

**ADVANCED GCE  
 APPLIED TRAVEL AND TOURISM**

Unit 9: Tourism Development

**THURSDAY 12 JUNE 2008**

**G728**

Morning  
 Time: 2 hours

Candidates answer on the question paper

**Additional materials:** No additional materials are required



Candidate  
 Forename

Candidate  
 Surname

Centre  
 Number

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Candidate  
 Number

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**INSTRUCTIONS TO CANDIDATES**

- Write your name in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use blue or 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 for each question is given in brackets [ ] at the end of each question or part question.
- The total number of marks for this paper is **100**.

FOR EXAMINER'S USE	
1	
2	
3	
<b>TOTAL</b>	

This document consists of **19** printed pages, **3** lined pages and **2** blank pages.

## Glasgow is one of the UK's most visited cities

It is the city which hosted the highly popular Glasgow Garden Festival in 1988, was European City of Culture in 1990 and was designated the UK City of Architecture and Design in 1999. It welcomes over three million tourists from all over the world each year, who are drawn by its wealth of cultural attractions and activities.

Glasgow has long been established as an excellent place to live, work, rest and play. As a major European cultural capital, it is also a great place to visit. Glasgow has a vibrant nightlife where one can visit any number of restaurants, pubs, clubs and cafés in the city. For a more restful pace, there are 13 free museums and galleries to choose from and with over 70 parks and gardens spread across the city, tourists are sure to find something for every taste. 5

During the last ten years Glasgow has enjoyed steady growth in visitor numbers, expenditure and total bed nights. In 2005, UK tourists made 2.8 million trips per year to Glasgow and stayed an average of 7.0 million bed nights per year, spending £558 per person in the area. Trips to Glasgow represent around 16% of all UK trips taken to Scotland. During the same period 0.4 million overseas visitors came to Glasgow, spending an average of six nights in the area, resulting in a total of 2.4 million bed nights. Total expenditure by overseas visitors was £149 million. 10 15

Glasgow's key overseas market is the USA, which represents 28% of all overseas visitors. Other key markets are Germany (11%), Canada (8%) and Australia (5%). The majority of visitors, both UK and overseas, come to Glasgow for holiday purposes. Glasgow is now one of the fastest growing conference destinations and is number 25 in the list of world premier conference destinations. 20

In 2005, tourism in the city supported 29 184 jobs, representing around 7.6% of all employment and generating expenditure of £730 million.

### Fig. 1a



**Major supporters of Glasgow 2014**

Clydesdale Bank, First Group, Highland Spring and O<sub>2</sub> have signed up to become major supporters of Glasgow's bid for the 2014 Commonwealth Games.

All four companies will contribute significant cash, goods and marketing support to the bid.

Some of our biggest companies have shown their faith in the bid and have made it clear that they are ready to invest in the future of our country. They know that winning will provide a boost to the economy, but they know that it will do more. It will inspire our young people and it will show the world what kind of country Scotland is becoming. That is an investment which will always pay dividends.

Mary Dickson, Managing Director, First ScotRail said:

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"First ScotRail is totally committed to Glasgow's bid and we will be passionate in our support over the coming months to ensure that this vibrant, exciting city is announced as a worthy winner by the Commonwealth Games Federation in November 2007. There's a lot at stake. If Glasgow wins, the city will have an unprecedented opportunity to showcase itself as the friendly city hosting the friendly games. And the benefits will ripple throughout Scotland.

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With over 85000 employees in Scotland and more than 200 million passenger journeys completed in Scotland every year, First ScotRail provides the backbone of Scotland's public transport infrastructure. Let's all work together to ensure that Glasgow's bid is successful."

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**Fig. 1b**

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

**(a)** Explain **two** possible reasons for the appeal of Glasgow to visitors.

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2. ....

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# China

Nothing can prepare you for touring China. As if set in two separate worlds, one half lies in an ancient kingdom, where a Forbidden City and Great Wall once guarded dynasties of emperors and their subjects, while the other is pushing forward at an electrifying pace, moulding mighty cities alongside the colonial and Maoist past.

## China's tourism development

China's continuing economic reforms since 1978 have substantially altered its economic structure, expanding the service sector, including the tourist industry. The reforms have resulted in spectacular economic growth and a boom in tourism development.

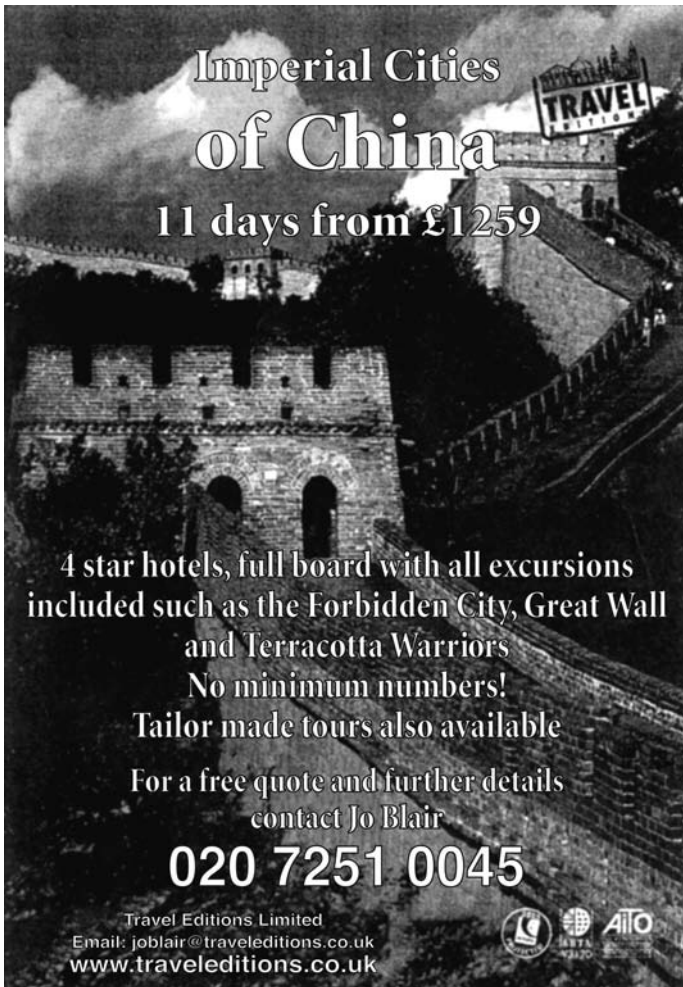
China has abundant tourist resources, which provide an advantage for developing tourism. In 1992, which marked the first Visit China Year, the country received barely 15 million foreign tourists. Just a decade later, the figure was 37 million, as reported by the Secretary-General of the World Tourism Organisation (WTO). 5

The trend will continue, but according to the WTO's prediction, China will become the world's number one tourism destination by 2020.

China's rising tourism will create opportunities for hotels, aviation and travel agencies. The biggest travel agencies in Europe and the world's biggest aircraft manufacturers have found business in China. Experts said that the entry of international travel agencies indicated China's strong attraction. 10

Over 16.6 million Chinese travellers went abroad last year, making China the fastest growing tourism source nation in the Asia and Pacific region.

**Fig. 2a**



**Imperial Cities  
of China**  
11 days from £1259

4 star hotels, full board with all excursions  
included such as the Forbidden City, Great Wall  
and Terracotta Warriors  
No minimum numbers!  
Tailor made tours also available  
For a free quote and further details  
contact Jo Blair  
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### Local tastes

Chinese cuisine is as much a feast for the eyes as it is for the senses, with delicately shaped dumplings and the brilliant red roasted Peking duck. Worlds away from the top-notch restaurants, which have sprung up in China's booming cities, food stalls are scattered along the sprawling streets. Don't be surprised to see octopus tentacles and scorpions grilled on sticks, regarded here as a tasty snack!

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### Live the experience

To get a real insight into China's unique history, a visit to the Imperial City of Beijing, home of the magnificent Forbidden City and thought-provoking Tiananmen Square, is essential. See thousands of terracotta warriors, eerily still and lifelike, in the tomb of Emperor Qin in Xian. The only way to experience the scale and beauty of the Yangtze River is on a cruise, as you snake through wild open landscapes and primitive waterside villages.

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Fig. 2b



## Urgent need for tourism infrastructure

article from: (chinadaily.com.cn)

Ask most potential visitors what they would most like to see in China and the chances are their top pick will be an ancient and spectacular feat of civil engineering. Every year thousands of visitors from all over the world clamber along the tourist sanctioned sections of the Wall, pausing afterwards to buy souvenirs and eat noodles from the stalls. However, visiting China's most famous attraction is still a trying introduction to tourism Chinese style for many travellers.

5

Unless visitors are willing to pay the exorbitant fees charged by tourist bus operators to be herded around like sheep or hire an equally expensive private car and driver, the options for getting to the Wall are slim. Cheap public buses run to various Wall sections but they are difficult to find, lack comprehensive timetables and foreign language information and generally tend to feel like a risky proposition to non-Chinese speakers.

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The ongoing rapid escalation in visitor numbers to China urgently needs to be matched by a swift and thorough development of tourist facilities.

Even in the capital of Beijing, there are no tourist information centres providing comprehensive multilingual information about the city. At popular destinations overseas, bustling tourist information centres conveniently located next to many major attractions provide a wealth of useful free material for disorientated visitors. But accurate maps of Beijing in multiple languages are still only available in specialist guidebooks bought overseas. An estimated seven million people pass through the gates of the Forbidden City every year, so you would expect the nearby subway entrance to be well sign posted. It is not.

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It is impractical to suggest that every worker involved in the tourism industry should speak several foreign languages fluently. But at the subway, bus and train stations most used by visitors, surely it is possible to have one counter where a staff member can give basic explanations and assistance in English – the most universally understood language.

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The environmental and social issues surrounding the extremely fast development of semi-isolated rural beauty spots into tourist 'hotspots' and the hasty construction of numerous hotels nationwide are already receiving a good deal of attention. Tourism officials and strategic planners now need to take a close look at the micro picture of tourism in China and consider how to improve visitors' day-to-day experiences.

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**Fig. 2c**

2 Refer to **Figs. 2a, 2b and 2c.**

(a) China's developing tourism will create opportunities for private sector organisations. Explain how **each** of the following will benefit from the increase in tourism both to and from China.

(i) Travel agencies in China.

(ii) Hotel chains in China.

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(ii) .....  
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(b) Explain **two** possible reasons why other tourist destinations in the Asia and Pacific regions were pleased that there were over 16.6 million **outbound** Chinese travellers last year.

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(c) Assess the importance of tourism training in helping to avoid conflict between the host population and the tourist in developing countries such as China.

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[Total: 33]



## Thomson Holidays

As a travel organisation we are in the business of selling people a different environment than their day-to-day life. Holiday destinations are often popular because of their climate, beauty and the activities which the landscape makes possible such as sailing, skiing, hiking and biking. It is important that we consider our home, working and destination environments in all aspects of the business.

Thomson aims to operate sustainable business practices which consider the environment and use of energy and resources. 5

The Sustainable Tourism section of the website provides information about the ways in which we operate our business to support environments, communities and wildlife, whilst helping our customers to play their part in responsible travel.

### Sustainable Tourism at thomson.co.uk

A new Sustainable Tourism section has been launched by Thomson, the UK's leading travel company, on its website [www.thomson.co.uk](http://www.thomson.co.uk). 10

In response to customer desire for more information about eco factors of their holidays and travel plans, Thomson has now provided a wealth of information about the organisation's initiatives to support environments and communities.

Thomson has established conservation projects and community initiatives, many of which have been underway for many years. However, what we are now seeing is a desire from our customers to know more about these activities and to feel that their holiday is supporting the destination they are travelling to. By gathering this information together and putting it online people will now be able to find this information quickly and easily. 15

The information on the Thomson website covers all aspects of sustainable tourism, including information about the environmental performance of aircraft and developments in this area, environmental monitoring of hotels, information about projects to support communities and the environment, both in the many holiday destinations and in the UK, and what people can do themselves to ensure that they play their part in travelling responsibly. A short survey on the website will gauge how important environmental factors are to visitors to the site, providing Thomson with customer insight which can be used to design future holiday concepts. The website also provides links to affiliated organisations where people can find out more information and advice. 20 25

Thomson predicts that 50% of its bookings will be made online this year, so the Internet is believed to be the best way to provide information to customers. In addition to this, Thomson is also communicating messages to customers about sustainable tourism within its in-flight magazine, a video on board the aircraft and through information provided to customers in destinations. 30

[www.thomson.co.uk/sustainabletourism](http://www.thomson.co.uk/sustainabletourism)

Fig. 3a

# Thomson to push sustainable travel

**CHRIS GRAY**

THOMSON is planning to send all staff an explanation of sustainable tourism after *TTG* revealed widespread ignorance of the issue among many agents.

Sales director, Derek Jones, will email the information as part of a reminder to staff

about what Thomson is doing for sustainable and responsible travel.

The move follows a *TTG* straw poll which found staff in Thomson, First Choice, Thomas Cook, Going Places and independent shops all failed to offer advice when asked to find a 'responsible travel' holiday.

## AGENTS

Tui UK corporate responsibility manager, Kimberley Kay, said the company was aiming to upload eight pages of information on the subject on its website, linked to the staff intranet, by September.

She said it was 'disappointing' that Thomson staff had been unable to help as the company had carried out a 'lot of activity' in responsible travel.

Kay cited projects including support for an orphanage in Egypt, donations of toys, books and clothes in the Dominican Republic and support for sea turtle conservation in Zante, Greece.

Thomson is holding a 'Green Day' for staff next week to highlight ways of developing a more environmentally friendly lifestyle.

It is also encouraging staff and customers to recycle brochures and is hoping to extend trials of recycling aluminium cans on its flights.

A First Choice spokeswoman said customers were not asking for responsible holidays, although new agents take a compulsory training module on sustainable tourism and the issue is featured on its intranet. Responsible travel tips are included in brochures and First Choice made donations to sustainable tourism charity The Travel Foundation.

MyTravel said it had 'a number' of eco-friendly hotels and was working closely with The Travel Foundation to develop training.

A Thomas Cook spokeswoman said education about responsible travel was a 'key element' of all employees' induction and training.

The Travel Foundation director Sue Hurdle is considering producing a guide for agents about the issue.

The charity also plans to develop the 'forum' section on its website, which explains what member firms, including the big four, do for responsible and sustainable travel.



Fig. 3b

3 Refer to Figs. 3a and 3b.

(a) Define the term 'sustainable tourism'.

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(b) Describe **two** factors which determine whether or not tourism is sustainable in a destination.

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  - 2. ....  
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(c) Explain **two** possible reasons why many tour operators, such as Thomson, provide information about sustainable tourism.

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 Fig. 2c Extract from Emma Moore, *Urgent need for tourism infrastructure*, China Daily, 18 April 2006, [www.chinadaily.com.cn](http://www.chinadaily.com.cn)  
 Fig. 3a Source: Thomson, [www.thomson.co.uk](http://www.thomson.co.uk) (Accessed 2006)  
 Fig. 3b Source: Travel Trade Gazette, 28 July 2006, [www.ttglive.com](http://www.ttglive.com)

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