

**Mass tourism is the movement of large numbers of people to popular holiday destinations, often using standardised, pre-packaged, and cost-effective travel services.** It is characterised by high-volume, year-round or seasonal travel, often concentrated in places like Mediterranean beaches, ski resorts, or major cities such as Venice and Barcelona.

### **Key Characteristics:**

- **Package Holidays:** Dominated by large travel operators offering combined flights, accommodation, and transport.
- **High Volume/Low Cost:** Focused on lower- to middle-income consumers, allowing mass participation in tourism.
- **Infrastructure Dependence:** Requires extensive infrastructure development (hotels, airports, transportation).
- **"Honeypot" Locations:** Concentrates people into popular, often crowded, areas.

### **Advantages:**

- **Economic Impact:** Generates significant income for local areas, taxes, and increased GDP.
- **Job Creation:** Creates jobs in the service sector (hotels, restaurants, travel).
- **Improved Infrastructure:** Infrastructure developments designed for tourists often benefit local residents.

### **Disadvantages:**

- **Environmental Impact:** Leads to pollution, overdevelopment, destruction of ecosystems, and high consumption of resources.
- **Cultural Erosion:** Can lead to the loss of local culture, traditions, and "cultural pollution".
- **Economic Leakage:** Profits often go to multinational corporations rather than staying in the local economy.
- **Social Impact:** Can cause overcrowding, congestion, and tensions with local residents (over-tourism).

Mass tourism is frequently criticised for its potentially destructive impacts on environment and culture but remains a crucial industry for many economies.