



General Certificate of Education
Advanced Level Examination
June 2012

Travel and Tourism

TT11/PM

Unit 11 Impacts of Tourism

Preliminary Material

To be issued to candidates on or after 1 May 2012

Instructions

- This material **must** be kept unmarked for use in the forthcoming examination.
- You **must** take this material with you into the examination.
- Do **not** contact the destinations and facilities mentioned in this material for more information.

Advice

- You should read the information contained in this booklet and become familiar with the data provided.

Impacts of Tourism in the Llangollen area

Item A Background

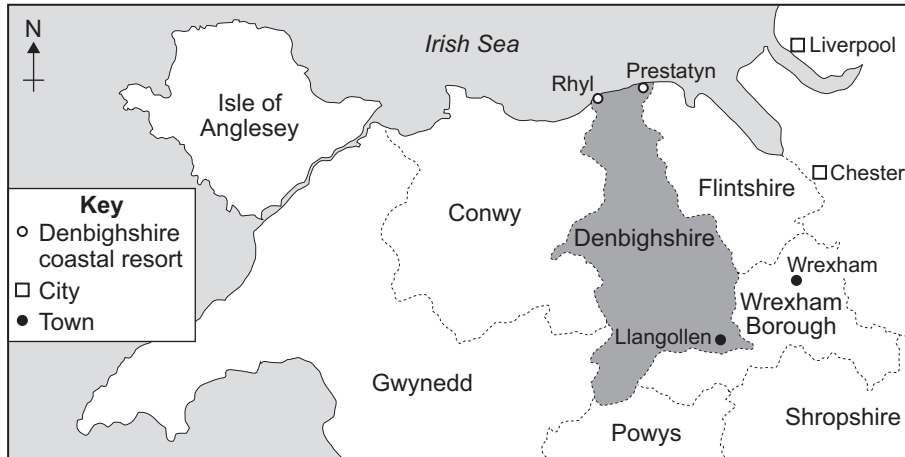
The material in this booklet relates to the impacts of tourism on the small Welsh town of Llangollen and its immediate surrounding area. Llangollen lies in the administrative county of Denbighshire, but close to the adjacent administrative areas of Wrexham Borough and the English county of Shropshire. Each of these authorities has a part to play in tourism development in the area.

Two major physical features define the area. The valley of the River Dee itself is a dominant and attractive landscape element, with Llangollen at its very centre (photo below). To the north are the rocky limestone crags of the Eglwyseg.

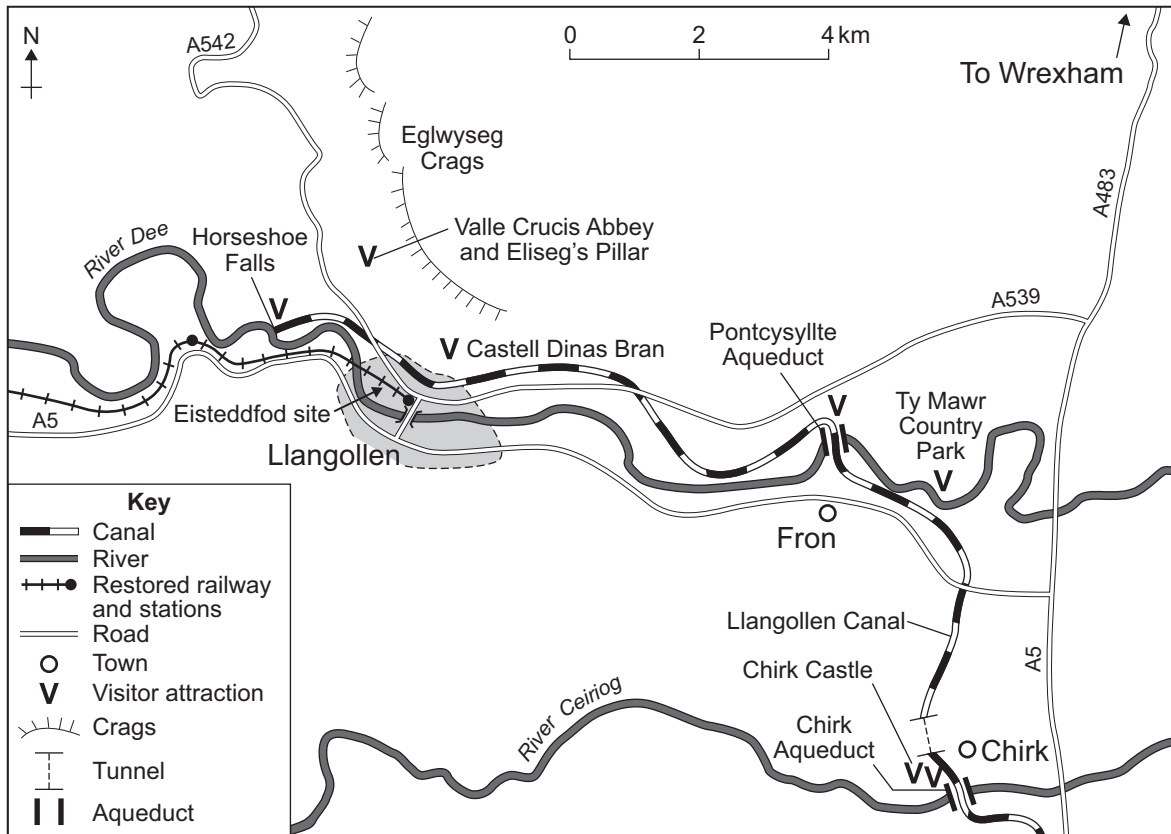
The Llangollen Canal begins near the Horseshoe Falls (not a real waterfall but a weir which provides water for the canal), and is an important part of the area's heritage. It formerly carried limestone and slate to the English Midlands. This and the restored Llangollen Railway are now important tourist attractions.



Some local authority areas around Llangollen

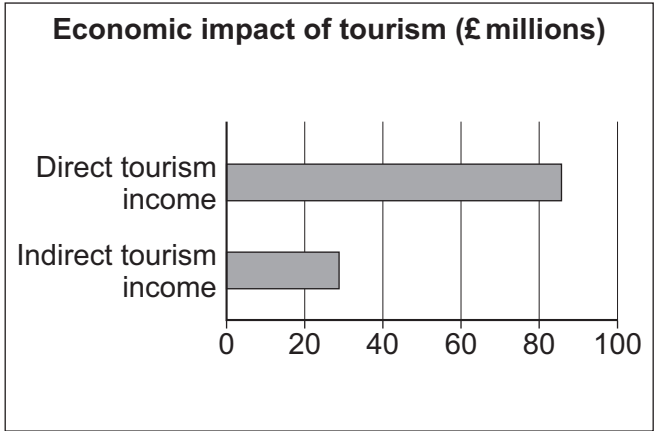
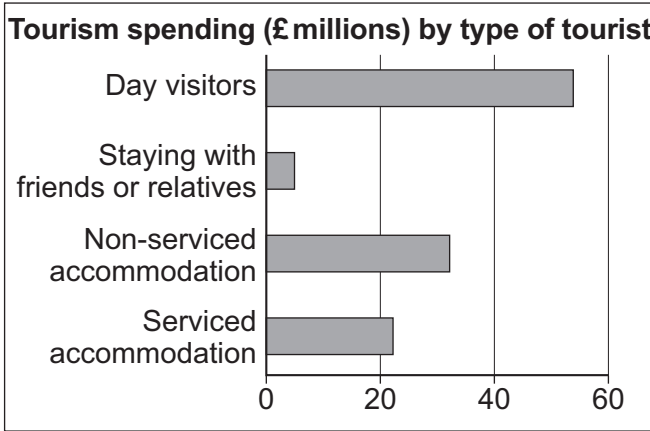
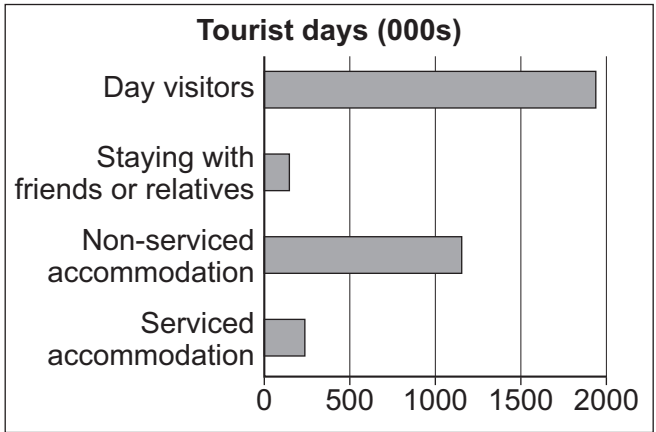
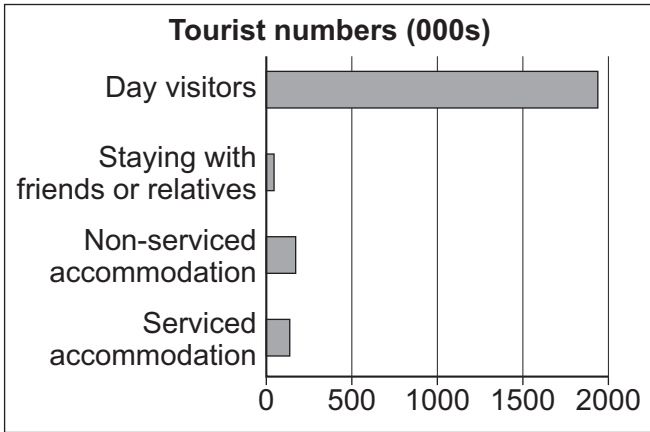


Llangollen and Chirk



Turn over ►

Item B Tourism Statistics for Denbighshire in 2009 (excluding coastal resorts)



Item C Some other Llangollen outdoor tourist attractions

White Water Rafting	Canoeing & Kayaking	Climbing & Abseiling
Hill and Gorge Walking	Laser Clay & Archery	Paintballing
Quad Biking	Mountain Biking	Canal Boating
Hang Gliding	Steam Railway	Angling

Publicity about Whitewater ACTIVE

Whitewater **ACTIVE**

Start your adventure here with rafting, canoeing and much more!

The UK Premier Outdoor Activity Provider situated in the romantic Vale of Llangollen, Denbighshire, often called the gateway to North Wales, offers the perfect activity to suit you and your family or team. Take a look at our site and choose from the many and varied experiences on offer, from white water rafting to a 90 foot abseiling experience. The River Dee is not dependent on dam releases as other Welsh venues are, which makes us truly the only year-round white water rafting in Wales.



Manchester City Football Club daring the rapids

We have developed a range of fantastic and exciting activities in and around the beautiful Vale of Llangollen. You can ride the rapids on our 6-man rafts with our white water rafting adventure, scale the magnificent Eglwyseg Crag with a climbing and abseiling trip, or paddle your own canoe (or hire one of ours) on our crystal clear waters. We offer gorge walking in deep

green canyons, through which rushes foaming white water. You can lose yourself in the peace and tranquillity of a wild Welsh gorge only a few miles from the welcome in the valleys we are famous for. All these activities are available to the whole family from 8 years and up. Go on, take the plunge..... who knows where it will take you.

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Horse Drawn Boats

For over 100 years, visitors have enjoyed trips from Llangollen Wharf. Experience for yourself the pleasure of a horse drawn boat trip on the beautiful Llangollen Canal. This section of canal has been designated as part of a World Heritage Site.



Horse Drawn Trip – 45 minutes

A return trip from Llangollen Wharf, running every 30 minutes during the school holidays and roughly every hour at other times.

Horse Drawn Trip – 2 Hours (Pre-booked parties of 30 or more only)

It's a leisurely ride along the last stretch of the Llangollen Canal, not navigable by any other boats.

A stop at the end allows you to admire the chain bridge across the River Dee, and marvel at the man-made Horseshoe Falls, another masterpiece by Thomas Telford.

PLEASE NOTE: The horse drawn boats operate daily from 11:00 am from Easter to October.

Llangollen Railway

The Llangollen Railway is a mainly steam-hauled Heritage Railway Line starting at Llangollen Station, located beside the Dee River Bridge in the centre of the town, and continuing for 7 1/2 miles upstream, following the valley floor of the River Dee.

The old main line closed to passenger traffic in 1965 and to goods in 1968, only to be reopened by a group of enthusiasts in 1975.

Plans are in hand to extend the line a further 2 1/2 miles to the small town of Corwen, further up the Dee valley.

The railway operates on most weekends throughout the year, and on weekdays between April and October.



How the World Heritage Site is used to attract tourists

Extracts from a 'World Heritage Week' activity programme at the Pontcysyllte Aqueduct and Canal

This week-long programme of walks, talks and tours offers an opportunity to explore some of the lesser known parts of the World Heritage Site, in the company of individuals with excellent local knowledge. But if you prefer something a bit more relaxing, visit the star attraction itself – Pontcysyllte Aqueduct – on Saturday 25 September from noon to 6pm and enjoy the **live music, barbeque, canal heritage displays, guided walks, coach tours, 'Show and Tell' sessions and children's entertainment** at Trevor Basin.

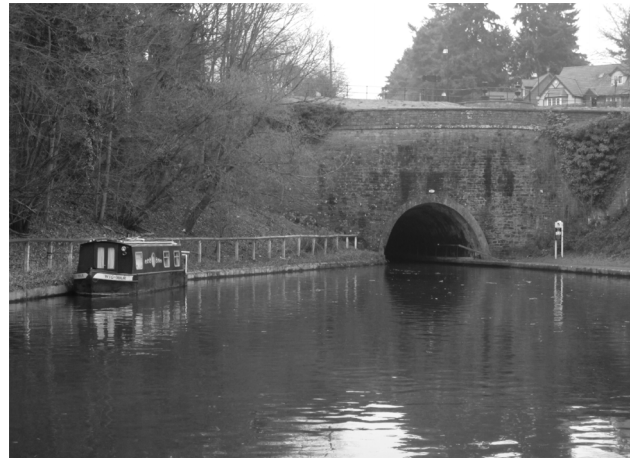
If you would like to join one of the walks, talks or tours it is essential to reserve a place. Tickets for these events are FREE and can be obtained from the Wrexham Tourist Information Centre. Full directions, **including information on parking**, will be sent with your tickets.

Story Walk by the Water

Meet at Chirk Castle gates for a heritage storytelling walk. A family event – but not for the faint-hearted – which will include a dark journey through the Chirk canal tunnel. Bring torches and sensible footwear. Any dogs must be on leads.

Level of difficulty: medium, rough ground by canal, slopes, dark tunnel – not suitable for pushchairs.

2 miles/3.2 km



From Ty Mawr to the Waterway in the Sky

Starting from Ty Mawr Country Park this riverside walk follows the Cefn Heritage Trail to the Pontcysyllte Aqueduct. Here we will board a narrowboat to cross 'The Waterway in the Sky', high above the River Dee.

Level of difficulty: easy walking but a lot of steps.

3.5 miles/5.6 km



World Heritage Site Towpath Tidy

If you can spare a few hours we are on the lookout for enthusiastic volunteers to participate in a summer clean up of the Heritage Site. Activities will involve painting, vegetation clearing and litter picking. The ground could be rough and muddy. Meet at the Bryn Howel Hotel car park, near the canal between Pontcysyllte and Llangollen.

Birds of the Vale of Llangollen

A walk along a section of the Llangollen canal, led by a local expert, who will point out all the birds seen along the way and teach you how to identify them by both sight and sound. Start at the Sun Trevor Inn by the canal.

Level of difficulty: easy

1-2 miles/1.6 – 3.2 km

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Item D Llangollen International Eisteddfod

At the beginning of July every year, more than 120 000 visitors, including between 2000 and 5000 competitors, come to Llangollen to compete in or just experience the flavour of the International Musical Eisteddfod. It was established in 1947 thanks to the vision of two men, one a local musician



Visiting Yugoslav band on the Eisteddfod field 1956

and the other a journalist with the Liverpool Daily Post and regional officer for the British Council. The aims of both men were 'to provide a platform for people of all nations to meet and communicate through the international language of music, thus creating the opportunity to promote peace, harmony and greater understanding among people.'

Musicians, singers and dancers from all over the world come to Llangollen every year to compete against individuals and groups from Wales and the rest of the UK.

In the early years, a large marquee was erected each year on the 'Eisteddfod field', close to the town centre, and the whole organisation was very much a voluntary and homely affair.

The potential impact of the Eisteddfod on tourism in the area was recognised by the Wales Tourist Board. With its support, permanent facilities were developed which were for the sole use of the Eisteddfod for four weeks of the year but could be used for other local and regional activities for the rest of the year. The centre piece of the new facilities is the Royal International Pavilion which can seat up to 5000 people.

As well as providing the main stage for the various competitions during Eisteddfod week the new Pavilion hosts the celebrity evening concerts which are held during the week. These concerts have drawn well-known artists such as Katherine Jenkins, Shirley Bassey, and Pavarotti. At other times of the year, there are pop and jazz concerts, comedy shows, antique fairs and food fairs. There are also corporate facilities for conferences and exhibitions.

Images of the Llangollen Eisteddfod



Extra parking in nearby field



Souvenir shopping and lunching



Spectators inside the Pavilion



National flags from competing countries



Selling traditional walking sticks



Competitors mixing with the crowds



Thai performers at the old station



Café next to the Eisteddfod field and canal

Turn over ►

What people say about Eisteddfod week in Llangollen

We make more money in a week than we normally do in a month.

Llangollen café owner

I just don't bother going into Llangollen during Eisteddfod week – you cannot park, the shops are full, the streets are crowded, and I've seen it all before anyway!

Local pensioner

I like the dancing best. You can sometimes see the groups dancing around the streets after their performances in the competition. It is so exciting and colourful.

Regular visitor from Chester

It's amazing how the whole town takes on a very special atmosphere despite the number of people constantly moving around. You hear so many different languages on the streets.

Visitor from Liverpool

For this week all Hotel, Guest House and B&B accommodation in Llangollen is fully booked up months in advance. We might be able to find somewhere for you in Wrexham or Shropshire, but there is not much left there either.

Tourist Board Officer replying to an accommodation query for Eisteddfod week

You would not believe how much litter there is along the roads, in the river and around the Eisteddfod field by the end of each day – but we have teams who sort it out.

Council refuse collector

Mum has always put up visiting performers during Eisteddfod week. We all help in some way. My Dad and Grandad are in the local Fron Male Voice Choir so they have always been involved and have sometimes competed.

Local village school pupil writing to a visiting school group from Brazil

All the local schools used to close for Eisteddfod week so they could be used for competition practice and accommodation for visiting groups. Many of the children used to help throughout the week. Now they can only help in the evenings. Some wrote letters to pupils in other countries and many had pen-pals for years. Now it's just internet and e-mail.

Local school teacher

Our local choir comes here every year for the singing competition. Many of us bring our families too, and make the visit into a real Welsh holiday. We have made good friends here over the years and some of us stay with the same families every year, in a nearby village.

Choir member from California

Item E Pontcysyllte Aqueduct and Canal World Heritage Site

The Pontcysyllte Aqueduct and the smaller Chirk Aqueduct, a few miles to the east, are amongst the best examples of canal engineering heritage in the UK. Built between 1795 and 1808, the aqueducts carry the Llangollen canal high over the rivers Dee and Ceiriog.



Pontcysyllte was designed by Thomas Telford, the greatest British canal engineer, who created a navigable link between England and Wales, connecting the Dee, Severn and Mersey. The aqueduct itself is 1007 ft long and stands 126 ft above the Dee. There are 18 piers and 19 arches, each with a 45 ft span, making it the largest aqueduct in the UK. The canal runs through an iron trough – just under 12 ft wide and 5 ft 3 in deep – the first of its kind in the world. Water for the canal is drawn from the Horseshoe Falls just upstream from Llangollen.

In 2009, the Pontcysyllte Aqueduct and Canal Corridor was officially placed on the UNESCO World Heritage Site (WHS) list, following years of campaigning. The whole Heritage Site is 11 miles long (10.5 miles lying within Wales and 0.5 mile within England), stretching from the Horseshoe Falls on the Dee to a point just beyond the Chirk Aqueduct. In order to gain WHS status, local planners have had to establish a wide 'buffer zone' along the canal, which stretches to the ridgeline on either side of the valley (most of this area was already identified as a 'Historic Landscape' by the Countryside Council for Wales). The buffer zone has no legal force but merely means that any developments within the zone are considered by local planners in the context of possible effects on the Heritage Site.

The management of the WHS is in the hands of a number of interested bodies (*stakeholders*), many of which were involved in the original bid for WHS status. These include:

- Wrexham (lead body), Denbighshire and Shropshire Councils
- British Waterways and the Inland Waterways Association
- Cadw (historic environment service of the Welsh Assembly Government), Royal Commission on the Ancient and Historical Monuments of Wales, UNESCO Cymru Wales, and English Heritage.



Aqueduct canal trough being emptied of water for maintenance work to take place

The management group is chaired by a senior officer from Wrexham Council. Sub-groups are now turning their attention to strategic management of the whole site, including continuing work on increasing visitor car parking, signage and interpretation, access by public transport, conservation works, joint planning policy, landscape management and education. The narrow linear characteristics of the whole site, with free access to all parts, and the cramped nature of the specific heritage attractions within it, make maintenance and conservation a challenge. Similarly, extending the provision for visitors could lead to conflicts of interest.



(above)
The Pontcysyllte Aqueduct and the Trevor Basin from the air

The main heritage attractions are the two aqueducts and the Horseshoe Falls, the canal itself, with its towpath accessible along its entire length, and the Chirk canal tunnel within the land owned by the Chirk Castle estate. Access to the whole site is free of charge, although parking space close to the canal and aqueducts is limited. The canal itself is heavily used by holidaymakers using hired canal narrowboats, and day visitors on pleasure cruises.

Along the canal there are basins where tourist canal boat businesses have established themselves. One of these is immediately adjacent to the Pontcysyllte Aqueduct at the Trevor Basin and another is at Chirk Marina.



(above)
A view of the Trevor Basin moorings with one of the canal-side pubs in the background – originally used by barges and quarrymen but now popular with visitors



(above)
The Llangollen Canal and towpath crossing the Chirk Aqueduct; the Chirk railway viaduct also runs close by

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Item B GTS UK Ltd/Denbighshire County Council

Item C page 5 Whitewater Active

Item C page 6 Horse Drawn Boats adapted text – Welsh Canal Holiday Craft Ltd

Item C page 6 Llangollen Railway adapted text – Llangollen Railway PLC

Item C page 7 text extracts – Wrexham County Borough Council

Item C page 7 photograph of barge crossing aqueduct – Wrexham County Borough Council

Item D photograph Getty Images – Hulton Archive

Item E page 11 photograph of canal trough being drained AFP/Getty Images – Andrew Yates/Stringer

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