

ADVANCED GCE
APPLIED TRAVEL AND TOURISM
Unit 9: Tourism Development

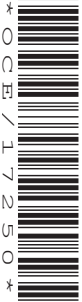
G728/RB

RESOURCE BOOKLET

**To be opened on the day
of the examination**

**Wednesday 20 January 2010
Morning**

Duration: 2 hours



INFORMATION FOR CANDIDATES

- Use the Case Studies to answer the questions.
- This document consists of **8** pages. Any blank pages are indicated.

Development of Tourism in Portsmouth

Portsmouth has been home to the British Royal Navy for over 500 years. For years Portsmouth relied largely on the Royal Navy for employment, but with a change of emphasis in defence spending away from a large conventional fleet, the role of Portsmouth as Britain's premier naval port was declining and both land and jobs were redundant. 5

The City Council had to look at how the jobs could be replaced and how it could create a revitalised economic environment and new opportunities. Portsmouth was not a development area and no help would be forthcoming from government in the form of grant aid.

The solution was seen to be tourism. The city is rich in natural advantages. Its seaside location and tourism infrastructure mean that some basic ingredients of the tourism product are already present. It also has a core of major tourist attractions such as HMS Victory, Southsea Castle and the Royal Naval Museum. It was therefore decided to change the image to 'Portsmouth – Flagship of Maritime England' and to try to encourage the development of new tourist attractions. 10

Portsmouth was designated a Tourism Development Action Programme Area (TDAPA) to help focus on the need for additional tourist facilities to improve the tourism 'product'. The programme addressed six key issues: 15

1. raising the tourism profile;
2. fulfilling the potential of the heritage attractions;
3. improving the visitor experience of the area;
4. developing other attractions, events and activities; 20
5. expanding the quantity and improving the quality of tourist accommodation;
6. developing the area's marketing activities.

This was an ideal kick-start to the development of a successful and well-established tourism product in the city.

Portsmouth's tourist industry grows from strength to strength and has experienced a further boost with the 'Renaissance of Portsmouth Harbour Millennium Project'. 25

Fig. 1a

The Renaissance of Portsmouth Harbour Millennium Project

This £84m landmark project for the city involved public and private partnerships and received a £38m grant from the National Lottery Millennium Fund.

The aims of the project were:

- to create a world-class leisure and maritime heritage destination for the new millennium;
- to bring new life into historic buildings and increase public access to the waterfront;
- to generate over £300m of investment in the local economy.

An important part of the scheme was to take into account local economic and environmental needs. It also provided a positive alternative for disused Ministry of Defence land and buildings, as well as an excellent opportunity for public and private partnerships.

The restructuring of the defence industry and associated job losses had a dramatic effect on

3

the harbour economy and local area. Hence, an important element of the project has been to involve local skills and offer retraining programmes for unemployed people. 25

5 The new attractions developed as part of the Renaissance of Portsmouth Harbour are all now open to visitors. Attractions include: 30

- Gunwharf Quays – a £200m world-class shopping and leisure development;
- Action Stations! – a £16m interactive attraction; 10
- Millennium Promenade – over 6km linking the Historic Dockyard, Priddy's Hard and Gunwharf Quays; 35
- Explosion! – an exciting Museum of Naval Firepower; 15
- The Timespace – one of the largest vertical sundials in the world; 40
- The Spinnaker Tower. 40

20 As well as traditional attractions, the scheme provides an ideal platform for visiting Tall Ships and a selection of waterfront events. The renaissance project has added a further dimension to Portsmouth's already varied tourism product. 45

Fig. 1b

Machu Picchu under Threat from the Pressures of Tourism



Machu Picchu, an Inca citadel located in the Andes Mountains of Peru, is one of the world's most well known sacred places. A marvel of human engineering in a natural setting of profound beauty, it is no wonder this place has been adopted as a destination for spiritual seekers of all races and beliefs. But in becoming a tourist 'hotspot' and a significant source of revenue for Peru, this shrine of stone has lost its connection with the descendants of the people who created it. As visitor numbers and the infrastructure to support them have grown, so has the burden on the site and its surrounding ecosystem. 5

More than 500000 people a year make the trek to Machu Picchu to marvel at the 500-year-old structures built from blocks of granite chiseled from the mountainside. They come by helicopter, train and on foot. They snap photos, meditate and lounge in the sun. They come for a variety of reasons - to fulfill a romantic dream, tap into the energy of the Inca soul, or simply tick off a box on the list of the world's must-see sights. 10

It certainly has an appeal for everyone, whether they are interested in history, the magic or just the stupendous beauty. 15

Possible landslide risk

As a result of the overwhelming interest, Machu Picchu may be at risk. Amid the growing concerns about the impact of tourism, some geologists also warn that a massive landslide could send the stone ruins crashing into the river below.

The concern about landslides has led to arguments against a proposal to install a cable car which would replace the diesel-powered buses that carry tourists up to the mountaintop ruins. Conservation and cultural preservation organisations, including UNESCO, say a cable car would spoil the natural vistas and increase tourist traffic to an unsupportable number of visitors a year. 20

Protecting the Inca Trail

Tourists who decide to trek along the 48-kilometre portion of the Inca Trail to reach Machu Picchu have a new set of regulations to consider. The stone Trail, which crosses several high-altitude passes, has not escaped the effects of the boom in tourism. The number of people using the pathway rose from 6 000 in 1984 to 500 000 in 2007, according to UNESCO. Tea bags and water bottles litter the route, where camp-sites are scarce. 25

In an effort to preserve the Trail, Peru has imposed restrictions that limit to 500 the number of people allowed on the Trail each day. The fee to hike the Trail rose from U.S. \$17 to \$50 and hikers must trek with a registered guide. 30

Unfortunately, the regulations have had little positive effect on Trail conservation. The locals say that there is still pollution, waste-disposal problems and at times overcrowding.

Fig. 2

Tour Operators drop 'mass-market' Zakynthos

Zakynthos, one of the Ionian Islands situated off the coast of mainland Greece, is in danger of being too reliant on package holidaymakers. Tourist demand for the island is growing faster than any other Greek Island with numbers reaching almost 500 000 per year. A director of one of the many tour operators which use the island said,

"it has just become too mass-market".

He also stated that "the island has learned no lessons from Corfu which made the mistake of expanding rapidly, depending too much on one market and going for the big tour operators".

While Corfu has since taken corrective


action, Zakynthos could face similar difficulties in a few years' time. "It is a perception problem as much as anything else", he said. "There are some delightful

5 parts but our clients have the impression the whole island is busy. Our sales have suffered quite a lot this year and we were forced to come out with a lot of special offers for June and July". 20

10 Samos, Patmos and Ikaria are three new islands which will be introduced for package holidaymakers as a result of falling visitor numbers to Zakynthos. Samos, which is well known for walking holidays, has a much better balance of visitors than Zakynthos and is not swamped by mass-market tourism. 25 30

15

Fig. 3a



Please *help* us to keep it that way

Many visitors to Greece will have heard of the Loggerhead turtles which come ashore every year to lay their eggs on the sandy beaches of Laganas Bay on the island of Zakynthos.

The turtles have been following this annual pattern for millions of years – long before man began to use the beaches for his own activities.

WWF Today, however, these magnificent creatures are in danger of becoming extinct, as the ever increasing number of tourists causes nesting sites to be destroyed and the nesting turtles to be disturbed.

Laganas Bay is now the most important known remaining nesting area for Loggerhead turtles in the whole of the Mediterranean.

***How* to help**

- Do not use the beach between the hours of sunset and sunrise. It is against the law.
- Do not stick umbrellas into the sand near to turtle nesting zones.
- Take your rubbish with you when you leave.
- Do not take mopeds, scooters or cars onto the beach. It is illegal.
- Do not dig up the turtles' nests.
- When you leave the beach, flatten any sandcastles which children may have built.

Fig. 3b

**Copyright Information**

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations, is given to all schools that receive assessment material and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.