



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

Read the information below before answering Question 1.

### Blackpool

Located in the north west of England, Blackpool is the UK's largest seaside resort attracting around ten million visitors each year.



In the 18th century Blackpool was a small village with a seven-mile long beach. Blackpool developed quickly in the mid 19th century with the Victorian passion for sea bathing. Many of Blackpool's famous attractions were built in the second half of the 19th century – the three Piers, Blackpool Tower (based on the Eiffel Tower in Paris), Grand Theatre and the Winter Gardens. Many more of Blackpool's famous attractions were developed in the early part of the 20th century – the Pleasure Beach (1905) and Stanley Park (1926). Blackpool became the first place in the world to have electric street lighting and in 1912, the Illuminations were created.

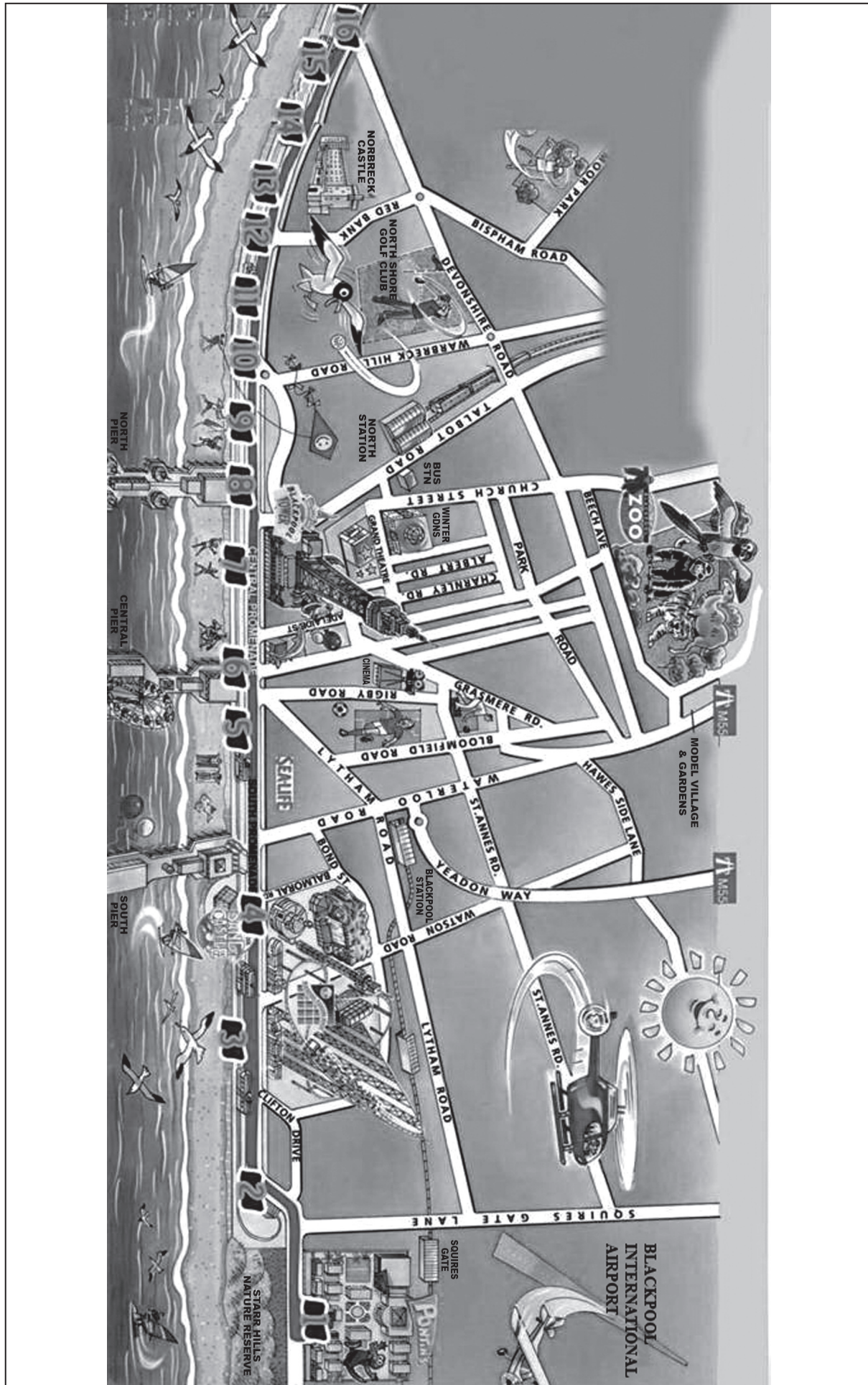
Today there are plenty of reasons to visit Blackpool:

- every autumn a lighting display – the Illuminations – stretches along the seafront for over five miles. This extends the summer season by eight weeks over its competitors
- over 400 conferences are hosted each year which also extends the traditional holiday season
- the trams – the last of their kind in England – operate along the seafront
- Blackpool Pleasure Beach is home to The Big One, Europe's tallest roller coaster and is one of the UK's most popular tourist attractions
- celebrities appear in shows ranging from pantomimes to ice shows throughout the summer
- there are several theatres and entertainment venues, including the refurbished Winter Gardens, the second largest theatre in Europe
- three piers linked by the Golden Mile (Central Promenade)
- award winning zoo with over 1500 animals
- thousands of places to stay from the typical bed and breakfast to Victorian splendour at one of the many top class hotels along the seafront. There are also self catering apartments as well as caravan and camping sites.

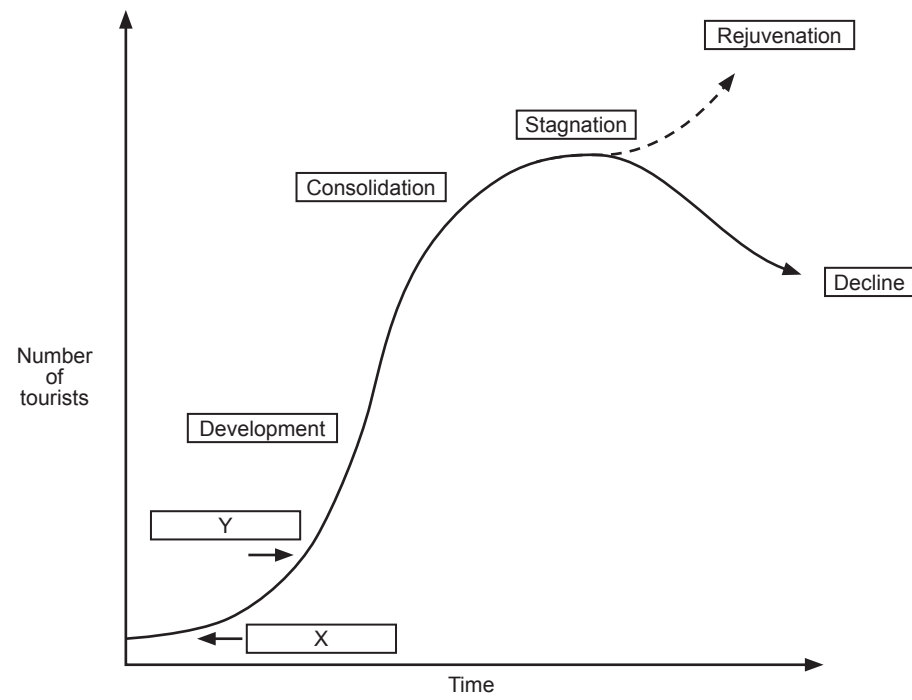
Tourist statistics show that from 1987–2003:

- visitor numbers dropped from 13.2m to 10.7m
- annual spend by overnight visitors fell from £800m to £500m
- the average length of stay went from five days down to two days
- although attempts have been made to extend the season, the traditional summer holiday period is becoming shorter.





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



(Source: adapted from R.W. Butler, *Tourist Area Life Cycle*, 1980)

(a) (i) Using the diagram, name the stages X and Y of the TALC model.

Stage X .....

Stage Y .....

(2)

(ii) One of the stages of the TALC model is 'consolidation'. Describe the characteristics of the consolidation stage.

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(iii) Identify the stage of the Tourist Area Life Cycle (TALC) that Blackpool has reached.

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(1)

(iv) Give your reasons for the stage you have selected in 1 (a)(iii).

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Destinations are keen to adopt the principles of responsible tourism. One of the principles of responsible tourism is to 'minimise negative economic, environmental and socio-cultural impacts'.

(b) (i) Describe **two** other principles of responsible tourism.

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**The Supercasino**

In January 2007, the Department for Culture Media and Sport (DCMS) will announce which of the seven British cities bidding have been awarded the right to build the world's first 'supercasino'. Seen as one of the frontrunners, Blackpool Council officials say a supercasino would give the seaside town a vital economic boost and provide funds for the regeneration of the famous promenade and tram network.

The town has high levels of unemployment and some of the most deprived communities in the UK. A supercasino could attract up to 3,400 new jobs to the area, raise some £450m of capital investment and generate £96.4m per year for the region, councillors suggest.

The proposed complex would incorporate a 24-hour casino with 70 gaming tables and 2,500 slot machines and a 500-room hotel to accommodate visitors.

Opinion polls show a high level of local support. Some 75% of the population are behind the plan according to these polls, while an online survey by local media gave a 91% approval rate.

(Source: adapted from news.bbc.co.uk/1/hi/england/6310015.stm)



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(ii) Assess two **negative** impacts that the supercasino development could bring to Blackpool.

Impact 1 .....

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**(3)**

Impact 2 .....

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(iii) Suggest **two** ways the supercasino proposal could be developed in Blackpool, adopting the principles of responsible tourism. Justify your answers.

Suggestion 1 .....

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Suggestion 2 .....

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(c) The Department for Culture Media and Sport (DCMS) will announce the name of the city that wins the right to build the supercasino.

(i) Is the DCMS a private, public or voluntary sector agent of tourism development? Tick (✓) the appropriate box below.

Private

Public

Voluntary

(1)

(ii) Describe the role of the DCMS as an agent of tourism development.

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There are a number of agents of tourism development in Blackpool. As a result of their differing objectives some of these are in conflict with one another over the supercasino proposal. The BBC news story, on page 6, indicates that Blackpool Council is in favour of the proposal. Blackpool Pleasure Beach Ltd owns the most popular attraction in the town.

(iii) Give **one** objective of Blackpool Council and **one** objective of Blackpool Pleasure Beach Ltd that could cause conflict between them.

Blackpool Council objective .....

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Blackpool Pleasure Beach Ltd objective .....

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**(2)**

(iv) Explain how Blackpool Council and Blackpool Pleasure Beach Ltd could be in conflict because of their different objectives.

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**(4)**



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(d) If the supercasino bid is unsuccessful, Blackpool will need to consider other ways of developing tourism in the destination.

Describe in detail **two** tourism development proposals to increase visitor numbers to Blackpool.

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Proposal 2 .....

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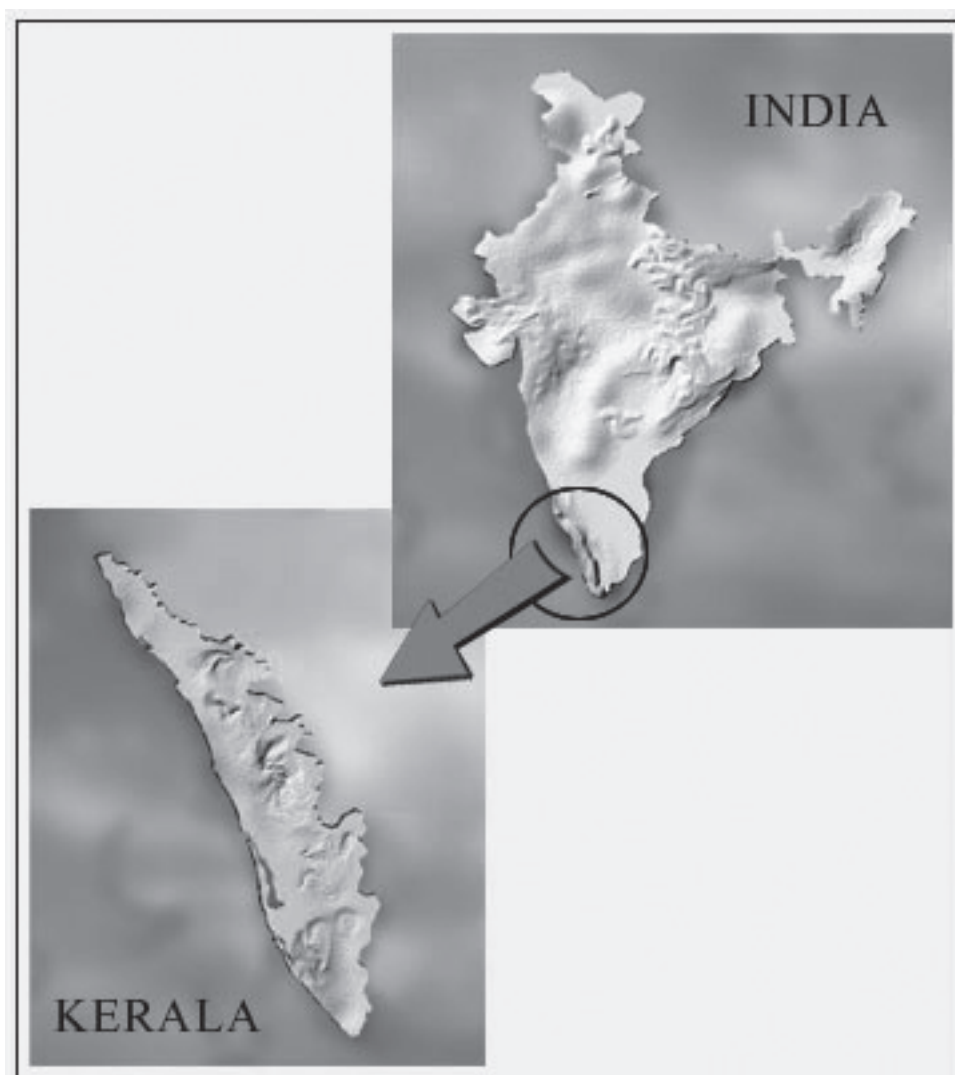
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**Q1**

**(Total 50 marks)**



**This question relates to Kerala, India.  
Read this information before answering Question 2.**



The Indian state of Kerala is on the southernmost tip of India. It stretches along the coast of the Arabian Sea and is separated from the rest of the Indian subcontinent by the steep Western Ghats mountains.

The language is Malayalam although English is widely spoken. Kerala has the highest literacy rate in the country but also the highest unemployment rate. Religions observed within the state include Hinduism, Christianity and Islam, creating a cultural diversity.

Unlike Goa, where tourism has developed rapidly over the last 20 years, Kerala has seen a slower rate of growth. In 2005, Kerala attracted almost 400,000 overseas visitors with nearly 6 million domestic visitors. The tourism season in Kerala is concentrated between the months of October and May due to the heavy rains of the monsoon.

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2. Kerala could be said to be in the 'development stage' of the Tourism Area Life Cycle (TALC).

(a) Describe the characteristics of the development stage.

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(4)

The State Tourism and Conservation and Preservation Committee are planning a Kerala Tourism Act to guide the future development of tourism in the state.

(b) Give **one** economic and **one** socio-cultural objective that could be included in the Kerala Tourism Act.

Economic

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Socio-cultural

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(4)



### **Backwater cruises in Kerala**

The highlight of a trip to Kerala is a backwater cruise. This is a journey travelling by boat, along some of the 900km of waterways that fringe the coast and stretch far inland. The boats cross shallow, palm-fringed lakes and travel along narrow, shady canals. As the boats sail past small villages with mosques, churches and temples, visitors can see villagers going about their daily chores. Houseboats can be hired for groups or couples. The most popular duration is two nights but there are increasing numbers of day trippers travelling from key destinations in the south of the state for a half day trip on a rice barge. Food is generally included, cooked by an onboard chef, and in addition there is an ice box full of fruit, soft drinks and beer to buy.



**Motorised rice barge**



**Traditional boat**







In Kerala, many traditional activities, such as craftwork and dancing still take place. Another traditional activity, which is also the main form of employment, is fishing. Non-motorised boats are used to drop fishing nets out at sea. The nets are attached to ropes which the fishermen, on the beach then pull in, bringing in the daily catch of fish. The teams of fishermen, sometimes up to 20 men, often include all the men in a village. Fishing, which is a traditional activity, takes place daily on beaches. Many of these beaches have since been developed for tourism, and tourists often watch and want to get involved in this traditional activity.



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(d) Analyse the impacts of tourism on traditional activities and employment, such as fishing, in destinations like Kerala.

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**The following information is fictitious.**

Alleppey Hotels are proposing to build a hotel complex on one of the backwaters close to Alleppey, a destination in Northern Kerala.

(e) Describe and explain **two** ways the hotel complex can be developed adopting the principles of responsible tourism.

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**(Total 32 marks)**

**Q2**



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3. One of the principles of responsible tourism is to minimise the negative environmental impacts of tourism development. Explain how one destination you have researched has developed tourism to minimise negative environmental impacts.

Destination .....

Explanation .....

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**(Total 8 marks)**

**Q3**

**TOTAL FOR PAPER: 90 MARKS**

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