



**GCE A level**

1685/01

**TRAVEL AND TOURISM**

**UNIT 5: Tourism Impacts And Tourism Development**

P.M. MONDAY, 20 January 2014

2 hours

### **ADDITIONAL MATERIALS**

In addition to this examination paper you will need:

- the **Resource Material**;
- a 12 page answer booklet.

### **INSTRUCTIONS TO CANDIDATES**

Use black ink or black ball-point pen.

Answer **all** questions.

Write your answers in the answer booklet provided.

Answer every question on a new page.

### **INFORMATION FOR CANDIDATES**

The number of marks is given in brackets at the end of each question or part-question.

You are reminded of the need for good English and orderly, clear presentation in your answers. Assessment will take into account the quality of written communication used in your answers.

You are reminded that this paper is synoptic and so will test understanding of the connections between the different elements of the subject.

1. Study **Figure 1 of the Resource Material** which shows images and information promoting Northumberland as a tourism destination.

(a) Using **Figure 1a**, outline the range of activities which tourists to Northumberland are likely to undertake. [6 marks]

The Sill Project (**Figure 1b**) is a major tourism development undertaken by the Northumberland National Park Authority (NNPA) and the Youth Hostel Association (YHA).

(b) Discuss why The Sill Project might be viewed as a good example of *sustainable tourism* development. [10 marks]

(c) Explain how different private sector tourism organisations are likely to benefit from the development of the Sill Project. [8 marks]

The majority of Northumberland's tourists visit between April and September.

(d) Assess the *negative impacts* that tourism destinations such as Northumberland are likely to encounter due to seasonal tourism. [8 marks]

**Total 32 marks**

2. Study **Figure 2 of the Resource Material** which shows information and images about a planned tourism development project along Valdevaqueros Beach in southern Spain.

A range of agents of tourism development are involved in the planned Valdevaqueros Beach project.

(a) (i) Identify **two public sector** organisations and **two voluntary sector** organisations involved in the planned tourism development along Valdevaqueros Beach. [4 marks]

(ii) Suggest why *private sector* agents of tourism development such as GMT Property Developers would want to build the proposed complex along Valdevaqueros Beach. [8 marks]

(iii) Discuss possible areas of conflict which might exist between the roles of *private, public and voluntary sector* agents of tourism development involved in the planned complex along Valdevaqueros Beach. [8 marks]

(b) Assess the possible *economic impacts* of tourism development projects on destinations such as Valdevaqueros Beach. [10 marks]

In all destinations, tourism development projects result in *positive* and *negative social* and *cultural impacts* on local communities.

(c) Discuss the possible *positive* and *negative social* and *cultural impacts* on local communities resulting from major tourism development projects. [8 marks]

**Total 38 marks**

3. You will have studied examples of tourism development in destinations from the *Less Economically Developed World (LEDW)*.

(a) For **one** tourism destination you have studied from the *Less Economically Developed World (LEDW)*, describe its appeal to different visitor types. [8 marks]

Governments of *LEDW* countries have *political objectives* when encouraging travel and tourism development within their countries. *Political objectives* include:

- *image enhancement of an area;*
- *creating a regional or national identity.*

(b) Explain the meaning of the *political objectives* listed above. [4 marks]

(c) Using examples from *LEDW* destinations, describe tourism development projects which have had:

- (i) economic objectives;
- (ii) environmental objectives. [8 marks]

As a result of tourism development projects, many *LEDW* destinations experience a range of *negative environmental impacts*.

(d) Discuss the range of *negative environmental impacts* of tourism development within *LEDW* destinations. Give examples to support your answer. [10 marks]

**Total 30 marks**

**END OF PAPER**



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**RESOURCE MATERIAL FOR USE WITH QUESTIONS 1 and 2.**

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**Figure 1**

**Figure 1a** *Resource Material for use with Question 1(a).*

Northumberland is England's most northern county, a magical place filled with ancient buildings, rolling hills, rugged moorland and friendly little towns and villages. Northumberland's coast offers dramatic views, sandy beaches and an abundance of wildlife.



**Bamburgh Castle**



**Northumberland Coastline**

Northumberland also has its own National Park which covers approximately 400 square miles of protected landscape with breathtaking views, crystal clear streams and rich wildlife havens. The National Park is free for everyone to enjoy and includes Hadrian's Wall, a UNESCO World Heritage Site. The National Park also includes the picturesque valley of the North Tyne river and the Cheviot Hills.



**A section of Hadrian's Wall**



**Cheviot Hills**

**Some facts and figures:**

14.5 million tourist day visits are made to Northumberland annually

70% of the tourists visit between April and September

70% of the tourists arrive by car

**Figure 1b** Resource Material for use with Question 1(b).

### The Sill Project

Northumberland National Park Authority (NNPA) has formed an exciting partnership with the Youth Hostel Association (YHA) to develop a new combined Youth Hostel and National Park Visitor Centre in one building on Hadrian's Wall to be known as The Sill.

The staff working for the YHA and NNPA will be able to share many of the centre's equipment and facilities as well as sharing the running costs. The Sill will also include a cafe, public meeting rooms and a retail area for local arts and crafts and food produce. The project which is expected to cost in the region of £10m is to be funded by the Heritage Lottery Fund and other external organisations.

The Sill will be built from local materials including different types of stone and timber sourced from across the National Park. The project will provide training opportunities for local businesses during the development phase. Solar panels and an insulating grassed roof on the building will help to reduce energy costs.



**Artist's impression of the Sill Project**



**An insulated grassed roof**

The NNPA and YHA have consulted local communities and many organisations in the planning of the Sill Project, including:

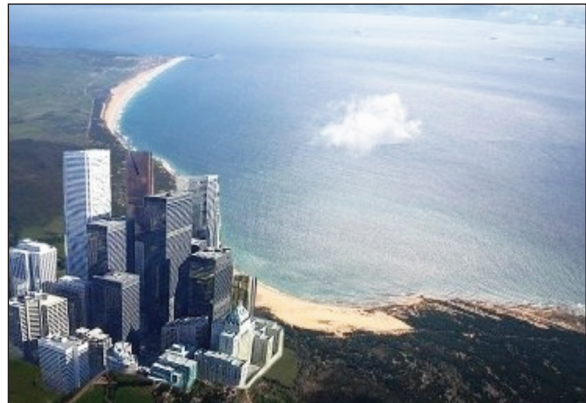
- Northumbria University
- Hadrian's Wall Heritage
- The National Trust
- Natural England
- English Heritage
- Northumberland Tourism
- Northumberland County Council.

**Figure 2** Resource Material for use with Question 2.

## **Economic benefits threaten one of Spain's last wild beaches with destruction**



**Valdevaqueros Beach, Tarifa**



**Architect's impression of the planned tourist complex**

For decades Valdevaqueros Beach, Tarifa, in southern Spain has been a world apart from the concrete-lined beaches of Torremolinos and Marbella along the coast. However, the local council in Tarifa has approved plans for GMT Property Developers to coordinate the development of a tourist complex with hotel, leisure and housing organisations.

Valdevaqueros is one of the last remaining unspoiled beaches in southern Spain. It is a surfer's paradise, a haven for rare wildlife and home to one of the country's few shifting sand dunes. The proposed tourist complex which will include 1,400 hotel rooms and 350 apartments would be sandwiched between two national parks and right next to Valdevaqueros Beach.

Environmental and conservation groups have protested that the project will harm the habitats of protected species such as the lesser mouse-eared bat whose survival is threatened. The environmental group, Ecologists in Action, asked the EU government in June to take legal action against the Valdevaqueros Beach project because of the conservation risks. The campaign also has a Facebook page and is supported by groups including Greenpeace, the World Wide Fund for Nature and the Spanish branch of the conservation network, Birdlife. Indignado is a pressure group concerned about the local residents' lack of involvement along with the current water shortage which would be made worse by the demands of the new development.

Other objectors point to the number of empty houses in Tarifa, but for most councillors the issue is the poor state of the local economy. In the town of Tarifa there are 18,000 inhabitants, 2,600 of whom are out of work. Many local people think the project would be better if it was built on wasteland near to Tarifa, some 6 miles away, as the economic impact would be more positive.

## **Acknowledgements:**

### **Figure 1a**

Images: © Darren Turner / Shutterstock  
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© Gail Johnson / Shutterstock

### **Figure 1b**

<http://www.urbanrealm.com>  
<http://www.northumberlandnationalpark.org.uk>

### **Figure 2**

Images: © Nick Stubbs / Shutterstock  
© <http://www.theolivepress.es>



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