Edexcel GCE

Travel and Tourism

Advanced

Unit 7: Responsible Tourism

Monday 21 January 2008 – Afternoon

Time: 1 hour 30 minutes

Materials required for examination
Nil

Items included with question papers
Nil

Instructions to Candidates

In the boxes above, write your centre number, candidate number, your surname, initials and signature.
Check that you have the correct question paper.
Answer ALL the questions. Write your answers in the spaces provided in this question paper.
Do not use pencil. Use blue or black ink.

Information for Candidates

The marks for individual questions and the parts of questions are shown in round brackets: e.g. **(2)**.
There are 3 questions in this question paper. The total mark for this paper is 90.
There are 16 pages in this question paper. Any blank pages are indicated.

Advice to Candidates

You will be assessed on your ability to organise and present information, ideas, descriptions and arguments clearly and logically, including your use of grammar, punctuation and spelling.

Turn over

Answer ALL the questions. Write your answers in the spaces provided.

Read the information below before answering question 1.

NewcastleGateshead
world-class culture

In 1999, Newcastle (a city on the north bank of the River Tyne) and Gateshead (a town on the south bank of the River Tyne) were transformed into a single visitor destination.
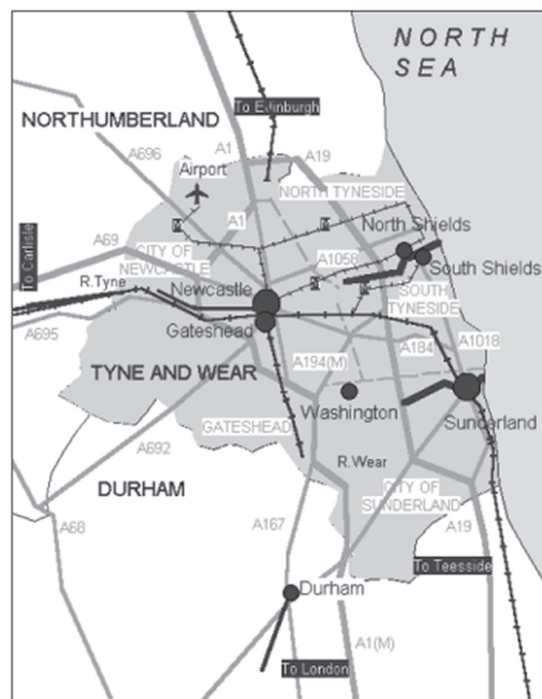
NewcastleGateshead is a vibrant, modern and lively place, with a history dating back 2,000 years. There is so much to do - attractions, museums and galleries, and events and festivals all year long. There is excellent shopping, top-class restaurants and amazing nightlife. In addition, NewcastleGateshead is surrounded by some of the most beautiful countryside, parks and gardens, historic castles and coastal scenery in the UK.

NewcastleGateshead Initiative (NGI) was created in 1999 to put the destination of NewcastleGateshead firmly in the spotlight and continue the cultural, economic, and social revival of the city and the region as a whole.

Map showing Tyne & Wear

NGI is a public/private partnership and currently has over 130 members representing a broad spectrum of the regional business community. Three key stakeholders are Newcastle Council, Gateshead Council and ONE NorthEast. Other stakeholders include major international businesses, international hotel chains and a range of businesses involved in the tourism industry.

NGI works closely with regional, national and international partners (including ONE NorthEast, Arts Council England and VisitBritain) and is active in numerous international markets including: Spain, Germany, Norway, Denmark, Ireland and Sweden.

(Source: *Visitnewcastlegateshead.com*)

1. The development of a tourist destination can be compared to the Tourist Area Life Cycle (TALC), a model which shows tourist numbers to a destination over time.

   (a) (i) NewcastleGateshead is now in the development stage of the TALC. Describe the characteristics of this stage.

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   (3)

   (ii) Identify the stage in the TALC model **before** the development stage.

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   (1)

   NewcastleGateshead Initiative (NGI) has a number of public and private sector agents of tourism development that are partners.

   (b) (i) Give **one** example of a public sector agent that is a partner in NGI and describe its role in tourism development.

   Example ....

   Description of role ....

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   (3)

(ii) Give **one** example of a private sector agent likely to be a partner in NGI and describe its role in tourism development.

Example ....

Description of role ....

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(3)

Since it was created NGI has helped to make NewcastleGateshead a leading visitor and conference destination. Around 2.6m visitors a year now visit the area from all over the UK and around the world. NewcastleGateshead Convention Bureau, NGI's commercial arm, has also seen conference revenue rise dramatically. Since 1999 it has seen the industry's value grow from £15m to approaching £73m – making it one of the region's fastest growing industry sectors.

NGI has attracted more than £10m worth of press and broadcast coverage in 2003–04. Highlights included the area being branded the 'new capital of Britain' by The Times. Readers of The Guardian and The Observer named NewcastleGateshead as the best short break destination in England for the third year running. This has helped to change people's perceptions of the destination, both locally and nationally.

These and many other achievements have helped to increase business confidence, property prices (by over 30%) and graduate retention (to 45%). For the first time ever, there are now more people moving into the region than leaving it.

(Source: *icnewcastle.co.uk*)

(c) One objective of NGI is to change people's perception of the destination. Describe how a city destination, such as NewcastleGateshead, could develop tourism to achieve this.

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(8)

(d) Objectives of NGI are to continue the cultural, economic, and social revival of the destination. Explain how **one** destination you have researched has developed tourism to achieve one or more of these objectives.

Destination ....

Explanation ....

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(8)

Newcastle City Council are submitting a bid to the government to be considered as a location for a regional casino.

(e) Explain how the different objectives of the agents of tourism development in NewcastleGateshead may cause conflict over the plans for this regional casino.

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(4)

(Total 30 marks)

Q1

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This question relates to the development of the Red Sea Coast. Information is taken from www.paconsulting.com

2. The Red Sea Sustainable Tourism Initiative (RSSTI), set up in 1999, is one of the first tourism programmes in the Middle East and Africa to embrace the principles of responsible tourism.

   (a) Describe **three** principles of responsible tourism.

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   (6)

Red Sea Coast Tourism Development.

During the past decade, tourism development along Egypt's Red Sea Coast has evolved from a generally unplanned approach to using the principles of responsible tourism. Aiming not to repeat the mistakes of unplanned development in the resort of Hurghada, the Tourism Development Authority (TDA) is responsible for developing over 1,000 km of coastline along the Red Sea, Gulf of Aqaba and Gulf of Suez. The main attraction is scuba diving, with growing interest in other marine activities such as windsurfing and sport fishing. Many of the offshore islands are included in a nature reserve.

While the tourism development strategy of the Red Sea Coast relies on the private sector, the TDA plays a vital role in guiding developers to adopt the highest quality standards in design, construction and operation. It recognises that any development or human activity may have negative impacts if not properly managed.

(b) (i) With all the development taking place, the Red Sea Coast will shortly be at the consolidation stage in the TALC model. Describe the characteristics at the 'consolidation stage'.

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(ii) Analyse the impacts of tourism at coastal destinations, such as Egypt's Red Sea Coast, at this stage in the TALC.

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(c) Explain how the negative impacts of tourism at coastal resorts can be minimised. Justify your answers making reference to real examples you have studied.

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The TDA's (Tourism Development Authority) preferred development model is a Tourism Centre – a planned concentration of tourism facilities within a defined area according to an approved Master Plan. Private developers would be responsible for all facilities and infrastructure and would operate under a contract with TDA. A range of investors would need to be involved and construction coordinated.

Most Tourism Centres include a range of accommodation types, from three star Egyptian-run hotels to five star hotels. All the major chains are present, such as Marriott and Hilton, as well as a number of properties that are owned and/or operated by international tour operators such as TUI. An estimated 70% of all international visitors to the Red Sea Coast come through international tour operator packages, enticed by the stunning coral reefs, nature reserves and spectacular desert landscape.

(d) (i) Describe in detail **one** tourism development proposal, along the Red Sea Coast, that would support the principles of responsible tourism.

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(ii) Justify how your proposal in d(i) supports the principles of responsible tourism.

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(e) Assess the extent to which travel organisations, such as tour operators and airlines, can support the principles of responsible tourism in destinations such as the Red Sea Coast.

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(8)

Q2

(Total 52 marks)

Answers to Question 3 must relate to one destination you have researched.

Destination ....

3. (a) Describe how the destination you have researched has minimised **one** negative impact of tourism development.

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(4)

(b) Describe how the destination you have researched has maximised **one** positive impact of tourism development.

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Q3

(Total 8 marks)

TOTAL FOR PAPER: 90 MARKS

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