



GCE A level

1685/01



S16-1685-01

TRAVEL AND TOURISM

UNIT 5: Tourism Impacts and Tourism Development

P.M. WEDNESDAY, 15 June 2016

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 text about tourism development within Vietnam.

Both the Vietnamese government and private sector organisations will play a major role in the development of the country's tourism industry and achieving its aims and objectives.

- (a) Outline the likely role of the Vietnamese government in the development of the country's tourism industry. [6]

The Vietnamese government has highlighted the need to improve the range and quality of accommodation.

- (b) Discuss the importance of improving the range and quality of accommodation in order for the Vietnamese government to achieve its aims and objectives. [8]

Tourism development in Vietnam will result in both *positive* and *negative impacts*.

- (c) (i) Describe the possible *negative environmental impacts* resulting from tourism development in Vietnam's coastal and countryside areas. [10]
 (ii) Evaluate the likely *socio-cultural impacts* that tourism destinations such as Vietnam are likely to experience as a result of tourism development. [8]

Total 32 marks

2. You will have studied examples of tourism development in destinations from the *More Economically Developed World (MEDW)*.

- (a) For **one** tourism destination you have studied from the *More Economically Developed World (MEDW)* identify **four** major attractions and outline how each appeals to different types of visitor. [8]

- (b) Assess the range of available transport and transport facilities used by visitors to travel to and within the destination you identified in (a). Give named examples to support your answer. [8]

Modern transport developments can result in *positive* and *negative environmental impacts* in tourism destinations within the *More Economically Developed World (MEDW)*.

- (c) Discuss the possible *positive* and *negative environmental impacts* of modern transport developments within tourism destinations in the *More Economically Developed World (MEDW)*. [10]

Sustainable tourism development will have impacts on tourism organisations and destinations within the *More Economically Developed World (MEDW)*.

- (d) Discuss how sustainable tourism development is impacting on organisations and destinations within the *More Economically Developed World (MEDW)*. [8]

Total 34 marks

3. Study **Figure 2 of the Resource Material** which shows images and text about tourism development within Russia.

The Russian government is promoting tourism to different types of foreign tourists. The types of tourism include:

- Business tourism
- Sports tourism
- Heritage and cultural tourism
- Beach holiday tourism.

- (a) Outline the key characteristics of **two** types of tourism from the above list. [8]

Both domestic and foreign agents of tourism development are likely to invest in Russia.

- (b) (i) Explain how different agents of tourism development might work together to ensure that Russia attracts more foreign tourists. [8]
- (ii) Assess the conflicts which might arise between the different agents of tourism development involved in Russia's tourism industry. [8]

Russia's commitment to tourism development is likely to result in a range of economic impacts.

- (c) Evaluate the likely *positive* and *negative economic impacts* of tourism development within Russia. [10]

Total 34 marks

END OF PAPER



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RESOURCE MATERIAL FOR USE WITH QUESTIONS 1 AND 3.

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Figure 1 Resource Material for use with Question 1.

The Socialist Republic of Vietnam is a Less Economically Developed World (LEDW) country located on the Indochina Peninsula in Southeast Asia. The warm climate attracts tourists throughout the year.



Tourists from all over the world are attracted to Vietnam by its bustling colonial cities, beautiful countryside and 2,000 mile coastline. Popular tours include cruising the Mekong River and Halong Bay as well as exploring the ancient city of Hue and the French colonial architecture in Hanoi.



Halong Bay



French colonial architecture



Rice fields in the countryside



Daily traffic in Vietnam's cities

The Vietnamese government is aiming to develop tourism and hopes to double the number of tourism jobs and revenue between 2015 and 2020. This would have huge economic impacts for the country.

The government's aims and objectives by 2020 include:

- An average growth rate for its tourism industry of 12% per year.
- Increasing the number of inbound tourists from 7.5 million in 2015 to 10.5 million.
- Increasing the number of domestic tourists from 36.5 million in 2015 to 47.5 million.
- Developing sustainable tourism in order to protect Vietnam's culture, heritage and natural environment.
- Developing the range and quality of accommodation.

Many Vietnamese people support their government's aims and objectives for its tourism industry as they believe it will improve their quality of life. However, some Vietnamese communities and international pressure groups are concerned about the negative impacts of tourism development within the country. In particular, there are social and environmental concerns regarding the Mekong River Delta and Halong Bay and their local communities. An example of this is increasing exploitation of local communities by international tourism companies.



Community life along the Mekong



Hundreds of these boats transport tourists around Halong Bay, a UNESCO World Heritage Site

Figure 2 Resource Material for use with Question 3.

Russia pushes development of tourism

Russia is located in north eastern Europe and northern Asia. In terms of territory, Russia is the largest country in the world.

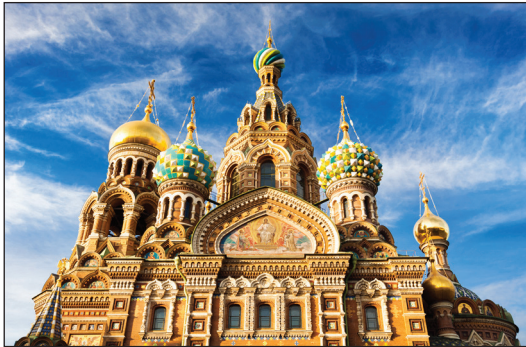


Russia is keen to attract more foreign tourists. It has started to dawn on the Russian government that tourism could make a significant contribution to the country's economy.

Russia is ranked 91st in investment in tourism industry development. However, Russia made the top 10 when the rankings were made based on such characteristics as the availability of top-level natural and cultural tourist attractions. Based on this information alone it is clear that travel and tourism organisations will need to develop and work together if Russia is to become a successful tourism destination.

Russia's main attractions are in western Russia and include:

- The heritage and cultural attractions in Moscow and St Petersburg.
- The Caucasus Mountains which have some of the highest mountains in Europe and hosted some of the Winter Olympics in 2014.
- Beach resorts along the Caspian and Black Seas.
- Major events such as the FIFA Football World Cup in 2018.



St Petersburg



Caucasus Mountains

Russia also has economic links with many countries but income from business tourism is very low when compared with other nations in Europe. It is therefore preparing a range of strategies to develop its facilities in order to attract more business tourists.

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