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Surname	Other names
Centre Number	Candidate Number
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Edexcel GCE	
Travel and Tourism	
Advanced	
Unit 7: Responsible Tourism	
Tuesday 15 June 2010 – Afternoon Time: 1 hour 30 minutes	Paper Reference 6993/01
You do not need any other materials.	Total Marks
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Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 90.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*
- Quality of written communication will be taken into account in the marking of your responses to questions 1(f)(i) and 2(d). These questions are indicated with an **asterisk** (*).
– *you should take particular care on these questions with your spelling, punctuation and grammar, as well as the clarity of expression.*

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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

Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

Read the following information before answering Question 1(a).

The Yorkshire Dales National Park is located in the north of England and receives nine million day visitors annually. Visitors are attracted by its unique qualities, range of wildlife habitats and the variety of landscapes. The limestone crags and caves in the southern dales are internationally important.

Within the northern Yorkshire Dales National Park a small number of red squirrels live in forests mainly owned by the Forestry Commission and individual landowners. Everyone is anxious to protect these delightful creatures. Red squirrels are native to Great Britain but numbers have been declining rapidly since the introduction of the grey squirrel from the United States. The red squirrels have been more or less completely wiped out in southern England.



(Source: adapted from www.yorkshiredales.org.uk, 18 March 2009)

1 (a) State **two** aims of National Parks in the UK.

(2)

Aim 1

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Aim 2

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Read the following information before answering Questions 1(b) and 1(c).

The Yorkshire Dales National Park Authority (YDNPA) works with a number of organisations from across all sectors to protect the special qualities of the natural landscape as well as promoting understanding and enjoyment. A partnership has been created to help protect the park's small red squirrel population and to raise awareness. The YDNPA has worked with landowner, Mr Kemp, The Forestry Commission, Campaign for the Protection of Rural England (CPRE), Save our Squirrels (SoS) and Northumberland Wildlife Trust.

(Source: adapted from www.yorkshiredales.org.uk, 18 March 2009)

- (b) (i) Is the Forestry Commission a private, public or voluntary sector agent of tourism development?

(1)

Put a cross ☒ in the correct box.

Private

Public

Voluntary

- (ii) Describe **the role** of the Forestry Commission in tourism development.

(3)

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- (c) Name **one** voluntary sector agent working with the YDNPA and identify **one** of its roles in tourism development.

(2)

Voluntary sector agent

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Role in tourism development

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Read the following information before answering Questions 1(d).

The partnership has created a Red Squirrel Reserve to monitor and protect the red squirrels. In 2008 a 'Red Squirrel Trail' to Snaizeholme forest was created. Visitors can download details of the route and the environment onto an MP3 player or collect a trail leaflet from the National Park Visitor Centre in the nearby village of Hawes. The Area Ranger also takes visitors on guided walks to Snaizeholme forest and gives talks at the Visitor Centre on the red squirrels. Within the forest, red squirrel feeding stations and viewing areas have been created. There are also information boards and seating areas.

(Source: adapted from www.yorkshiredales.org.uk, 18 March 2009)

(d) The 'Red Squirrel Trail' is an example of tourism development.
Explain how the 'Red Squirrel Trail' creates positive impacts.

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(e) Partnerships can be created to either:

A: Resolve conflicts between agents of tourism development

or

B: Maximise the benefits of tourism.

Choose **either** A or B and give details of a partnership you have researched or studied in class.

(4)

Indicate which question you are answering by marking a cross . If you change your mind, put a line through the box and then indicate your new question with a cross .

Chosen question:

Question A

Question B

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Read the following information before answering Question 1(f).

In the Yorkshire Dales one of the biggest natural attractions is Malham Cove, a sheer rock face approximately 260 feet high.

It is recognised by Natural England as being of national importance and protected as a Site of Special Scientific Interest (SSSI). The cracks in the rock face provide a habitat for rare plants, wildflowers and mosses. It is also home to a variety of birdlife including woodpeckers, little owls, tawny owls, swifts and the famous peregrine falcons.



Different tourist activities take place around the Cove including walking and rock climbing.

The footpath to the Cove used to be a grassy path. A new footpath has been built by the YDNPA using small limestone rocks. The area around the Cove is farmland and the footpath crosses fields where sheep graze. Steps have been built up the side of the Cove so that walkers can get to the top.

The Cove is popular with rock climbers who climb its overhangs and steep cliffs using bolts they force into cracks in the rock face.

At the base of the cliff is a small stream and woodland area popular with picnickers. Some of the land here is owned by a local farmer.

A pair of peregrine falcons has nested on the cliffs of the Cove for a number of years. The falcons and their nests are protected by law. Sights of the young chicks learning to fly and the aerial displays of the adult birds are enjoyed by the many visitors to the Cove. The Royal Society for the Protection of Birds (RSPB) and YDNPA work together in the RSPB's 'Aren't Birds Brilliant' campaign. Every year during the nesting season, National Park and RSPB volunteers hold a daily 'Falcon Watch' at the Cove. In 2007 28,000 visitors, including 8000 children, came to view the birds.

(Source: adapted from www.yorkshiredales.org.uk,
image from www.malhamdale.com)



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*(f) (i) Analyse both the **positive** and **negative** impacts of tourism activities on the **environment** of Malham Cove.

In your answer you could consider the following activities:

- walking
- rock climbing
- picnicking
- bird watching.

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(ii) Suggest **two** ways the **negative** impacts you have identified could be reduced.

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Suggestion 1

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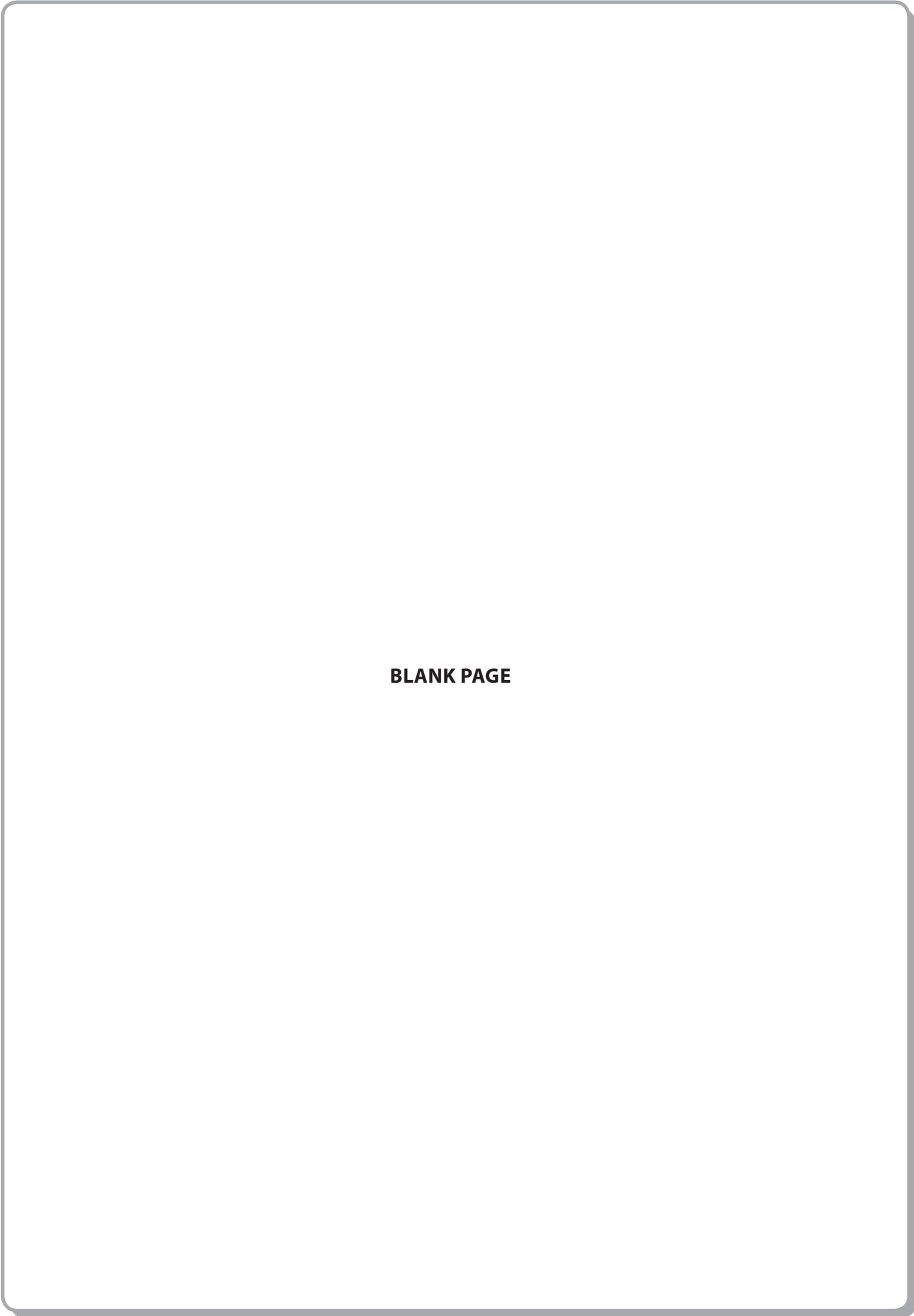
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(Total for Question 1 = 30 marks)



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2 (a) (i) 'To promote the conservation of natural and cultural heritage' is one principle of responsible tourism.

State **two** other principles of responsible tourism.

(2)

Principle 1

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Principle 2

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(ii) For each principle of responsible tourism you have stated, explain how it could be achieved.

(4)

Explanation 1

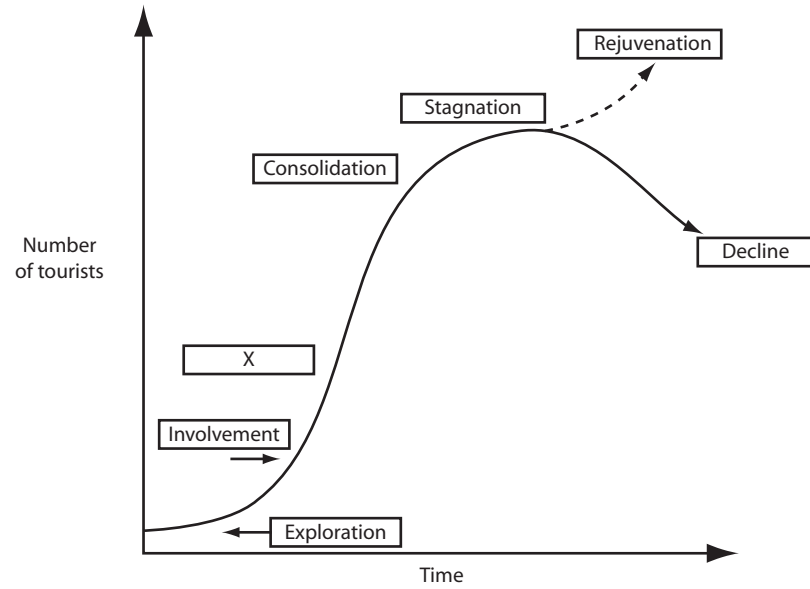
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Explanation 2

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The development of a tourist destination can be compared to the tourist area life cycle (TALC), a model which shows tourist numbers to a destination over time.



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

(b) (i) Identify stage X.

(1)

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

(3)

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Read the following information before answering Question 2(c).

Ibiza is one of Spain's Balearic Islands in the Mediterranean. Tourists have been visiting the island since the 1930s, attracted by its beautiful scenery and 300 days of sunshine a year. There are 18 kilometres of natural sandy beaches, fringed by crystal clear waters and sheltered coves, many accessible only by sea. As well as offering a variety of water sports, the stunning coastline is ideal for walkers. The interior of the island is surprisingly green and fertile with pine clad hills and exotic flowers. Here the pace of life is gentle and Ibiza has retained much of her charm and architecture, such as the traditional fincas (working farms) and rusticas (barns). In these rural areas farmers continue their traditional lifestyles keeping chickens and goats and growing olives and almonds.



Coastal scenery



A traditional finca

Culture

Ibiza has a fascinating and rich cultural heritage. In ancient times the Romans, Phoenicians and others settled here. Ibiza Town is the capital city and main port of the island. Ibiza's most famous historical attraction is the Dalt Vila Renaissance city walls, which were given World Heritage Site status by UNESCO. These intact 16th century fortifications of Ibiza were built to protect the island from invasions from the sea.

A visit to the ancient ruins of sa Caleta and the cemetery of Puig des Molins reveals how early inhabitants of the island lived. Visitors can purchase local handicrafts such as embroidery, glassware, pottery, woven cloths, leather goods and footwear.



Ibiza Town – showing city walls and port

Food

Ibiza's mix of cultures allows visitors to taste both exotic and more traditional dishes. As well as wines and spirits, there are typical dishes such as tapas (small dishes of local specialities) to enjoy. There is a wide variety of restaurants on Ibiza and some have an international reputation for excellence.



Nature

Ibiza's marine environment is unique and dominated by the Posidonia (sea grass) beds and coral reefs. The island's seabed supports 220 marine species and the habitat offers protection to three endangered species including the Mediterranean monk seal. It is on the List of Wetlands of International Importance for its importance for migrating birds.

Ibiza has two National Parks of ecological interest and natural beauty:

1 - Ses Salinas National Park consists of a wide variety of natural features, including salt lakes, beaches, cliffs and rocky coastlines. In these places, a peregrine falcon or a fishing eagle can be spotted.

2 - The island nature reserve of es Vedrà, is situated to the south-west of Ibiza. This protected area is made up of small islands, cliffs, streams, beaches, forests and hills.



Sunset over the island nature reserve of es Vedrà

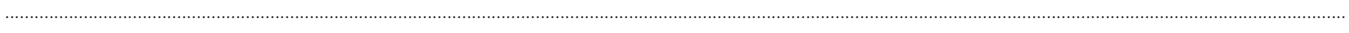
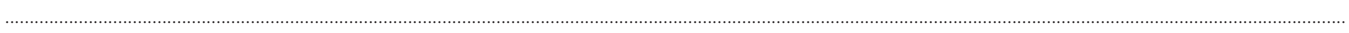
(Source: text adapted from www.ibiza.travel, images from www.coastline.co.uk)





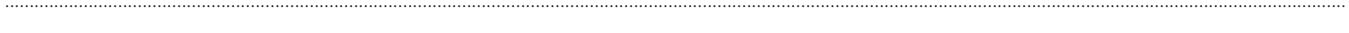
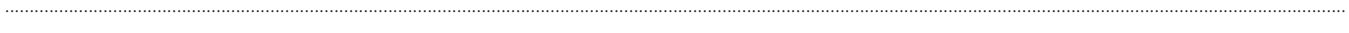
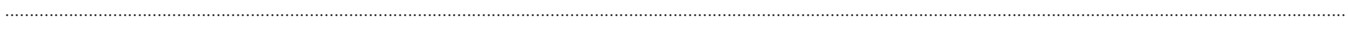
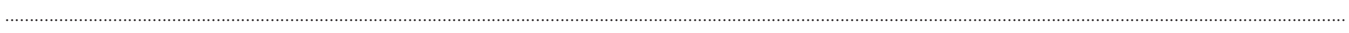
Proposal 2

(1)



Description

(5)



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

Over the last twenty years Ibiza has become known as a 'party island' attracting clubbers from all over the world. Its reputation as a place for drink and drug fuelled partying brought increased crime and disruption to the locals, older tourists and families. The extremes of the clubbing scene began to affect the popularity of the whole island as its image was damaged.

A number of steps have been taken to alter this image of Ibiza.

Tourism planners are aiming to control the levels of tourism and protect the island's natural and cultural heritage by ensuring that future growth is sustainable.

The Tourism Excellence Plans 2005 – 2008 allocated 3 million euros to signpost historic sites, improve and repair streets and gardens and develop new products and cultural activities available all year round. The plans' aims include renewing tourist infrastructure, improving attractions, improving quality in hotels and to extend the tourist season and diversify the tourism product beyond 'sun and beach' and focus on the cultural aspects. A campaign to promote the 'other side' of Ibiza focusing on its culture, history, food and natural attractions was launched in 2007.

Developments include:

In summer 2008 nightclubs were banned from opening between 6am and noon. Local shop-owners hoped this would allow tourists to get out and see more of Ibiza and encourage them to spend their money elsewhere.

'More Bikes in Ibiza' is a campaign to promote sustainable transport - hotels provide clients with the use of bikes for free. Another development includes the creation of cycle routes including road cycling and mountain bike routes covering a distance of 700 km.

Organisations such as Green Ibiza Tours offer hiking holidays and yoga sessions at es Vedra. 'Foundations for the Future' promotes cultural understanding through educational programmes such as Greenheart Ibiza's school exchange projects at Casita Verde's ecological centre.

Ibiza Town Council held a 'Gastronomy week' in February 2008 to promote the city's excellent food and wines. Street festivals with traditional dances are also planned.

In 2005 there was just one five star hotel on the island, in 2008 there were six and plans to build the first luxury hotel in San Antonio had been approved.

At Ibiza airport a terminal for private jets has been built mainly catering for the super rich and owners of the numerous villas costing upwards of £5m.

(Source: adapted from <http://turisme.eivissa.es>, 27 February 2009)



Ibiza could now be said to be at the rejuvenation stage of the TALC model.

*(d) Analyse the **positive impacts that rejuvenation** can bring to Ibiza.

You should refer to information in the case study to support your analysis and consider positive:

- economic impacts
- socio-cultural impacts
- environmental impacts.

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(Total for Question 2 = 30 marks)



3 (a) Tourism has many impacts on tourist destinations around the world. Some of these are positive impacts whilst others are negative impacts.

(i) Describe **one positive economic** impact of tourism.

(2)

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(ii) Describe **one negative environmental** impact of tourism.

(2)

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(iii) Describe **one positive environmental** impact of tourism.

(2)

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(b) The impacts of tourism can be managed through a number of different strategies or methods. These include maximising the positive impacts and minimising negative impacts.

(i) This question focuses on maximising positive **economic** impacts.

Choose either:

Method A: Retention of visitor spending

or

Method B: Training and employment of local people

Explain how the method you have chosen can be used to maximise positive economic impacts.

(4)

Indicate which question you are answering by marking a cross in the box ☒. If you change your mind, put a line through the box ☒ and then indicate your new question with a cross ☒.

Chosen method:

Method A ☒

Method B ☒

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(ii) This question focuses on minimising negative **environmental** impacts.

Choose either:

Method C: Planning control

or

Method D: Implementing the results of environmental impact assessment

Explain how the method you have chosen can be used to minimise negative environmental impacts.

(4)

Indicate which question you are answering by marking a cross in the box ☒. If you change your mind, put a line through the box ☒ and then indicate your new question with a cross ☒.

Chosen method:

Method C ☒

Method D ☒

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(c) (i) Using a destination you have researched or studied in class, explain how the impacts of tourism have been managed.

In your answer you should include details to show evidence of your research.

(6)

Destination

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(ii) Assess the extent to which the management of the destination you have chosen in (c)(i) supports the principles of responsible tourism.

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Many international hotel chains provide accommodation in destinations in the less economically developed world (LEDW).

(d) Suggest **four** statements to be included in a 'Hotel Good Practice Guide' for hotel chains operating in destinations in the LEDW to support responsible tourism.

(4)

Hotel Good Practice Guide

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(Total for Question 3 = 30 marks)

TOTAL FOR PAPER = 90 MARKS



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