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**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
ADVANCED GCE**

G728

APPLIED TRAVEL AND TOURISM

UNIT 9: Tourism Development

THURSDAY 11 JUNE 2009: Morning

DURATION: 2 hours

SUITABLE FOR VISUALLY IMPAIRED CANDIDATES

Candidates answer on the question paper

OCR SUPPLIED MATERIALS:

None

OTHER MATERIALS REQUIRED:

None

READ INSTRUCTIONS OVERLEAF

INSTRUCTIONS TO CANDIDATES

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes on the first page.
- 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.
- 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 is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is 100.

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THE GIANT'S CAUSEWAY

The Giant's Causeway is made up of approximately 40 000 hexagonal stone columns and has astonished visitors for centuries. Situated 12 miles from Ballycastle in Northern Ireland, the Giant's Causeway is a World Heritage site, National Nature Reserve and Northern Ireland's premier tourist attraction. 5

The site and 15 miles of footpaths along the Causeway Coastline are owned and maintained by the National Trust which operates the National Trust shop and tea room which form a part of the complex. The National Trust works in co-operation with Moyle District Council, which manages its own Visitor Centre and car park facilities. 10

Entrance to the Causeway is free but there is a car parking charge payable to Moyle District Council. There is also a Tourist Information Office with an 'All Ireland Accommodation Reservation Service', bureau de change and craft and souvenir shop. 15

Moyle District Council's Causeway Visitor Centre is open daily all year round and it is located on the cliff top one kilometre from the site. The Centre is the ideal starting point for walks along the coastal and cliff top paths and provides an excellent range of visitor services. A 12-minute audio-visual presentation, with commentary available in five European languages, enables visitors to further explore the origins of the Giant's Causeway through local folklore and scientific theory and highlights the many other attractions of the Causeway Coast and Glens of Antrim area. 20
25

FIG. 1A

Year	2001	2002	2003	2004	2005	2006	2007
Total number of cars using the Giant's Causeway car park	383 133	406 801	398 977	445 327	464 243	553 063	712 714

FIG. 1B

VISITOR SERVICES

Take advantage of the excellent range of visitor services available at the Giant's Causeway Tourist Information Centre. An enthusiastic team of staff is on hand to offer practical help, advice and assistance to visitors to Northern Ireland and local residents.



FIG. 1C

WORLD HERITAGE



The Giant's Causeway – A World Heritage Site

In November 1986 the Giant's Causeway received major recognition when it was included on the World Heritage list making it Ireland's first World Heritage site. The Causeway meets two of UNESCO's criteria for this. It:

5

- (i) is a prime example of the earth's evolutionary history during the Tertiary period.**
- (ii) contains rare natural phenomena.**

The Giant's Causeway is made up of some 40 000 black basalt columns, many of them sticking up out of the sea. The formations that make up the Causeway were created by volcanic activities during the Tertiary period, some 50-60 million years ago. **10**

This area from Portnaboe to Benbane Head was also designated by the Department of the Environment for Northern Ireland as a National Nature Reserve in recognition of the importance of its geology and of the plant and animal life. One could say perhaps that the Giant's Causeway is now considered to be the 'eighth Wonder of the World' and takes its place alongside sites such as Niagara Falls and the Great Barrier Reef. **15**
20

1 Refer to FIGS. 1A, 1B and 1C.

(a) Explain TWO possible reasons why visitors are attracted to the Giant's Causeway in Northern Ireland. [4]

1. _____

2. _____

(b) Visitor numbers to this area are continuing to rise.

(i) Explain TWO possible positive ECONOMIC impacts on this area caused by the increase in visitor numbers. [4]

1. _____

2. _____

(ii) Explain TWO possible positive SOCIO-CULTURAL impacts on this area caused by the increase in visitor numbers. [4]

1. _____

2. _____

(c) (i) Identify the sector to which Moyle District Council belongs. [1]

(ii) Identify the sector to which the National Trust belongs. [1]

(iii) Describe TWO aims/objectives of the National Trust. [4]

1. _____

2. _____

[Total: 36]

FIG. 2

ISLAND RECOVERS ITS APPEAL FOR TOURISTS

“We are not even talking about the tsunami now. We are very optimistic about the future.”

Sri Lanka is still getting over the 2004 tsunami, and is not helped by a revival of civil tensions. But Peter Ellegard, a travel journalist, was charmed by the island and people. 5

As I watched fishermen launch their fishing boats near Galle on Sri Lanka’s south-east coast, it seemed a timeless scene.

The men laughed and joked when the boats hit the waves, splashing the occupants. 10

Earlier, on my first day on the island, I had strolled along the beautiful, near-deserted beaches around Hikkaduwa, shaded by towering coconut palms.

I found it impossible to imagine the terror and tragedy that hit this coast in the Indian Ocean tsunami on Boxing Day 2004. 15

This was one of the worst-affected areas of Sri Lanka, accounting for many of the island’s 30 000-plus deaths.

With the help of governments, aid agencies and charities, community homes, schools and other projects have sprung up along the coast, but well back from the beach – post-tsunami regulations prohibit new building close to the sea. 20

Yet the destruction caused by the tsunami is still evident. 25

An old man sheltering in the ruins of a lovely old house that had overlooked the sea for almost 75 years told me it had been his family home.

While he had escaped, he had lost several family members, including his wife and a daughter. 30

SAFARI

A few days later on safari in Yala National Park, I saw wild elephants, crocodiles, monkeys and peacocks.

But even here there were stark reminders of the tsunami. All that remains of the Park Ranger's house by the beach are the foundations. 35

Alongside is a sculpture graphically depicting the destructive waves.

Sri Lanka's people will never forget the tsunami, but they want to move on. 40

Dayal Fernando, manager of the Amaya Reef in Hikkaduwa – one of the hotels to bear the brunt of the killer waves – summed up the local attitude: “We are not even talking about the tsunami now. We are very optimistic about the future.” 45

Sri Lanka is popular for its glorious beaches and has many other attractions, including the elephant orphanage at Pinnawela; Kandy's Temple of the Tooth and cultural shows; the tea plantations; and lush mountains of its interior. 50

POLITICAL CONFLICTS

The post-tsunami tourism recovery is threatened by tension between Tamil Tiger separatists and the Sri Lankan government.

A fragile truce has been broken repeatedly by both sides over the past year. Most clashes are in the north and east of Sri Lanka, far off the tourism trail. 55

But a recent rebel attack on Colombo Airport forced it to close to night flights, hitting schedules from the UK and other markets.

Night flights resumed in July and things seem to be looking up for Sri Lanka again. This winter's tour of Sri Lanka by the England cricket team will be a boost. 60

Several UK operators are offering cricket tours taking in the Test matches to be played in Kandy, Colombo and Galle in December. 65

Visitors heading to Sri Lanka for the cricket or its beaches this winter will undoubtedly be charmed by its exquisite beauty – and by the resilience and optimism of its gracious, welcoming people.

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2 Refer to FIG. 2 on pages 16-18.

(a) Explain THREE economic objectives of Sri Lanka in attracting visitors back to the country. [6]

1. _____

2. _____

3.

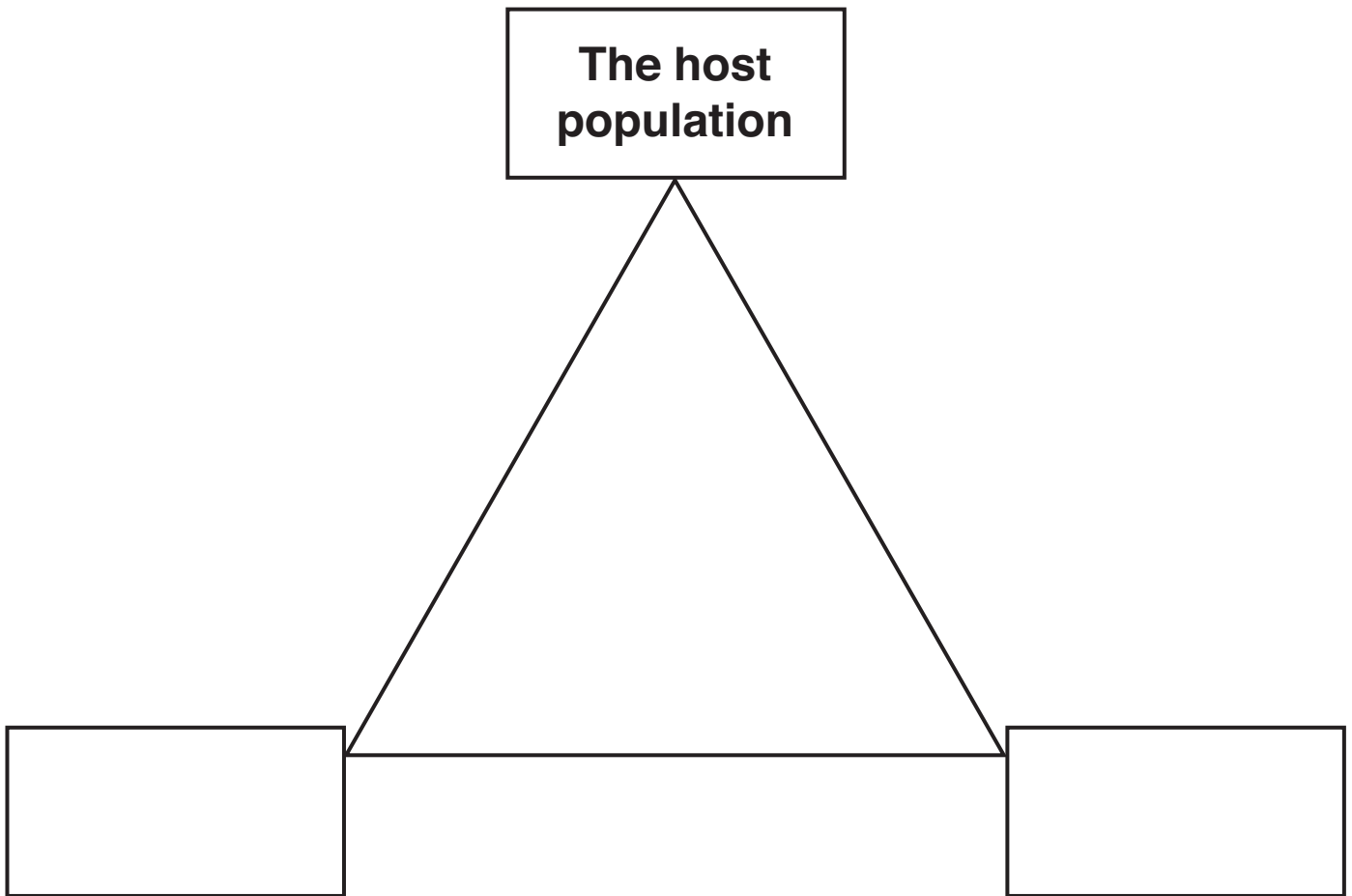
(b) Describe TWO ways in which national and/or international organisations may assist in developing tourism in destinations such as Sri Lanka. [4]

1. _____

2. _____

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- (c) (i) Complete the TWO boxes in the diagram below to show the triangular relationship. [2]



(ii) Explain TWO ways in which this triangular relationship might help in re-establishing tourism to Sri Lanka. [4]

1. _____

2. _____

FIG. 3

RESPONSIBLE TOURISM

With the environment firmly in mind, we want to tell you about sustainable projects in the Gambia

RURAL GAMBIA

The Rural Gambia Experience takes you to Sifo, a typical Gambian village where you will visit a beekeeping farm, see how honey is used in local foods and learn of its medicinal purposes. You will also visit the Gambia Is Good Farm in Yundum where you'll be shown local farming methods and will even pick your own vegetables for lunch.

Thomas Cook are proud to support this excursion project, funded by the Travel Foundation with the aim of training rural women and youths in advanced farming techniques, after which they will forge links between the tourism industry, supplying hotels with locally grown produce. The Travel Foundation is a charity that works to protect the places you love to visit. For more information visit their website at: www.thetravelfoundation.org.uk

MAKASUTO

Makasuto is a private 1000 acre reserve encompassing some of the best forest left in the Gambia. It is set along five miles of the banks of the Mandina Bolong and has one of the most tranquil settings in the country. You wouldn't believe that it is only 15 mins from the airport – as you travel down the dirt tracks into the jungle you really feel like you are on an African adventure with baboons running freely through the jungle.

A new project has been established – the Abuko Wildlife Trust – which is an 85 square km conservation park

encompassing 14 villages. The Eden Project has already agreed that they will be featured and will be endorsing the project.

The Trust will work hand-in-hand with local communities encouraging sustainable tourism and will employ 250 local people. There's also a craft market where all the money is reinvested into the local area, encouraging local relationships.

GAMBIAN WILDLIFE

Another new project we're supporting this winter is Project Gambia, an initiative focusing on training Gambian people to safeguard and protect local wildlife as many visitors are attracted to the Gambia for its rich wildlife, in particular it's birdlife. Regrettably, many species of larger animals have been lost to the Gambia but some rare species remain and are in need of protection including manatees, four species of turtle, the humpback dolphin, the monk seal and four species of monkey.

Raising awareness amongst tourists of the value of some of these animals by creating sustainable wildlife attractions for travellers to enjoy, will help to encourage the conservation of some of the world's rarest animals.

Our customers in the Gambia will have the opportunity to attend talks on local wildlife and discover more about these creatures and this important work.

THOMAS COOK SUPPORTS THE WORK OF THE TRAVEL FOUNDATION, A UK CHARITY THAT CARES FOR THE PEOPLE AND PLACES WE LOVE TO VISIT. FOR FURTHER INFORMATION VISIT THEIR WEBSITE AT WWW.THETRAVELFOUNDATION.ORG.UK OR SEND FEEDBACK TO THOMAS COOK AT RESPONSIBLE-BUSINESS@THOMAS COOK.COM

ON-BOARD RECYCLING

Our planet is getting warmer, the sea levels are rising and more and more waste is being buried in the earth. So, at Thomas Cook we are strongly committed to conserving our environment, aiming to mitigate, where possible, any negative impact our operation may have. In this respect, for summer 2007, Thomas Cook Airlines have introduced a recycling scheme for aluminium drink cans, of which more than 2 million are consumed on board our aircraft every year.

The greatest advantage of aluminium cans is the fact that they are 100% recyclable and therefore save on huge amounts of energy and emissions otherwise needed for their manufacture. For example, recycling just one aluminium can, instead of producing a new one from scratch, saves enough energy to keep your TV running for 3 hours. Now take the 2 million cans mentioned earlier...!

We hope that our recycling scheme will grab your interest; we are convinced that with your help we will be able to make a real difference!

HOW YOU CAN HELP

We believe our guests also have the interests of their holiday destinations at heart, so here are some ideas to consider:

- **Use air conditioning carefully as it wastes energy if left running unnecessarily and won't work with open windows or doors, plus turn off fans when not in the room.**
- **Save water, and in doing so save the power needed to heat it – mains electricity burns non-renewable fossil fuels and contributes to the greenhouse effect.**
- **Try not to drive too hard a bargain when haggling – that extra bit of cash may be quite significant to the seller.**
- **Avoid buying souvenirs made from endangered plants and animals such as coral, ivory and hardwoods. If in doubt – don't buy it.**
- **Buy locally and contribute to the economy. Sample local food and shop at the craft markets.**
- **Dispose of litter carefully.**

2.

(c) Explain TWO ways in which Thomas Cook has contributed to the protection of the environment.

[4]

1. _____

2. _____

(d) Explain TWO reasons why the training and employment of local people in tourism related activities is important in tourist destinations. [6]

1. _____

2. _____



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