ADVANCED GCE

APPLIED TRAVEL AND TOURISM

Tourism Development

G728

Wednesday 20 January 2010
Morning

Duration: 2 hours

Candidate Forename		Candidate Surname	

Centre Number						Candidate Number				

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 is given in brackets **[ ]** at the end of each question or part question.
*   The total number of marks for this paper is **100**.
*   The quality of your written communication will be taken into account when marking your answer to the question marked with an asterisk (*).
*   This document consists of **20** pages. Any blank pages are indicated.

Turn over

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

(a) Explain **two** economic objectives of tourism development to Portsmouth.

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2. ....

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.... **[4]**

(b) The Tourism Development Action Programme Area (TDAPA) addressed six key issues to improve tourism.

Choose **three** of these issues and explain why each of these issues was included within the TDAPA.

Issue 1: ....

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Issue 2: ....

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Issue 3: ....

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Turn over

(c) Portsmouth has created a new image, whilst retaining its maritime history and culture.

Explain **two** developments/improvements which have been made in the area to reflect this change.

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2. ....

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(d) Discuss the roles and relationships of the agents of tourism development involved in the Renaissance of Portsmouth Harbour Millennium Project.

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Turn over

(e) Portsmouth Harbour has used waterfront regeneration to create a diverse tourism product.

With reference to Portsmouth or any other UK waterfront area you have studied, evaluate the impact of waterfront regeneration on tourism development in the area.

Chosen area: ....

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[Total: 36]

2 Refer to Fig. 2.

(a) Machu Picchu is a desirable tourist destination. Give **four** reasons that may explain its popularity.

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(b) Explain **three** ways in which the Inca Trail has been affected by increasing visitor numbers.

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(c) What do the initials UNESCO stand for?

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.... **[2]**

(d) Discuss the importance to the host population of preserving the traditions and culture of Machu Picchu.

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(e) Assess the advantages and disadvantages of the measures suggested to minimise the impact of tourism on the Inca Trail.

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Turn over

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[Total: 32]

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

(a) What is meant by the term 'mass-market tourism'?

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.... **[2]**

(b) Explain **two** reasons why tourist destinations such as the Greek Islands are able to attract and generate mass-market tourism.

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2. ....

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Turn over

(c) Describe **two** reasons why the World Wildlife Fund (WWF) has become involved in tourism development.

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2. ....

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(d) Discuss why the information in **Fig. 3b** is given to visitors to Zakynthos.

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Turn over

(e)* The public, private and voluntary sectors play an important part in destination management.

Discuss how a partnership between these sectors may benefit destinations such as Zakynthos.

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[Total: 32]

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