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Pearson
Edexcel GCE

Centre Number

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Candidate Number

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Travel and Tourism

Advanced

Unit 7: Responsible Tourism

Friday 5 June 2015 – 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.*
- Questions labelled with an **asterisk** (*) are ones where the quality of your written communication will be assessed
– *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.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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PEARSON

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 ☒.

Read the following before answering Question 1(a).

Blackpool

The seaside town of Blackpool has attracted holidaymakers since Victorian times. 'Blackpool Pleasure Beach Resort' is a theme park which has the tallest roller coaster in the UK – the 'Big One'. In 2011 an old attraction was replaced with a new £10m theme park based on characters and shows from the world's most popular TV network for kids called Nickleodeon Land.

Blackpool also has a rich cultural past with over 30 buildings listed by English Heritage. These include the North Pier built in 1863 and Blackpool Tower which opened in 1894.

Blackpool Council and the tourism agency VisitBlackpool are responsible for maximising the involvement of key private sector organisations to encourage new developments and increase the appeal of the town.



Blackpool Tower



The North Pier

(Sources: adapted from www.blackpoolcivictrust.org.uk; www.visitblackpool.com)



1 (a) (i) Identify the sector the following organisations belong to.

Put a cross ☒ in the correct box for each organisation.

(4)

Organisation	Private Sector	Public Sector
English Heritage	<input type="checkbox"/>	<input type="checkbox"/>
Blackpool Council	<input type="checkbox"/>	<input type="checkbox"/>
Blackpool Pleasure Beach Resort	<input type="checkbox"/>	<input type="checkbox"/>
VisitBlackpool	<input type="checkbox"/>	<input type="checkbox"/>

(ii) Explain the role of English Heritage in developing tourism in Blackpool.

(3)

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(iii) Explain the role of the Blackpool Pleasure Beach Resort in developing tourism in Blackpool.

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(iv) Explain the role of VisitBlackpool in developing tourism in Blackpool.

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Different organisations have different reasons for becoming involved in tourism development.

(v) Explain why voluntary sector organisations may be involved in tourism development.

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(b) In 2007 the number of visits to Blackpool fell to 10.7 million. It could be claimed that Blackpool had reached the decline stage of the Tourist Area Life Cycle (TALC) model.

(i) Name the stage of the TALC model **before** the decline stage.

(1)

(ii) Identify **three** key characteristics of the stage **before** the decline stage.

(3)

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Read the following before answering Question 1(c).

Blackpool – Changing Appeal

Attempts have been made to revive Blackpool's fortunes. There are four aspects to this:

1. Regeneration – £250m was spent on improving the town through two key infrastructure projects:

- Improving the seafront

The seafront was remodelled with expanded promenades and steps to improve beach access. Opposite Blackpool Tower the Tower Festival Headland was created with a new open air events space and wedding venue.

- Transport

In 2012 a new tramway opened after a £100m investment and includes a fleet of modern low floor trams with full access for the disabled. Journey times by tram have been reduced.

2. Updated Attractions

In 2010 Merlin Entertainments were appointed to manage the redevelopment of the Blackpool Tower complex. In 2011 they opened the Blackpool Tower Dungeon and Madame Tussauds. This is the only Madame Tussauds in the UK outside of London. The BBC talent show 'Strictly Come Dancing', which attracts a UK audience of over 10 million viewers, has been broadcast from the Tower Ballroom.

3. Signature Events

Showzam! is a unique, annual 10 day festival of circus and magic that coincides with the UK school half term holidays in February. Other new annual events include the Blackpool Dance Festival and Armed Forces Week.

4. Accommodation

Although there are few luxury hotels in Blackpool, the Hilton group has one, the Blackpool Hilton, and is hoping to build another. Holiday Inn has also indicated it may move into the town. Blackpool's 3000 accommodation providers are mainly small, family run businesses. Of these, 300 are quality inspected and rated.

Two national restaurant chains, Pizza Express and Nando's, recently opened in Blackpool for the first time.

In 2012 Blackpool received over 14 million visits bringing £1bn to the local economy.

(Sources: adapted from *The Sunday Times*; www.visitblackpool.com; www.blackpoolpleasurebeach.com; www.blackpool.gov.uk)



The regeneration initiative, with its focus on improved infrastructure, new events, attractions and accommodation, was intended to help Blackpool meet its aims of:

- attracting families back to the town
- improving the town's image
- widening the town's appeal.

* (c) Assess the likelihood of Blackpool being successful in meeting these aims. Give reasons to support your assessment.

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(Total for Question 1 = 30 marks)



2 Tourism organisations are encouraged to develop tourism responsibly and follow the principles of responsible tourism.

(a) (i) Describe **one** principle of responsible tourism.

(2)

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(ii) Explain how **organisations** involved in developing tourism could achieve the principle you described in 2(a)(i).

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Read the following before answering Question 2(b).

Tibet

Tibet is situated in the Himalayas. It has a high rate of population growth and a low level of economic growth. Most of the population is dependent on subsistence agriculture. This means they grow food for their own needs. Many face malnutrition, a shortage of safe drinking water and poor health services and education.

In 2011 Tibet received over 8 million tourists, an increase of 28% on 2010. Tibet's tourism earnings amounted to US\$1.5 billion. Tourism officials are hoping to attract 15 million tourists in 2015.

(Source: adapted from www.eturbonews.com)

(b) Explain why developing tourism is an economic objective for Tibet.

(3)

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Read the following before answering Questions 2(c) and 2(d).

The Himalayas

The Himalayas are home to the world's highest mountains, including Mount Everest. They cross many countries including Tibet, Nepal, Bhutan and India.

The forests, valleys and meadows contain rare animals such as snow leopards and Bengal tigers as well as flowers and plants found nowhere else on Earth.

To Hindus the Himalayan mountains are the spiritual home of their Gods.

Trekking and mountaineering in the Himalayas

Organised treks to the summits of the Himalayan mountains have recently become more accessible. This has been assisted by rapid road construction to rural villages closest to popular peaks. After heavy rain some roads are susceptible to landslides.

Specialist tour operators enlist large numbers of local porters to carry supplies. In Nepal, most porters are lowland farmers, unused to harsh mountain conditions. Nepalese porters suffer four times more accidents than the trekkers.

Out of respect to the mountains, many trekkers participate in traditional rituals with the porters, such as spinning prayer wheels before setting off.



Base camp

Buddhist prayer flags promote peace and goodwill

There is usually a long trek through forests and river valleys to reach the 'base camp' – a small tented village. Some visitors collect the beautiful wild flowers that thrive there. Some are collected by locals to make crafts to sell to tourists. Porters collect wood for fires to keep everyone warm, whilst their domestic animals graze on the sparse vegetation. Facilities are basic and there are no toilets, waste disposal or running water.

Each group takes an enormous amount of supplies and equipment up the mountains. Besides carrying tinned food and drinks in plastic bottles, trekkers often also travel with gas cylinders, tents, oxygen bottles and medical kits. Sometimes equipment and supplies are left on the mountains.

Nearly one million overseas visitors come to the Himalayas each year for mountain trekking, wildlife viewing, and pilgrimages to major Hindu and Buddhist sacred places.

(Sources: adapted from <http://www.eturbonews.com/27077/tibet-tourism-almost-28-percent-2011>;
http://www.explore-himalaya.com/himalaya_economy.php;
<http://www.guardian.co.uk/travel/2008/jan/14/tibet.china>;
<http://www.tourismconcern.org.uk/trekking-wrongs-porters-rights.html>;
<http://www1.american.edu/ted/himalay.htm>)



* (c) Analyse the possible negative environmental and socio-cultural impacts of trekking holidays in the Himalayas.

(9)

A series of horizontal dotted lines provided for writing the answer to the question above.



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(d) Tourism Concern has created 'The Himalayan Tourist Code' that contains guidelines for visitors to help protect the unique environment and traditional cultures of the Himalayas.

(i) Recommend **one** guideline for visitors to be included in The Himalayan Tourist Code that would help protect the *unique environment* of the Himalayas.

(1)

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(ii) Explain how the guideline you have recommended in d(i) would help protect the unique environment of the Himalayas.

(2)

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(iii) Recommend a different guideline for visitors to be included in The Himalayan Tourist Code that would help protect the *traditional cultures* of the Himalayas.

(1)

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(iv) Explain how the guideline you have recommended in d(iii) would help protect the traditional cultures of the Himalayas.

(2)

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3 (a) Tourism has many potential impacts on tourist destinations, particularly in the Less Economically Developed World (LEDW).

(i) Identify **two** positive socio-cultural impacts of tourism on destinations in the LEDW.

(2)

Impact 1

Impact 2

(ii) Explain the benefits of the multiplier effect on tourist destinations in the LEDW.

(4)

(iii) Explain why countries in the LEDW want to attract overseas tourists bringing in foreign currency.

(4)



A number of strategies can be used to manage the impacts of tourism.

- (b) (i) Identify **one** strategy that can be used to **minimise the negative impacts** of tourism.

(1)

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- (ii) Explain how training and employment of local people can help to **maximise the positive impacts** of tourism.

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For Questions 3(c)(i) and 3(c)(ii) you need to select one tourist destination you have researched or studied.

- (c) (i) Other than Blackpool or the Himalayas, describe the impacts of tourism at a tourist destination you have researched or studied.

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

(9)

Destination

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Description of impacts

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