

ADVANCED GCE
APPLIED TRAVEL AND TOURISM
Unit 9: Tourism Development

G728

Candidates answer on the question paper

OCR Supplied Materials:
None

Other Materials Required:
None

Tuesday 20 January 2009
Afternoon

Duration: 2 hours



Candidate Forename		Candidate Surname	
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Centre Number						Candidate Number				
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INSTRUCTIONS TO CANDIDATES

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use black ink. Pencil may be used for graphs and diagrams only.
- Read each question carefully and make sure that you know what you have to do before starting your answer.
- Answer **all** the questions.
- Do **not** write in the bar codes.
- Write your answer to each question in the space provided.
- Candidates are recommended to spend 15 minutes reading through the Case Studies before attempting to answer the questions.

INFORMATION FOR CANDIDATES

- The number of marks for each question is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **100**.
- This document consists of **24** pages. Any blank pages are indicated.

Examiner's Use Only:			
1			
2			
3			
Total			

Isle of Wight

The Isle of Wight, sometimes known as the Diamond in the Solent, is situated off the south coast of England and is one of Britain's finest holiday destinations. Much of the island is designated as an AONB and it attracts holiday makers from all over the world to see the island's beauty.

The origin of the island goes back to Roman times, as demonstrated by the superbly preserved Newport Villa. Queen Victoria and Prince Albert chose the Isle of Wight for their holiday home, Osborne House. Other famous residents of the isle include the poets John Keats and Lord Tennyson. Charles Dickens and Winston Churchill also took their holidays there. 5

Recently it has become better known for the annual 'Cowes Week' yacht regatta, the America's Cup Jubilee Regatta and the fact that Dame Ellen McArthur (Britain's best-known and successful yachtswoman) is based there. 10

The Isle of Wight is a perfect location for visitors of all ages and interests. In addition to being steeped in history, the island is recognised nationally and internationally for its outstanding coastline and countryside. Unique geological sites such as Alum Bay and the Needles rock formations are highlights in a long list of magnificent scenery. The south west coast of the island also possesses a wealth of fossils from the dinosaurs which once lived here, and there is excellent marine and land based archaeology to be found. 15

Fig. 1a

Isle of Wight Tourism Development Plan

The Tourism Development Plan was drawn up by the local council working in close partnership with the Isle of Wight Tourist Board and the private sector.

The impact of tourism on the Isle of Wight is extensive. The island's economic, environmental and social wellbeing is influenced by the way the tourism industry operates. Tourism is worth over half a billion pounds per year to the island's economy. It generates £360 million of direct tourism expenditure, £25 million from visiting yachts and a further £150 million through the multiplier effect. It also supports 20% of jobs on the island. 5

To create a better tourist experience, there is a need for a skilled tourism industry to provide quality in the natural and built environment and transport infrastructure. Enhanced accommodation, high quality eating out, retail provision and the development of outdoor activities will create a better tourism product. 10

The Tourism Development Plan has set out the following long term objectives:

- to be a better employer;
- to offer less seasonal products;
- to increase wealth creation;
- to increase levels of repeat business;
- to protect the environment.

15

The Tourism Development Plan aims to grow the value and not just the volume of tourism in the long term.

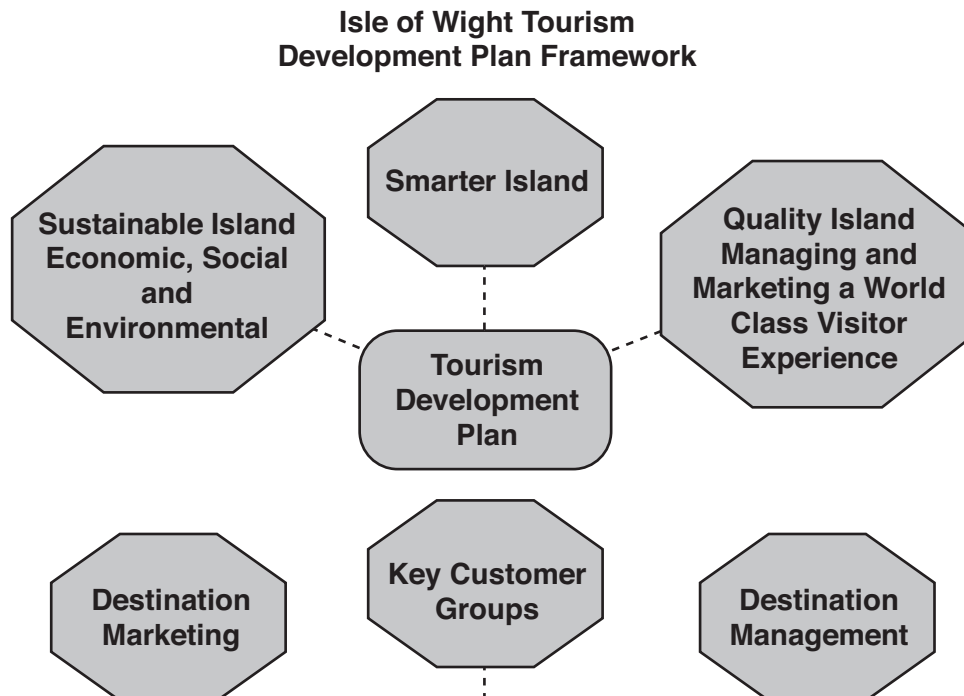


Fig. 1b

The English Tourism Council’s Star Ratings will help you choose the accommodation that’s right for you.

Assessors have been visiting flats, houses, cottages and serviced apartments on the Isle of Wight on your behalf – reviewing quality: including comfort, space, facilities and, most importantly of all, cleanliness. The quality rating system is easy to use and is based on extensive research, so when you choose a star-rated property you can rest, assured that your expectations will be met or even exceeded.

Fig. 1c

1 Refer to **Figs. 1a, 1b and 1c**.

(a) The Isle of Wight is a popular UK holiday destination. Describe **two** reasons for its appeal.

1.

 2.

 [4]

(b) From **Figs. 1a, 1b and 1c**, identify **two** public sector organisations.

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 [2]

(c) Explain **two** roles of the English Tourism Council in developing tourism in the UK.

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 - 2.
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- [4]

(d) Much of the Isle of Wight has been designated as an AONB.

- (i) What do the initials AONB stand for?
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- [2]

(ii) State **two** aims of an AONB.

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 - 2.
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- [2]

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Grand Canyon Glass Skywalk Opens

The Grand Canyon's Skywalk has been visited by over 3000 visitors a day since it opened in March 2007. Visitors get stunning views over the Canyon through its glass walkway.

Rising 4000ft (1220m) from the Canyon's floor and 70ft (20m) beyond its rim, the Skywalk is being described as an engineering first. The bridge will be able to sustain winds in excess of 100mph (161 km/h), as well as an 8.0-magnitude earthquake within 50 miles (80.5 km). 5

The Hualapai Indians, who own the site, are hoping to attract visitors to a high unemployment area. But some tribal members say this is a desecration of sacred ground.

Former astronaut Edwin 'Buzz' Aldrin was among the first to go onto the walkway to join Hualapai leaders for a brief ceremony. "I felt wonderful, not exactly floating on air ... but a vision of hope for the future," he said afterwards. 10



© Frederick McKinney/Photographer's Choice/Getty Images

Visitors have to pay \$25 (around £13) to use the gangway, on top of the fee for entering the Grand Canyon National Park.

Las Vegas businessman, David Jin, raised the money to build the Skywalk which was given to the Hualapai in exchange for a percentage of the profits.

"When we have so much poverty and so much unemployment, we have to do something," he said. 15

For the majority of the local population this is an investment that will bring much needed cash.

Fig. 2a

(b) Visitors to the Grand Canyon **National Park** have to pay an entrance fee.

Explain **four** ways in which this income is likely to be used.

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- [8]

(c) Explain **two** possible reasons why some Hualapai Indians have objections to the Grand Canyon Skywalk.

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..... [12]

[Total: 38]

Cruise Polar Regions

Antarctica

The White Continent remains the least explored area of the planet, and the ultimate journey for the adventurous cruise customer.

Antarctica is a true wilderness, yet there is plenty of wildlife to see. There are huge colonies of seals, penguins, whales, dolphins and a host of exotic seabirds, including the light-mantled sooty albatross.

5

Voyages to Antarctica are offered by niche lines such as Hurtigruten, Quark Expeditions, Voyages of Discovery and Orient Lines, with itineraries between November and February, the southern hemisphere summer. Antarctica also features on the itinerary of some South American cruises run by big-name lines such as P&O.



Orient Lines' Marco Polo features an ice-strengthened hull for travel around Antarctica

© blickwinkel/Alamy

Experts are usually onboard to talk about the geology, zoology, birdlife and history of Antarctica, while excursions are made in inflatable rubber dinghies.

10

To help preserve Antarctica's fragile environment, cruise lines and their passengers have to stick to several rules laid down by the International Association of Antarctica Tour Operators.

Most itineraries begin with flights to the Argentinian capital of Buenos Aires before heading further south to Ushuaia. Some cruises also call at the Falkland Islands and South Georgia.

15

Fig. 3a

Ultimate ice-breakers – it's the future of tourism in Antarctica

The harsh but stunning scenery of Antarctic has for a long time drawn explorers and scientists to its inhospitable environment. Its unique ecosystems and wildlife are, however, coming under increasing pressure; not only from global warming, but also growing visitor numbers.

The International Association of Antarctica Tour Operators (IAATO), an organisation founded in 1991 to advocate, promote and practise safe and environmentally responsible private-sector travel to the Antarctic, believes it is possible for tourism to benefit conservation.

Its member companies provide logistic and scientific support to national Antarctic programmes and Antarctic organisations. The IAATO works in close cooperation with governments and scientific foundations. All Antarctica trips which it promotes are operated by members of IAATO.

IAATO claims its agreed best practices demonstrate that first-hand, environmentally responsible tourism is possible in remote and fragile wilderness areas. It focuses on protection, management and education, promoting a greater worldwide understanding and protection of the Antarctic - leaving it as pristine and as majestic for

future generations as it is today.

Conservation groups have been warning that the natural wilderness of Antarctica is under threat from mass tourism, with large cruise ships crashing through the ice and wildlife colonies being overwhelmed by the growing number of visitors. The range of things to do in Antarctica is widening, from sky diving to helicopter flights to pristine wildlife sites.

Most tourists go to the same small 2% of the Antarctic that is ice-free, although the number of landing sites is continually increasing. Tourism is concentrated in the few weeks each year of the sensitive penguin and seal breeding season, and marine pollution and fuel emissions are on the increase with the growth in numbers of visitors and the size of ships.

Another concern is that of not so welcome foreign visitors – invasive species which, despite it being a harsh and isolated environment, find their way to Antarctica via cruise ships and planes. “There are more and more people going to Antarctica and we know that people, ships and planes carry plant seeds and other non-native species,” said Dr Gilbert, environmental manager at Antarctica New Zealand.

Fig. 3b

3 Refer to **Figs. 3a and 3b.**

(a) Explain **two** reasons why Antarctic cruising only operates between November and February.

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- 2.
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(b) (i) From **Fig. 3a**, identify **two** private sector organisations.

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- 2.
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(ii) Explain **two** objectives of private sector organisations.

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- 2.
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Fig. 1c Text from www.fweb.org.uk, © 1999 Forest Web
Fig. 2a Adapted from Grand Canyon glass Skywalk opens, 20 March 2007, © BBC News, <http://news.bbc.co.uk>
Fig. 2a Image © Frederick McKinney/Photographer's Choice/Getty Images
Fig. 3a 'Cruise Polar Regions', December 2006, © Travel and Trade Gazette
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