

Write your name here

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Other names

**Pearson**  
**Edexcel GCE**

Centre Number

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# Travel and Tourism

## Advanced

### Unit 7: Responsible Tourism

Thursday 5 June 2014 – Morning  
**Time: 1 hour 30 minutes**

Paper Reference

**6993/01**

**You do not need any other materials.**

Total Marks

### 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(c) and 2(d)(i). 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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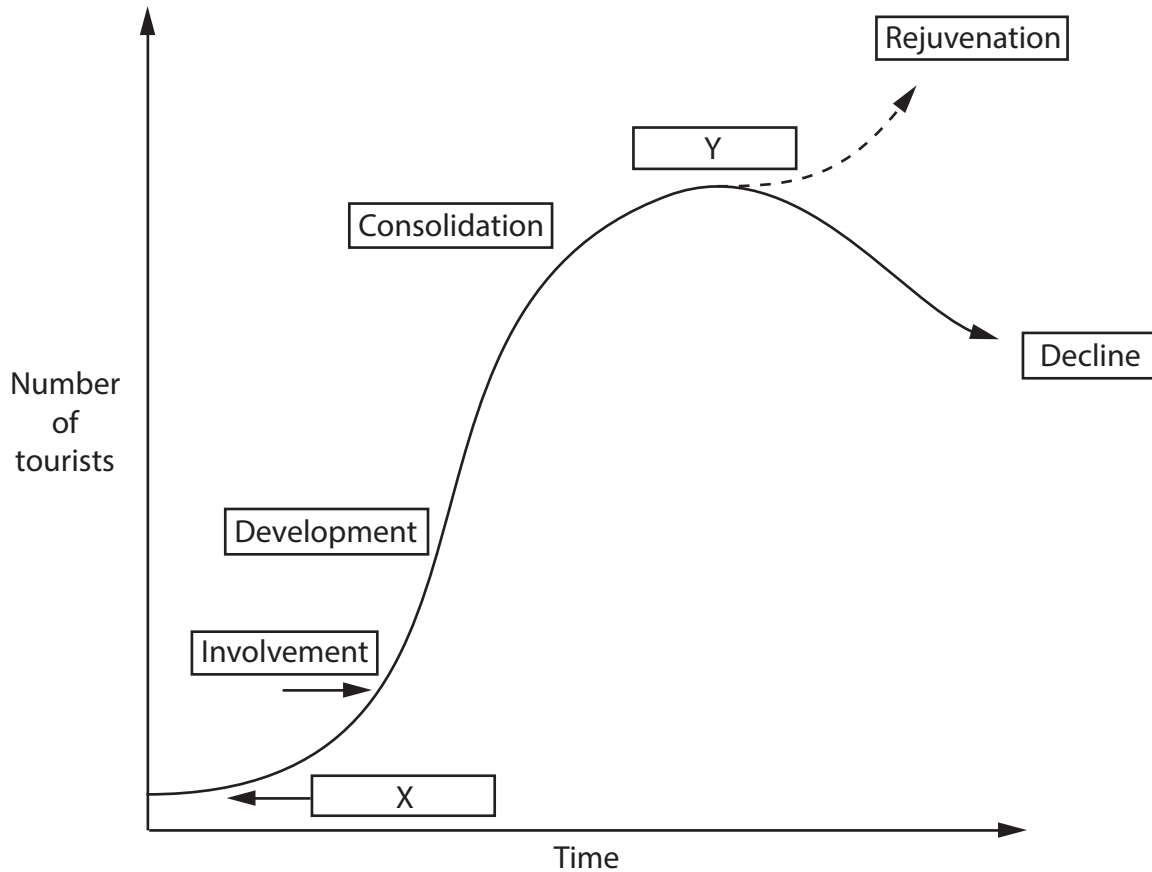
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Answer ALL questions. Write your answers in the spaces provided.

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 ☒.

The development of a tourist destination can be compared to the Tourist Area Life Cycle (TALC) model, which shows tourist numbers to a destination over time.



(Source: RW Butler, *Tourist Area Life Cycle*, 1980)

1 (a) (i) Using the diagram, name the stages of the TALC model labelled X and Y. (2)

X .....

Y .....

(ii) Identify **three** key characteristics of stage X. (3)

1 .....

2 .....

3 .....



Over the last decade Belfast has been transformed through an urban regeneration programme to reach the stage of rejuvenation in the TALC model.

(iii) Name two **destinations**, other than Belfast, that have reached the stage of rejuvenation in the TALC model.

(2)

- 1 .....
- 2 .....

**Read the following information before answering Question 1(b).**

In 2004 the government of Northern Ireland identified tourism as being essential for the country's economic growth. They planned to develop a world class visitor experience. Tourism proposals included the creation of a Titanic visitor attraction in Belfast.

**Titanic Belfast®**

The world's most famous cruise liner, RMS Titanic, set sail from the port of Belfast on 2 April 1912.

On 31 March 2012, 100 years later, Titanic Belfast opened. This huge visitor attraction is located on a slipway in the Harland and Wolff docks, just 90 metres in front of where RMS Titanic was built.

Titanic Belfast cost £100 m and was developed through a partnership. Partners included a charity called Titanic Foundation Limited, as well as the

Northern Ireland Tourist Board and Belfast City Council. The building was constructed by Harcourt Construction (NI) Limited, a property development and investment company.



Titanic Belfast



RMS Titanic sailing from Belfast

Spread over six floors there are nine galleries, each gallery focuses on a part of the Titanic story including social history and engineering advances. Factual information is brought to life through scale replicas, interactive displays and artefacts. Visitors can learn about 100 years of ship-building and ocean exploration.

(Source: adapted from [www.titanicbelfast.com](http://www.titanicbelfast.com))



(b) Many organisations have been involved in developing tourism in Belfast.

- (i) Identify the sector to which each of the following organisations belong. Put a cross  in the correct box for each organisation.

(4)

Organisation \ Sector	Private	Public	Voluntary
Belfast City Council	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Harcourt Construction (NI) Limited	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Titanic Foundation Limited	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Northern Ireland Tourist Board	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

- (ii) Describe the role of each of the following organisations in developing tourism in Belfast.

(9)

Belfast City Council

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Northern Ireland Tourist Board

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Titanic Foundation Limited

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Use the following information to answer Question 1(c).

## Belfast

Located at the head of Belfast Lough, Belfast is easily accessible to the rest of the UK and Europe. Belfast is served by two airports, Belfast International Airport and George Best Belfast City Airport, and a ferry port.

### People

The population of Belfast is around 270,000. It is a young city in terms of the age of its residents; 43% are under 30 years of age.

### Economy

Traditional industries have decreased in importance. Employment rates are fairly low, less than two-thirds of the city's working age population are employed. Rates of people claiming unemployment benefits have increased to around 6.2% of the population.

### Culture

Belfast's cultural renaissance has led to a new generation of visitor attractions, restaurants, bars and boutique hotels, such as Benedicts of Belfast. The city now hosts a variety of cultural activities and festivals including the Belfast Film Festival and the Titanic Festival. It also has concert venues, such as the Odyssey Arena.

The newly created Cathedral Quarter and Titanic Quarter reflect the city's rich traditional heritage. Much of the Georgian architecture remains intact and many fine buildings have been revitalised with contemporary design.

### Tourism

Following major efforts over the past decade to revitalise the city's tourist offering, Belfast has become a popular short-break destination. With Belfast Waterfront convention centre and five star accommodation, such as the Merchants Hotel, it is now also recognised as a world class business and conference destination.



Belfast Waterfront convention centre

Belfast has grown in popularity as a cruise destination. Over £50 m has been spent on improving infrastructure and port facilities and the 'Cruise Belfast' marketing initiative brings in more than £15 m per year. Between 2011 and 2012, there was a 32% increase in the number of cruise liner arrivals.

### Visitor numbers

In 2008 Belfast received over 7.1 million visitor trips to the city bringing £436.6 m into the local economy. This helped to support almost 25,000 full time jobs. Overseas visitors represented just 30.9% of visitor trips to Belfast, yet they contributed around 75% of the overall net tourism income. The business and conference market accounted for 38% of all visitors to the city.

(Source: adapted from [www.discovernorthernireland.com](http://www.discovernorthernireland.com))







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2 (a) Describe **one** principle of responsible tourism and give an example.

(3)

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**Read the following information before answering Question 2(b).**

**Sri Lanka**

The large, 'pear shaped' island of Sri Lanka is located off India's south-east coast.

For many years Sri Lanka was abandoned as a holiday destination as it was ravaged by a brutal and lengthy civil war. Then, on 26 December 2004, another tragedy hit the island. The Asian tsunami killed over 30,000 people and left many more injured and homeless. Initially it was hoped that the nation would find peace in the face of catastrophe, but this soon faded into arguments over aid distribution. It wasn't until May 2009 that, after 26 years, the civil war finally ended. Since that time, the island has been growing in popularity with overseas visitors. The Sri Lankan government is keen to develop tourism.

(Source: adapted from Sri Lanka Tourism Promotion Bureau and [www.lonelyplanet.com](http://www.lonelyplanet.com))

(b) (i) Suggest **one** economic objective for developing tourism in Sri Lanka.

(2)

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(ii) Suggest **one** political objective for developing tourism in Sri Lanka.

(2)

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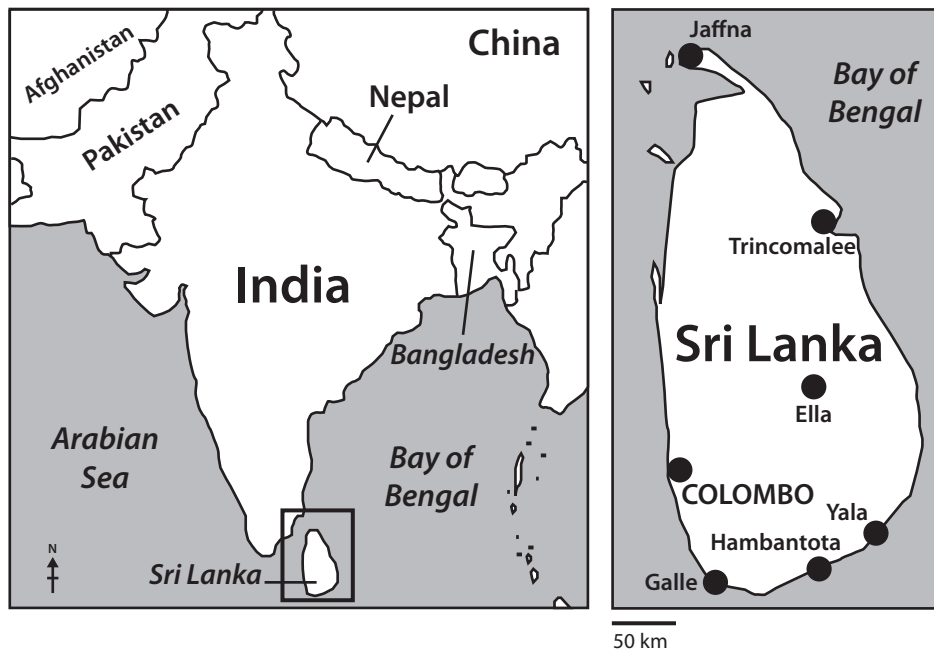
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Read the following information before answering Question 2(c)

### Tourism developments in Sri Lanka



Accessibility and transport links have improved since the civil war ended. It used to take 5 hours to travel from the capital of Sri Lanka, Colombo, to the unspoilt beaches in the south-west. In November 2011 a new £440 m four-lane toll road opened reducing the journey time to less than 90 minutes.

In March 2013 British Airways launched flights from London Gatwick to Bandaranaike International Airport near Colombo. In Hambantota the new £125 m Mattala International Airport has been constructed with a capacity to handle 12 million passengers a year. This will give visitors easy access to Yala National Park and the surf resorts on the east coast.

The Sri Lankan government has identified four coastal areas of outstanding natural beauty for tourism development. Construction has already started and hotel chains including Hyatt, Marriott and Starwood are moving in. The south coast has seen an explosion of upmarket boutique villas and spa resorts.

In Galle and Ella new businesses aimed at backpackers, like internet cafes, have opened.

In 2011 over 800,000 tourists visited Sri Lanka, an increase of almost 40% from 2010.

(Source: adapted from Sri Lanka Tourism Promotion Bureau and [www.lonelyplanet.com](http://www.lonelyplanet.com))





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

## Sri Lanka

### Natural environment

Sri Lanka has numerous idyllic sandy beaches and year round sunshine.

The island mainly consists of plains and forest but inland it is mountainous with deep canyons.

There are nine national parks and seven bird sanctuaries. The island is home to 43 endangered species including coral and fish; birds and mammals such as the Blue Magpie and Sloth Bear. All are at risk of extinction.

### Cultural heritage

Sri Lanka has a rich history that dates back over 2,000 years. It has a diverse culture made up of Buddhists, Muslims, Hindus and Christians.

Sri Lanka contains some of the best preserved Asian monuments as well as eight UNESCO World Heritage sites. The Sri Lankan people preserve this heritage, traditional way of life and their customs. For instance, the local fishermen on the south-west beaches still fish on stilts.

### Tourism

Sri Lanka's appeal lies in its endless beaches, surfing on the east coast, ancient ruins, famous tea plantations and local cuisine.

The pristine beaches are completely unspoilt and encircle the whole island. The coral reefs offer world class scuba diving sites. Inland the rivers provide kayaking and white water rafting opportunities.

Camping, trekking and cycling are also popular. Safari tours in the national parks allow tourists to view leopards, elephants and water buffalo.



Unspoilt coastline



Stilt fishermen of Sri Lanka



Ancient temple

(Source: adapted from Sri Lanka Tourism Promotion Bureau and [www.lonelyplanet.com](http://www.lonelyplanet.com))





(ii) Suggest **two** ways the negative impacts you have identified in 2(d)(i) could be reduced. Justify your suggestions with reasons.

(8)

Suggestion 1

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**(Total for Question 2 = 30 marks)**





3 (a) Tourism has many potential impacts on tourist destinations across the world.

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

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(ii) Explain what is meant by the term **seasonal unemployment**.

(4)

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(iii) Explain what is meant by the term **decreasing biodiversity**.

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(b) The impacts of tourism can be managed through a number of different strategies.

This question focuses on maximising the positive impacts of tourism.

(i) Explain how 'widening access to facilities' can maximise the positive impacts of tourism. You may include an example to support your explanation.

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(ii) Explain how 'retention of visitor spending' can maximise the positive impacts of tourism. You may include an example to support your explanation.

(4)

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Many tour operators in the UK provide package holidays to destinations in the less economically developed world such as Indonesia, parts of Africa and South America.

(d) You work for a tour operator, FarAway Travel, that is keen to show it supports responsible tourism. It has decided to include more information on the company website to show potential customers the ways it is supporting responsible tourism.

Suggest **four** statements that could be included on FarAway Travel's new webpage that would demonstrate that it supports responsible tourism. An example is given.

(4)

Example

At FarAway Travel we have won an award from Green Globe.

**FarAway Travel – the ways we support responsible tourism**

1. At FarAway Travel we

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2. At FarAway Travel we

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3. At FarAway Travel we

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4. At FarAway Travel we

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**(Total for Question 3 = 30 marks)**

**TOTAL FOR PAPER = 90 MARKS**

