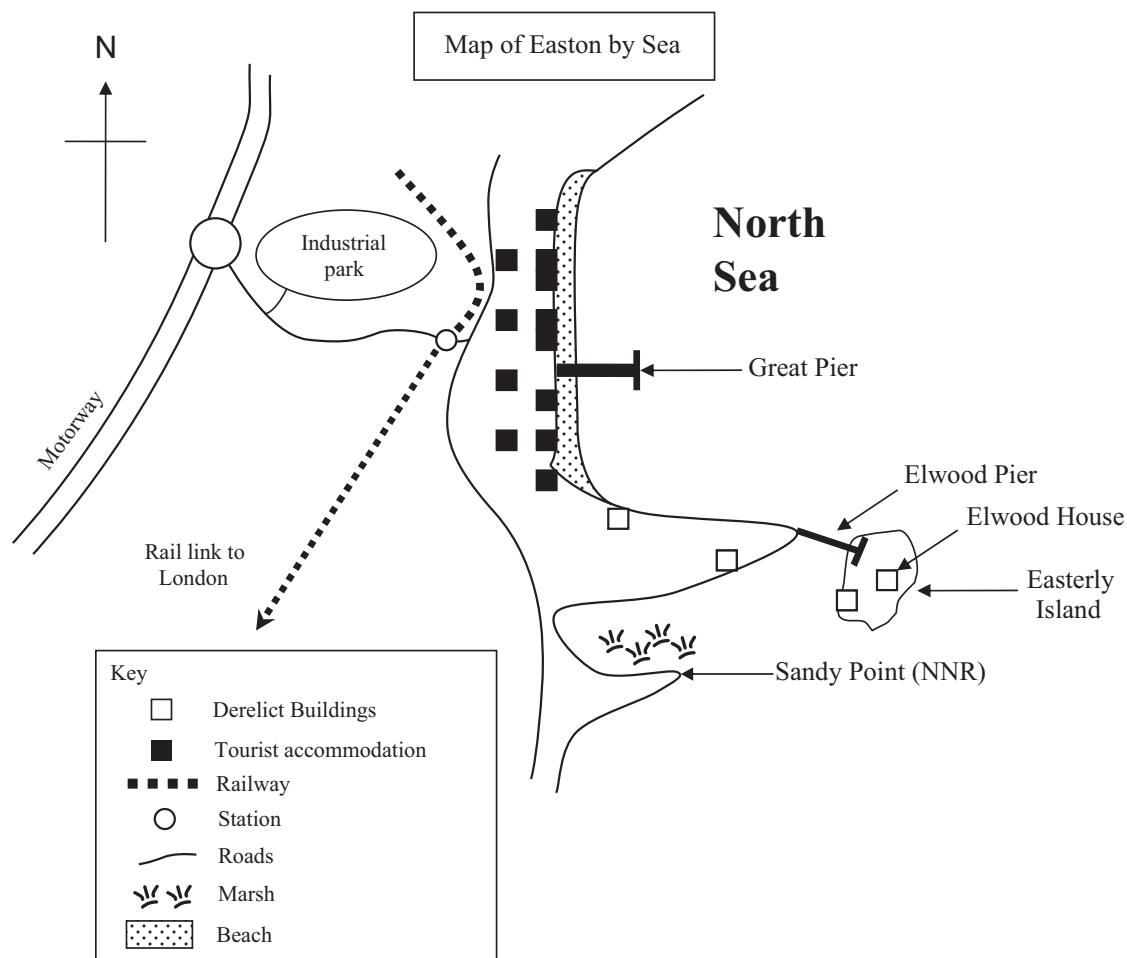




Read the information below before answering question 1. Easton by Sea is a fictitious seaside town in the UK.

### Easton by Sea



The seaside resort of Easton by Sea has 70,000 inhabitants and is located 70 miles from London. The development of Easton by Sea as a resort began in 1815. The first hotel 'The Seafront Hotel' opened in 1820. In 1848 the railway station was opened providing a link to London and other parts of the south east. This created a need for tourist accommodation. At this time visitors used the main beach or went on tour trips to Sandy Point.

In 1860 the Elwood family built a manor house on Easterly Island, famous for its dramatic cliffs and rare nesting bird sites.

In 1867 the family financed the building of 'Elwood Pier' which linked the island to the mainland. By 1880 the pier had numerous fun-fair type attractions. Steamships would use the pier to pick up and drop off passengers. The resort's clean sea air, wide sandy beach and open space all contributed to its reputation as a health spa resort. The 'Great Pier', was opened in the centre of the resort in 1895 and became more popular than Elwood Pier with its newer amusements. More tourist accommodation was built, including cheaper guest houses and bed and breakfasts situated behind the main hotels on the seafront. The resort had a thriving tourist trade which peaked during the inter war years (1918–1939).



During World War II (1939–1945) the Elwood Pier was closed to the public. On Easterly Island an intricate maze of underground tunnels was developed and used as a secret base for scientists to crack codes and develop secret weapons.

After the war the Elwood family regained access to the pier, the island and the manor house. However, the family had lost interest in Easterly Island and never returned. By the late 1950s the manor house and several outbuildings on the island were boarded up and the pier was unsafe.

During the 1960s and 1970s the centre of the resort still attracted large numbers of traditional ‘bucket and spade’ tourists who were important for the economy although the environment was starting to suffer. Tourists mainly travelled to the resort by car and coach. At this time Sandy Point was designated a National Nature Reserve because of its saltmarsh and mudflats which are home to rare species of native and migratory birdlife. It is managed by the National Trust.

By the early 1980s the resort had a tired image, areas were in need of regeneration and there were signs of neglect and decay everywhere. This combined with the appeal of cheaper package holidays abroad saw visitor numbers drop significantly during the 1980s and 1990s.

1. (a) The development of the resort of Easton by Sea can be compared to the Tourist Area Life Cycle (TALC), a model which shows how tourist numbers to a destination change over time. During the 1850s the resort of Easton by Sea was at the development stage of the TALC.

(i) Describe the characteristics of the development stage.

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(4)

(ii) Name the stage of the tourist area life cycle (TALC) model which Easton by Sea was in during the 1980s and 1990s.

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(1)



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(iii) Explain your reasons for the stage given in question 1(a) (ii).

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(b) Describe in detail the negative impacts that tourism can bring to a resort like Easton by Sea.

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(c) Easton by Sea local authority is discussing its tourism strategy 2008–2013. It has set up meetings with a diverse group of stakeholders and interest groups to develop the strategy as part of an Easton by Sea Partnership. These include the East of England Development Agency (EEDA), Easton Hotels Association, Maritime Casino Investment Company (MCIC), local landowners including the Elwood family, The National Trust and ‘Friends of Elwood Pier’ (FEP).

(i) State **one** public sector and **one** voluntary sector agent of tourism development in the Partnership.

Public Sector agent .....

Voluntary Sector agent .....

**(2)**

(ii) Describe the difference in roles of the two agents identified in (c)(i) above.

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The Easton by Sea Partnership is considering a plan by Maritime Casino Investment Company (MCIC) to knock down Elwood Pier and develop a marina complex for 80 large sailing yachts and build a hotel with a casino on Easterly Island.

- (d) (i) Identify **one** agent of tourism development in the Eastern by Sea Partnership likely to conflict with the MCIC plan because of their different objectives.

Agent 1 Maritime Casino Investment Company.

Agent 2 ..... (1)

- (ii) Explain the potential conflict between these agents because of their different objectives.

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- (iii) Suggest how the partnership could resolve the potential conflict between the agents.

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The Easton by Sea Partnership is keen to receive other development proposals for the part of the resort which includes Elwood Pier and Easterly Island. They will particularly welcome tourist development proposals which will build on the resort's history and heritage and conserve the local environment following the principles of responsible tourism.

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

Principle one

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Principle two

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(ii) Describe in detail **one** appropriate tourism development proposal that could be submitted to the partnership.

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(iii) Explain how your tourism development proposal meets the principles of responsible tourism.

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Q1

(Total 48 marks)



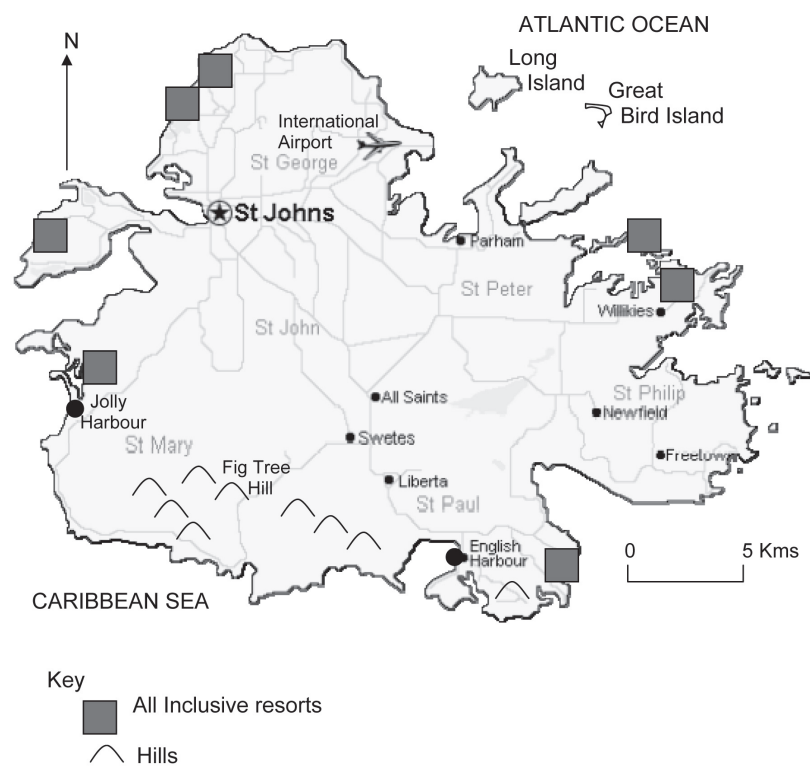
Read the following information before answering Question 2.

### Tourism in the Caribbean

The island of Antigua attracts around 250,000 (stay over) tourists each year, tourism accounts directly or indirectly for more than half of Gross Domestic Product (GDP) and is the main earner of foreign exchange. Tourism, financial and government services are key sources of employment and income for Antiguan and foreign workers on the island.

Antigua has fantastic sandy beaches, warm sea and sheltered coastal harbours. It has an almost unbroken coral reef surrounding the island ideal for divers and snorkellers to investigate the surrounding marine life and wrecks. The many resorts have numerous water sports and activities e.g. windsurfing, sailing and jet-skiing. Accommodation ranges from exclusive all-inclusive resorts through to smaller hotels, resorts, inns, guest houses and self-catering apartments. There are seven all-inclusive resorts on Antigua including St. James' Club, which is set in a private 100-acre estate with two white sand beaches where your every wish is taken care of by caring staff. Islanders have mixed opinions about all-inclusive resorts. Other tourists visit Antigua in their own private or hired yachts as the coasts of Antigua are ideal for yacht cruising and racing. English Harbour and Jolly Harbour have developed facilities specifically to accommodate these yachts and their crew and passengers. Another major influx of tourists is provided by large cruise ships which dock in the harbour in St John's, the capital. Passengers disembark and spend a few hours on the island before returning to their 'floating hotels' to be carried off to the next island in their Caribbean cruise itinerary.

Map of Antigua



(Source: adapted from [www.caribrevillas.com/images/map.gif](http://www.caribrevillas.com/images/map.gif))







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The government of Antigua wants to minimise the negative environmental impacts caused by snorkelling over the coral reefs and hiking on the island.

(c) Explain how the negative environmental impacts could be minimised for each of the following tourism activities.

(i) Snorkelling over the coral reefs

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(ii) Hiking on the island

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(d) The government of Antigua is concerned about the negative socio-cultural impacts of tourism. Explain **two** negative socio-cultural impacts of tourism.

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**(3)**

Impact two

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**(3)**



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(e) The government of Antigua is reviewing its tourism policy which contains a number of tourism development objectives.

(i) State **one** socio-cultural objective of tourism development.

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(2)

(ii) State **one** political objective of tourism development.

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(2)

Q2

(Total 42 marks)

**TOTAL FOR PAPER: 90 MARKS**

**END**

