is enormously popular. The sport of mini-league has been developed specifically for township children. The game combines elements of rugby, basketball and netball.

Monica was one of the first VSO volunteers to work in South Africa and has been working as a mini-league coach promoting the sport to primary school children in the townships surrounding Johannesburg, such as Soweto and Alexandra. Monica's role is to work with the mini-league co-ordinator. She coaches primary school teachers and children, and helps to develop the sport in the townships. 'In the apartheid era black schools weren't given the same sporting opportunities as white schools... the children get a lot of enjoyment out of mini-league' she said.

Monica's project, and that of 20 other volunteers working in sports development programmes around the world is funded by the British Government.