

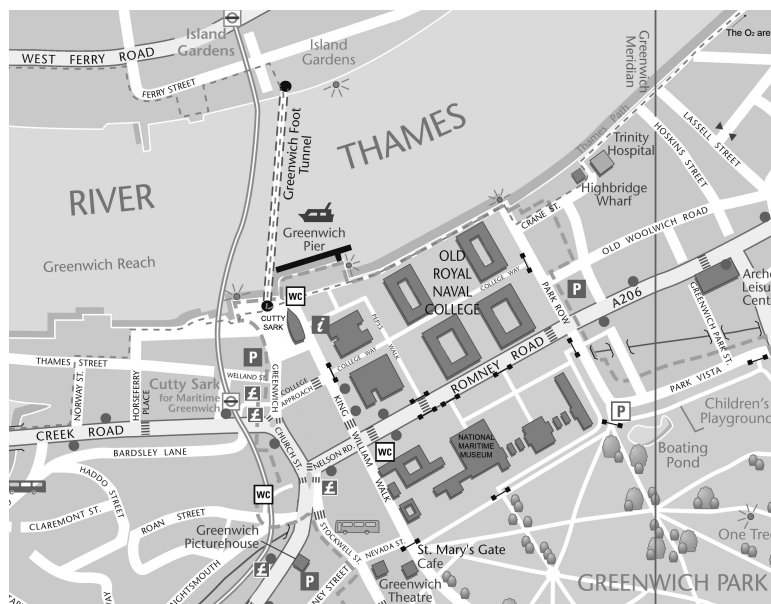
Answer ALL the questions. Write your answers in the spaces provided.

Read the following extract before answering Question 1.

The borough of Greenwich is situated on the River Thames in southeast London. At the heart of the borough is Maritime Greenwich, a World Heritage Site. The area contains a number of important sites and buildings associated with its fascinating naval and seafaring past. Historic landmarks include

- the National Maritime Museum
- the Old Royal Naval College
- the Royal Observatory, which is the home of Greenwich Mean Time
- the world famous ship, the Cutty Sark, which is looked after by the Cutty Sark Trust, a registered charity.

In 2012, London will be hosting the Olympic and Paralympic Games. Maritime Greenwich will provide one of the venues. Further along the Thames, on the Greenwich Peninsula, the basketball finals will be held at the Dome. Originally built for the Millennium celebrations, the Dome has been transformed into a sports and entertainment arena with shops and restaurants. It is now referred to as The O₂. Transport links to The O₂ are excellent.



Entertainment has played a role in Maritime Greenwich for many centuries. William Shakespeare performed for Elizabeth I at Greenwich. The theatrical and musical traditions continue today, as well as numerous festivals and exhibitions. There are many museums and traditional market stalls. In the month of December visitors can enjoy the Christmas lights that illuminate the gifts and delicacies in the popular markets and shops. Throughout the year, there are 'history walks' with local tour guides within the area. There is a wide range of places to eat and drink from historic inns to up-market restaurants.

Greenwich attracts 6.8 million visitors each year, 92% of them on day trips. Visitors spend £329 million per year and tourism supports over 6,000 jobs.

Greenwich Council is keen to develop its tourism potential further and aims to establish Greenwich as a major international tourist destination.

(Source: adapted from www.greenwich.gov.uk)



1. (a) State **one** economic and **one** political objective of tourism development Greenwich Council is likely to have.

Economic objective
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(2)

Political objective
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(2)

Greenwich Council's Tourism Development Department is responsible for managing tourism in the borough. The department works closely with local visitor attractions and regional and national agencies. These include VisitLondon, London Development Agency, the Greater London Authority, The O₂, Cutty Sark Trust, English Heritage, VisitBritain, Greenwich Town Centre Market Traders Association, and accommodation providers such as Holiday Inn, Novotel and Ibis.

- (b) (i) Give **one** example of a public sector agent working with Greenwich Council and describe its role in tourism development.

Public Sector Agent
(1)

Description of role
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(2)

- (ii) Give **one** example of a voluntary sector agent working with Greenwich Council and describe its role in tourism development.

Voluntary Sector Agent
(1)

Description of role
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(2)



Parts of the following scenario are fictitious.

The Cutty Sark

Cutty Sark is the last of the great clippers which shipped tea in the 19th Century. Cutty Sark is appreciated for her beauty and is one of the most famous ships in the world.



(Source: www.cuttysark.org.uk)

On 21 May 2007 a fire broke out on the Cutty Sark. The ship was undergoing a major conservation project and much of the work had already been carried out. The Cutty Sark Trust relies on donations and a total of £25m was needed to preserve the ship, even before the fire damage. This was a huge setback and the Cutty Sark Trust appealed globally for financial help.

The owners and partners of The O₂ have offered £20m to finance the restoration. However, in return they want part ownership of the Cutty Sark and propose to use it as a unique music venue.

- (c) The owners of The O₂ and the Cutty Sark Trust have different aims/objectives which may cause conflict between them.
 - (i) Identify the different aims/objectives and explain the potential conflict between The O₂ and the Cutty Sark Trust.

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Different agents of tourism development often form **partnerships** as a way of resolving conflicts and maximising the benefits of tourism.

- (ii) Suggest another way that Greenwich Council could try to resolve the potential conflict between The O₂ and the Cutty Sark Trust.

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- (d) Using an example of a **partnership** you have studied, identify the agents involved and explain how the partnership works either to resolve conflict or maximise the benefits of tourism.

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Explanation.....
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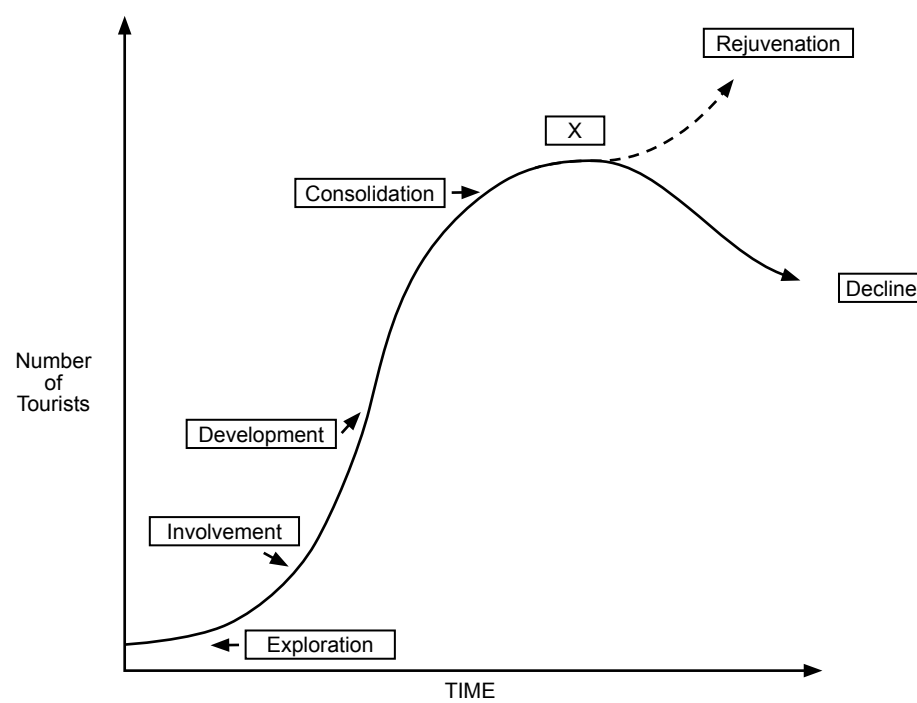
Read the following extract before answering Question 2.

Benidorm attracted few visitors in the 1950s. It was a small beach-side village, a place where sailors, fishermen and farmers lived and worked. The village was surrounded by olive and citrus trees. There were a few small pensiones* for the occasional commercial traveller or families from Madrid who came to spend the summer. However, the limited access and lack of hotels meant that only a few people visited the spectacular bay with its golden sands and glorious sunshine. Benidorm had no running water supply. Drinking water was sold by a man with a mule that dragged a huge cask on wheels. Waste was carried out of people's houses in buckets and tipped into the sea or on to the ground.

(Source: adapted from www.timesonline.co.uk)

* local guest houses

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



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



(a) (i) Name the stage of the TALC model Benidorm was at during the 1950s.

..... (1)

(ii) Identify **three** characteristics of this stage.

1

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2

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3

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(3)

(b) (i) Using the diagram, name the stage of the TALC model labelled X.

Stage X

(1)

(ii) Identify **three** characteristics of this stage.

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(3)



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- (ii) Using your own research, or an example studied in class, comment on how rejuvenation has improved a destination's appeal. The destination should not be Benidorm and does not have to be coastal.

Destination

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Read the following extract before answering Question 2(d).



Benidorm in the 1990s

The 1990s image of Benidorm as a haven for British holidaymakers drinking beer and eating fish and chips is changing. Although around 1.2 million British tourists holiday in Benidorm each year, tourism officials at the resort are seeking a new look in an attempt to attract an upmarket clientele and create wider appeal. Benidorm's plan for tourism has focused on three key areas – attractions, events and accommodation.

Attractions

Benidorm's tourism manager hopes to attract a different type of visitor by focusing on the wide range of attractions in Benidorm, such as its four theme parks:

1. Terra Mitica – completed in 2000, this theme park recreates ancient Mediterranean civilisations and offers white-knuckle rides as well as Europe's biggest wooden rollercoaster. The theme park is a ten minute drive out of the centre, along newly designed and landscaped avenues.
2. Terra Natura – a nearby animal park which opened in May 2004.
3. Mundomar – a sea-world theme park, is across town.
4. Aqualandia – one of Spain's better water parks, is close by.

Events

Tourism planners hope that concerts held throughout the summer at Benidorm's football stadium will attract upmarket holidaymakers. The concerts feature famous artists such as Sting, Bob Dylan and The Corrs. On his 2007 European tour, Prince played his only Spanish date here, on August 25.

Accommodation

The planned image change follows a significant increase in the building of four and five star hotels in the resort. The four star Gran Bali Hotel built in 2002 has 1,600 rooms over 52 floors and at 610 feet, is the tallest hotel in western Europe. Almost all the resort's 144 hotels have been refurbished. The Real de Faula Golf Resort and Spa opened in 2007 and is Benidorm's most exclusive development. Overlooking the town and bay, it is laid out across the hill and is designed to look like an old Spanish town. The standards at the resort are five star plus comprising: two golf courses, two hotels, the spa, several restaurants and three swimming pools.

(Source: adapted from www.telegraph.co.uk)



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3. (a) One of the principles of responsible tourism is to 'minimise the negative economic, socio-cultural and environmental impacts of tourism'.

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

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(ii) Explain how each principle you have described could be achieved.

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(b) The impacts of tourism can be managed through a number of different strategies. These include maximising the positive impacts, for example retention of visitor spending, and minimising the negative impacts, for example visitor and traffic management.

(i) Explain the term 'retention of visitor spending' and give an example.

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(ii) Explain the term 'visitor and traffic management' and give an example.

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