

General Certificate of Education
June 2007
Advanced Level Examination



TRAVEL AND TOURISM
Unit 11 Impacts of Tourism

TT11/PM

To be issued to candidates on or after 1 May 2007

Pre-release material

Instructions

- This material **must** be kept unmarked for use in the forthcoming examination.
- You **must** take this material with you into the examination.
- Do **not** contact the destinations and facilities mentioned in this material for more information.

Advice

- You should use the information contained in this booklet to become familiar with the data provided.

Item A Extracts from UNESCO World Heritage Information Kit

World Heritage

A Brief History

The lead up to the 1972 Convention – World Heritage timeline

The idea of creating an international movement for protecting heritage emerged after World War I.

The 1972 *Convention concerning the Protection of the World Cultural and Natural Heritage* developed from the merging of two separate movements: the first focusing on the preservation of cultural sites, and the other dealing with the conservation of nature.

■ Preserving cultural heritage

The event that aroused particular international concern was the decision to build the Aswan High Dam in Egypt, which would have flooded the valley containing the Abu Simbel temples, a treasure of ancient Egyptian civilization. In 1959, after an appeal from the governments of Egypt and Sudan, UNESCO launched an international safeguarding campaign. Archaeological research was accelerated in the areas to be flooded. Above all, the Abu Simbel and Philae temples were dismantled, moved to dry ground and reassembled.

The campaign cost about US\$80 million, half of which was donated by some 50 countries, showing the importance of solidarity and nations' shared responsibility in conserving outstanding cultural sites. Its success led to other safeguarding campaigns, such as saving Venice (Italy), Moenjodaro (Pakistan) and restoring Borobodur (Indonesia).

Consequently, UNESCO initiated, with the help of the International Council on Monuments and Sites (ICOMOS), the preparation of a draft convention on the protection of cultural heritage.

■ Linking the protection of cultural and natural heritage

The idea of combining conservation of cultural sites with those of nature comes from the United States of America. A White House Conference in Washington, D.C. in 1965 called for a 'World Heritage Trust' that would stimulate international cooperation to protect 'the world's superb natural and scenic areas and historic sites for the present and the future of the entire world citizenry'. In 1968, the International Union for Conservation of Nature (IUCN) developed similar proposals for its members. These proposals were presented to the 1972 United Nations conference on Human Environment in Stockholm.

Eventually, a single text was agreed upon by all parties concerned. The *Convention concerning the Protection of World Cultural and Natural Heritage* was adopted by the General Conference of UNESCO on 16 November 1972.



By regarding heritage as both cultural and natural, the *Convention* reminds us of the ways in which people interact with nature, and of the fundamental need to preserve the balance between the two.

■ What are the benefits for countries and sites?

The overarching benefit for countries which ratify the *World Heritage Convention* is that of belonging to an international community of appreciation and concern for a world of outstanding examples of cultural diversity and natural wealth. By joining hands to protect and cherish the world's natural and cultural heritage, the States Parties to the Convention express a shared commitment to preserving our legacy for future generations.

The prestige that comes from being a State Party to the Convention and having sites inscribed on the World Heritage List often serves as a catalyst to raising awareness for heritage preservation.

A key benefit of ratification, particularly for developing countries, is access to the World Heritage Fund. Annually, about US\$4 million is made available to assist States Parties in identifying, preserving and promoting World Heritage sites. Emergency assistance may also be made available for urgent action to repair damage caused by human-made or natural disasters. In the case of sites included on the List of World Heritage in Danger, the attention and the funds of both the national and the international community are focused on the conservation needs of these particularly threatened sites.

Today, the World Heritage concept is so well understood that sites on the List are a magnet for international cooperation and may thus receive financial assistance for heritage conservation projects from a variety of sources.

Sites inscribed on the World Heritage List also benefit from a comprehensive management plan that sets out adequate preservation measures and monitoring mechanisms. In support of these, experts offer technical training to the local site management team.

Finally, the inscription of a site on the World Heritage List brings an increase in public awareness of the site and of its outstanding values, thus also increasing the tourist activities at the site. When these are well planned for and organized respecting sustainable tourism principles, they can bring important funds to the site and to the local economy.



Turn over ►

Travel and tourism have become one of the biggest industries in the world. The volume of global travel is expected to triple by the year 2020. The prospects of tourism can be very important, particularly in the developing world where sustainable tourism can provide jobs, help preserve traditions and customs, and reduce poverty.

However, many World Heritage sites lack resources, experience and trained personnel to be able to manage tourism in a way that benefits the long-term preservation of their World Heritage values. It can prove a time-consuming process that requires the establishment of policies, environmental impact assessments and on-going monitoring. To help States Parties and site management teams meet these challenges, the World Heritage Committee launched the World Heritage Sustainable Tourism Programme in 2001.

This Programme aims to develop links between sustainable tourism and conservation efforts and to promote the implementation of policies that contribute to environmental protection, limit negative socio-economic impacts, and benefit local people economically and socially.

Seven main actions have been identified by the Programme to enhance the ability of World Heritage sites to preserve their resources through the use of sustainable tourism:

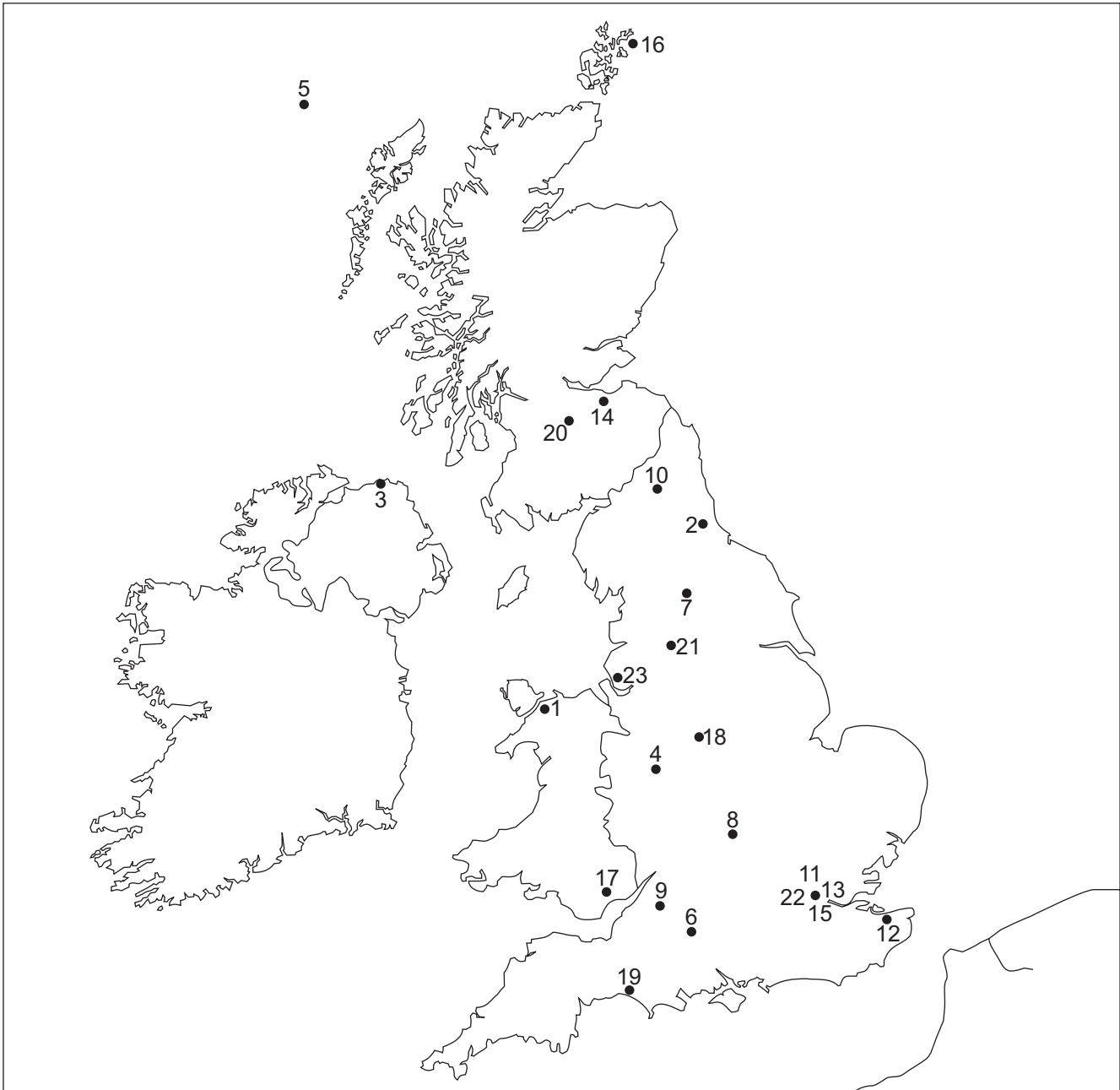
1. Building the capacity of the site management in dealing with tourism, notably through the development of a sustainable tourism management plan;
2. Training local populations in tourism-related activities so that they can participate in, and receive benefits from, tourism;
3. Helping to promote relevant local products at the local, national and international levels;

4. Raising public awareness and building public pride in the local communities through conservation outreach campaigns;
5. Attempting to use tourism-generated funds to supplement conservation and protection costs at the sites;
6. Sharing expertise and lessons learned with other sites and protected areas;
7. Building an increased understanding of the need to protect World Heritage, its values and its policies within the tourism industry.

The World Heritage Centre plays an active role in helping site managers to implement these sustainable tourism measures. It conducts missions to examine the impact of tourism development projects on World Heritage sites, such as the impact of helicopter overflights at the Iguazu Falls in Brazil or the impact of tourism on wildlife in the Galápagos Islands in Ecuador. It also organizes regional workshops for site managers and has produced a document: 'Managing Tourism at World Heritage Sites: a Practical Manual for World Heritage Site Managers'.



Item B World Heritage Listed Sites in the UK (2004)



Key to Listed Sites (date of listing)

- | | |
|---|--|
| 1. Castles and Town Walls of King Edward in Gwynedd (1986), Conwy, Beaumaris, Caernarfon, Harlech | 12. Canterbury Cathedral, St Augustine's Abbey and St Martin's Church (1988) |
| 2. Durham Castle and Cathedral (1986) | 13. Tower of London (1988) |
| 3. Giant's Causeway and Causeway Coast (1986) | 14. Old and New Towns of Edinburgh (1995) |
| 4. Ironbridge Gorge (1986) | 15. Maritime Greenwich (1997) |
| 5. St Kilda (1986) | 16. Heart of Neolithic Orkney (1999) |
| 6. Stonehenge, Avebury & Associated Sites (1986) | 17. Blaenavon Industrial Landscape (2000) |
| 7. Studley Royal Park including the Ruins of Fountains Abbey (1986) | 18. Derwent Valley Mills (2001) |
| 8. Blenheim Palace (1987) | 19. Dorset and East Devon Coast (Jurassic Coast) (2001) |
| 9. City of Bath (1987) | 20. New Lanark (2001) |
| 10. Hadrian's Wall and Frontiers of Roman Empire (1987) | 21. Saltaire (2001) |
| 11. Westminster Palace, Westminster Abbey and Saint Margaret's Church (1987) | 22. Royal Botanic Gardens, Kew (2003) |
| | 23. Liverpool – Maritime Mercantile City (2004) |

Turn over ►

Item C Visits to major attractions in South-West England

N.B. Visitor attractions were invited to take part in the survey. There was an overall response rate of 46% in 2004.

Major paid attractions, South-West England

Attraction	Category	2000	2001	2002	2003	2004	Adult Charge £
Eden Project	G	498 000	1 700 000	1 832 482	1 404 372	1 223 959	12.00
Roman Baths	HP	932 566	864 989	845 608	837 457	867 724	9.50
Stonehenge	HP	879 429	677 378	759 697	745 229	802 811	5.20
Longleat House	WI	400 508	361 076	492 807	518 121	692 129	16.00
Dart Pleasurecraft Limited	O	781 923	790 480	721 822	713 514	676 973	10.00
Paignton Zoo	WI	444 936	399 586	475 177	457 539	486 728	8.50
Woodlands Leisure Park	LTP	328 811	374 165	400 000	400 000	400 125	8.25
Tamar Cruising	O	—	—	375 000	375 000	400 000	5.00
Stourhead House	HP	260 178	269 375	305 941	354 893	335 265	9.40
Westonbirt Arboretum	G	238 590	292 828	289 454	363 018	269 090	7.50

Major free attractions, South-West England

Attraction	Category	2000	2001	2002	2003	2004
Avon Heath Country Park	WI	300 000	*DK	*DK	600 000	550 000
Cornish Cyder Farm	WP	285 000	330 000	355 000	340 000	330 000
Gloucester Cathedral	WO	336 063	331 663	330 000	293 354	313 732
Wells Cathedral	WO	300 000	300 000	300 000	300 000	300 000
Durlston Country Park	WI	350 000	325 000	325 000	300 000	270 000
Donkey Sanctuary	F	—	230 000	150 000	200 000	200 000
Truro Cathedral	WO	500 000	500 000	500 000	200 000	200 000
High Moorland Visitor Centre	VC	135 913	118 407	139 064	129 841	131 663
Wimborne Minster	WO	120 000	121 000	120 000	119 400	121 000
Otterton Mill Centre	WP	83 000	70 000	*DK	109 000	118 000

*DK = Do not know

Some of these figures are estimated

Key to Abbreviations

Abbreviation	Category	Description
F	Farms	Farms, rare breeds, shire horse centres and farm animals
G	Gardens	Gardens, arboretums and botanical gardens
HP	Historic properties	Historic houses, historic houses and gardens, palaces, castles, forts, historic monuments, archaeological sites, historic ships, windmills, watermills and other historic properties
LTP	Leisure/Theme Parks	Leisure parks and theme parks
VC	Visitor/Heritage Centres	Visitor centres and heritage centres
WI	Wildlife Attractions	Nature reserves, wetlands, wildlife trips, safari parks, zoos, aquariums and aviaries
WP	Workplaces	Distilleries, vineyards, breweries and industrial or craft premises
WO	Places of Worship	Cathedrals, churches and other places of worship
O	Other	Attractions that do not fit into any of the categories outlined above

Item D Extract from English Heritage website**Why Stonehenge is a World Heritage Site**

The Stonehenge and Avebury landscapes in Wiltshire were inscribed on the World Heritage List in 1986 for their outstanding prehistoric monuments.

Stonehenge became a World Heritage Site for two key reasons:

- Stonehenge itself (3000-1500 BC), the famous prehistoric stone circle, visited by nearly 800,000 people a year. Its shaped stones, lintels, unique jointing and perfect geometry make it the most sophisticated stone circle in the world.
- The ceremonial landscape that surrounds it, with its dense concentration of archaeological remains, including a processional avenue leading to the stones, hundreds of Bronze Age burial mounds, and many other important monuments such as the Cursus, Woodhenge and Durrington Walls.



The huge shaped stones and the perfect geometry of Stonehenge make it the most sophisticated prehistoric stone circle in the world.

Together, Stonehenge and its landscape represent an incomparable testimony to prehistoric times.

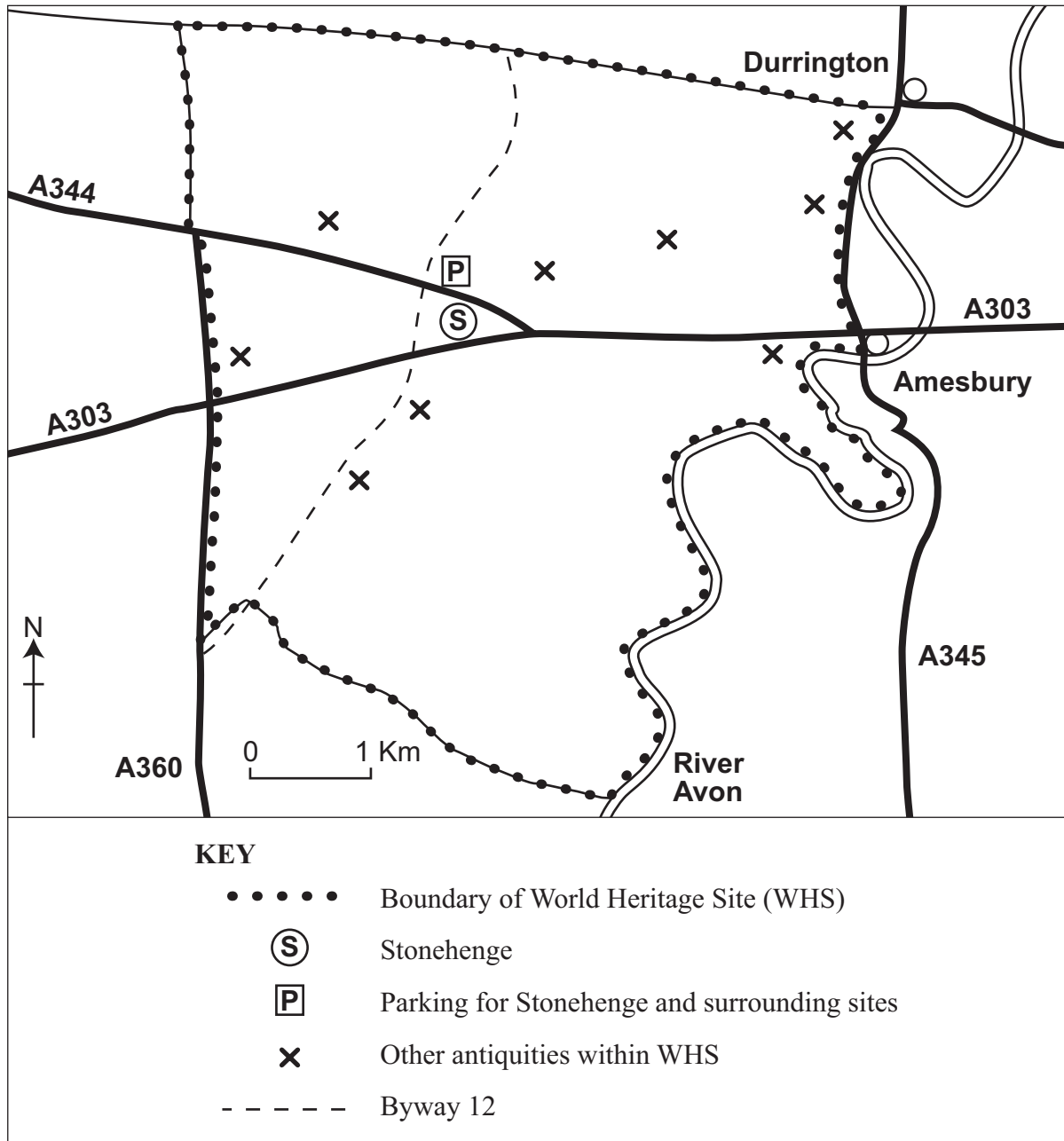
To protect such a wealth of archaeological features, the Stonehenge World Heritage Site covers 2,600 hectares (6,500 acres) of chalk downland and mixed arable fields. The ownership is shared between English Heritage, the National Trust, the Ministry of Defence, farmers and householders.

Did you know?

The Stonehenge World Heritage Site comprises over 400 scheduled ancient monuments.

Turn over ►

Item E Map of Stonehenge World Heritage Site (WHS)



Item F Extracts from Stonehenge World Heritage Site Management Plan (2000)

Issue 8:

Management of visitors at the Stones

Stonehenge has long been a popular visitor attraction and currently attracts over 800,000 visitors every year.

3.3.6 Stonehenge has long been a popular visitor attraction and currently attracts over 800,000 visitors every year, but it is only in recent years that the numbers and behaviour of visitors to Stonehenge have become a significant problem. The physical environment at the Stones has proved unable to withstand pressure from the number of visitors, with the result that strict visitor management measures have been introduced, such as roping off the Stones and provision of a hard-surfaced path around the monument.



CHRIS BLANDFORD ASSOCIATES

3.3.7 Visitor pressure is compounded by the highly seasonal nature of tourism at Stonehenge together with peaks created by the influx of visitors at certain times of the year, mainly at the summer and winter solstices and equinoxes.

3.3.8 The growth in visitor numbers has also led to increasing conflict between different user groups who seek access to the Stones for different purposes. In particular, there is currently conflict through vehicular access and car parking near to the Stones on the adjacent Byway 12 which is open to all traffic.

3.3.9 Access to the Stones, and matching this to the carrying capacity of the immediately surrounding ground, continues to be a key issue. The opportunity for visitors to get access to the centre of the Stones is the ultimate

goal, but raises issues of security and control which will have to be addressed. Climbing on the Stones, and even touching them, may have serious implications for their long-term preservation, in particular their ancient carvings which have not yet been fully studied. Visitor access will need to continue to be carefully and, at times, intensively managed in the immediate area around the Stones, as well as in the core area as a whole.

Objective 18 – A new world class visitor centre should be secured to act as a gateway to Stonehenge, to improve the visitor experience and to encourage the dispersal of visitors around the whole WHS. (Issues 7, 8, 9, 10, 13).

3.3.10 Current pressure from visitors to the Stones generally causes few problems to farmers. In the past, regular mass encampments of visitors during the summer solstice have sometimes resulted in the loss of some fences as posts were used for lighting fires, damage to some archaeological sites, and litter problems over a wide area. These problems are perceived by some to have been largely solved by the stronger policing and wardening measures of recent years, although this strategy has been questioned in the Courts. However, the recent mass summer solstice gatherings once again resulted in 'campers' on byways, which raises the prospect of a return to unofficial large gatherings, adding costs which land owners and farmers generally cannot recover. Historically, mass gatherings at Stonehenge were a fundamental part of the use of the area, and this needs to be addressed in future plans for visitor management at the Stones.

4.5.3 Managing sustainable levels and patterns of visitor access within the WHS is an important principle for the Plan. There was strong consensus that the current arrangements for visitors in the WHS are unsatisfactory and unsustainable in the long-term. A new visitor centre is required as a priority to replace the existing inadequate and inappropriately located facilities adjacent to the Stones. The new centre should play a significant role in positively influencing and managing the visitor numbers and movement to the Stones and other destinations throughout the WHS.

4.5.4 Visitor facilities of an appropriate scale and quality should be provided at a new visitor centre. These should include:

- reception and information/orientation point for Stonehenge, neighbouring settlements and the wider region, including the relevant regional museums such as those in Salisbury and Devizes;
- an imaginative 'visitor experience' for the presentation and interpretation of Stonehenge and the landscape of the WHS, incorporating the latest innovative interpretative techniques to reflect visitors' expectations of the mystical quality or atmosphere of the Site;
- an education, archaeological research and resource centre for the Stonehenge WHS;
- toilets, first-aid, telephone and children's play-area facilities;
- parking for cars and coaches with adequate provision of disabled parking facilities for orange badge holders;
- retail and catering outlets for visitors;
- information available on transport links and access to all parts of the WHS.

4.5.7 The approaches to the Stones should be integral to the visitor experience. Visitors should be encouraged to walk from the edge of the core zone, or from a new visitor centre itself. They should be provided with guidance, information and easy access to clearly signed routes to the Stones. Any signs should be sensitively designed and located to avoid creating clutter in the landscape. The access routes and links to the Stones and other monuments within the WHS should, wherever possible, closely follow traditional or ceremonial routes whilst avoiding sensitive archaeological features, and be presented to afford the best views of the Stones and other sites. Any drop-off point on the edge of the core area within the WHS should be sensitively sited, low-key and designed to minimise effects on archaeology, and take advantage of existing screening opportunities to avoid creating visual clutter in the landscape. Motorised wheeled traffic for visitors should not be permitted within the core area, except for emergency access and access for the disabled, elderly or infirm to a drop-off point near the Stones.

Objective 20 – Access and circulation to other key archaeological sites within the WHS landscape should be improved to relieve pressure on the Stones and increase public awareness. (Issues 7, 8, 9, 10).

4.5.10 There is a need to improve the links between the various archaeological sites and monuments to make it easier for visitors to circulate within the WHS, and to encourage the use of existing walks.

4.5.11 There should be managed access to key archaeological sites in the WHS via existing or negotiated permissive rights of way, connected to suitable drop-off and pick-up points located around the edge of the WHS and serviced by bus links to and from

a new visitor centre. An increased choice of circular walks linking a number of archaeological monuments within the WHS should be developed to encourage visitors to explore further afield. The more remote parts of the WHS, such as the farmland to the south of the Site and the Avon Valley, remain relatively undiscovered and could be better linked to the core.

4.5.12 Potential conflict between different user groups using the same access routes must be considered (e.g. walkers, cyclists, horse-riders, etc). It may be necessary to restrict some routes exclusively to walkers. In addition, conflicts with farming should be minimised wherever possible through clear signing of permitted rights of way and information about access opportunities to particular sites.

Item G Extracts from a Jurassic Coast leaflet



**Viewing England's only
Natural World Heritage Site
from the sea**

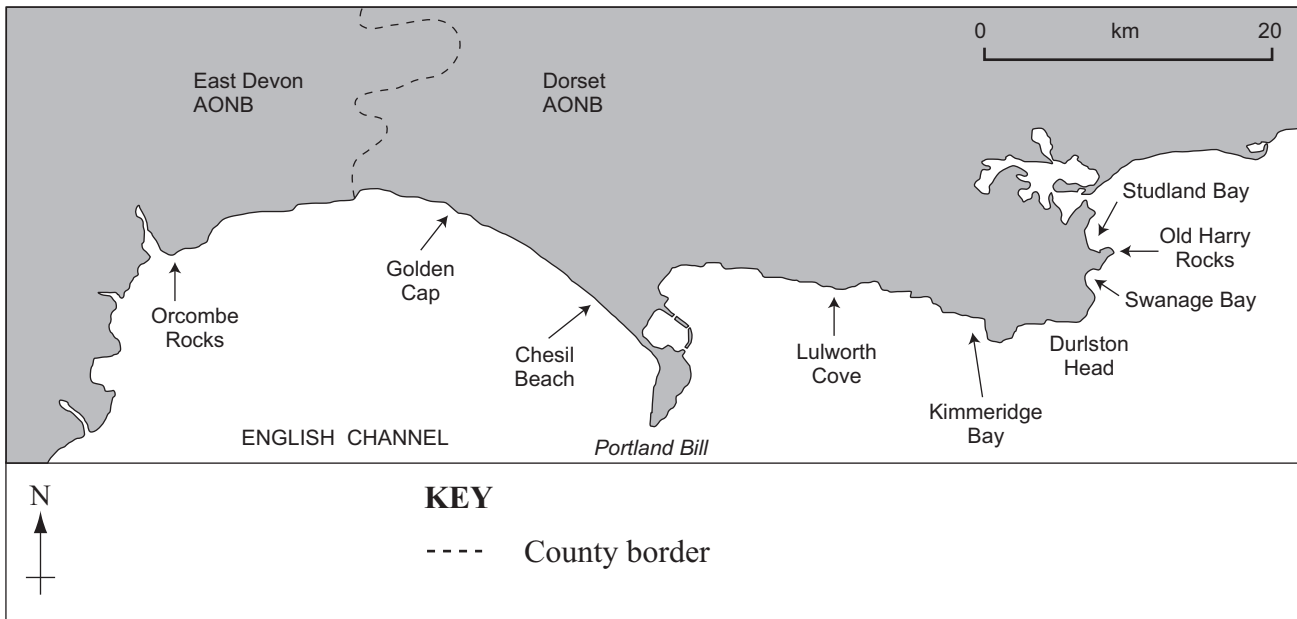
The Jurassic Coast between Exmouth in Devon and Studland Bay in Dorset has been recognised as a unique and special place. The cliffs record 185 million years of the Earth's history in just 95 miles because the rocks tilt or 'dip' down under the sea to the east. Therefore the oldest rocks, at 250 million years in age, are found in the west and younger rocks form the cliffs to the east. This makes a journey along the Jurassic Coast like 'a journey through time' and the constantly changing coast contains a wealth of different interests in different places and from different times.

Boat trips offer one of the best ways to explore this spectacular coastline, so step aboard and enjoy the Jurassic Coast from the sea.



Item H Maps of the Dorset and East Devon World Heritage Site (Jurassic Coast)

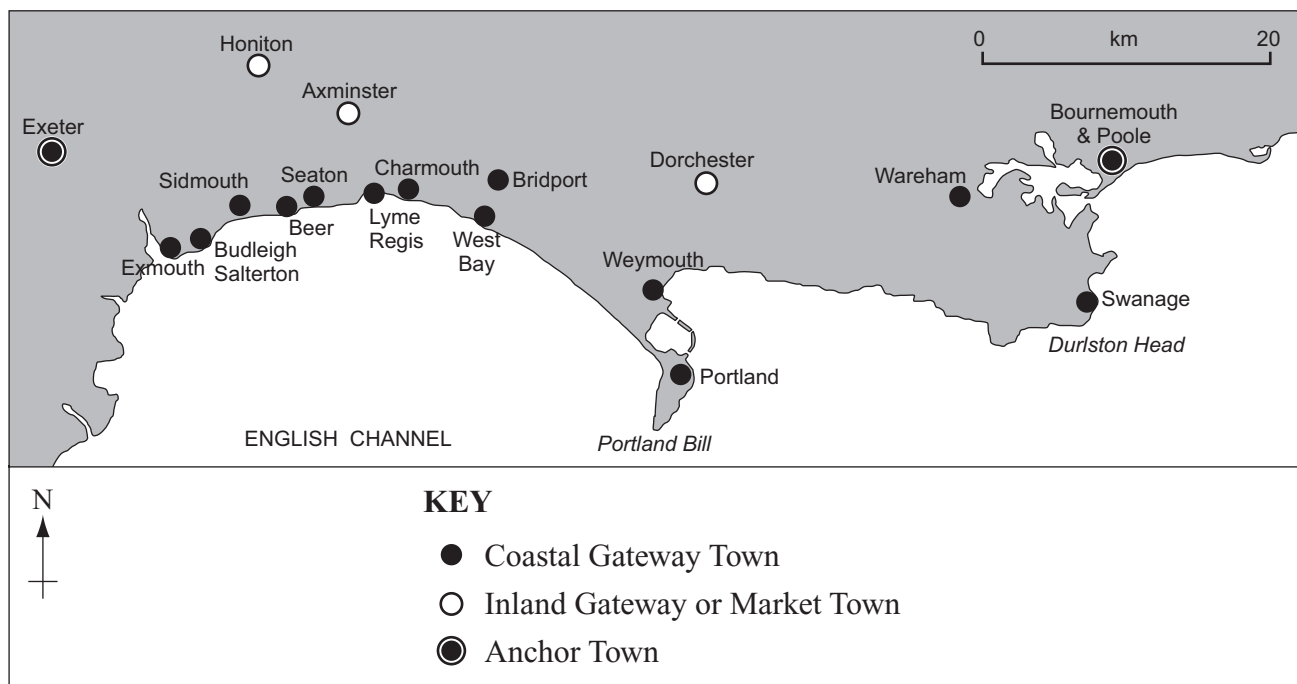
Map of some coastal features along the World Heritage Coast



The World Heritage Site extends 155 km along the coast from Orcombe Rocks to Studland Bay.

The East Devon and Dorset AONBs (Areas of Outstanding Natural Beauty) extend well to the north of the coastal areas shown on the map above.

Map of the World Heritage Coast with coastal and inland Gateway Towns and Anchor Towns



Item I Extracts from the Jurassic Coast website



Geology in the Landscape

From the Purbeck Ridge to the ancient plateau of East Devon, the coast and countryside is dominated by the underlying geology. Why not explore the coast and hinterland through the eyes of a geologist?



The Dorset & East Devon Coast World Heritage Site is from low water mark up to the top of the cliffs; the landscape behind the site reflects the underlying geology. The cliffs reveal this in cross-section and along the 155 km (or 95 miles) of coast that make up the site many different strata can be seen. This all adds up to make this area of coastline breathtakingly beautiful and provides a diverse landscape, rich in wildlife habitats and local character.

The area behind the site is recognised as an Area of Outstanding Natural Beauty, both in Dorset and in East Devon.



1. East Devon

Geology in the Landscape of East Devon



2. West Dorset

West Dorset is famous for fossil hunting but also has much more to offer the geological explorer.



3. Weymouth and Portland

Millions of years of erosion acting upon a major fold structure has produced a varied and interesting geology in this area.



4. Purbeck

There is nowhere better than the Isle of Purbeck to see how the underlying geology gives rise to the form of the coast and countryside.

Fossils



Finding fossils

A guide to collecting fossils on the Dorset and East Devon World Heritage Site. How to find fossils, safely and responsibly.



Fossil forest

The fossil forest is famously exposed on a ledge part way down the cliffs just east of Lulworth Cove. It is also seen in several places on Portland and a number of other sites inland from Weymouth.



The fossil collecting Code of Conduct

The Code of Conduct aims to balance the interests of the many groups interested in fossils, and to promote safe and responsible fossil collecting.



Coastal Processes

The Dorset and East Devon coast displays a superb range of active coastal processes.



Understanding these processes is important in terms of appreciating the form and character of the coast today and the complex issues that surround the protection of coastal facilities and property.



Bays and Headlands

The coast around Lulworth Cove demonstrates every stage in the development of bays and headlands and how that development is controlled by the underlying geology.



Beaches

The evolution of Chesil Beach and the Fleet Lagoon has been the subject of much discussion and remains the focus of considerable research today.



Cliff falls

Rock falls are common all year round. Take care when you visit the beach.



Landslides

The Dorset and East Devon coast contains a wide range of landslides, both large and small.

Item J Extract from Dorset and East Devon Coast (Jurassic Coast) World Heritage Site Management Plan



THE ROLE OF THE GATEWAY TOWNS IN RELATION TO THE SITE

The identification of the Site also requires consideration of the implications for the adjacent countryside and the communities of the Dorset and East Devon Coast. At an early stage in the development of the nomination the concept of identifying 'Gateway Towns' was agreed. The Gateway Towns recognised within the plan are as follows:

- Exmouth
- Budleigh Salterton
- Sidmouth
- Beer
- Seaton
- Lyme Regis
- Charmouth
- West Bay and Bridport
- Portland
- Weymouth, including Preston and Bowleaze Cove
- Swanage
- Wareham
- Poole

Additionally, the concept of Anchor Towns for Exeter and the Poole/Bournemouth/Christchurch conurbation has been developed. These are the principal access nodes for the Site, providing airport and mainline rail connections as well as a wider range of tourist and visitor infrastructure.

Although they are not included within the Site, the Gateway Towns have a very important role in achieving the visitor management objectives of World Heritage. They are also areas where additional visitors to the Site will stay, and therefore have the potential to benefit economically from their position in relation to the coast. Managing and planning development and regeneration within the Gateway Towns will be led by local authorities through the planning system, environmental improvements and other programmes. Key roles of the Gateway Towns which need to be maintained and strengthened are:

- a) Providing a range of quality and value for money accommodation, with a need to strengthen provision of the higher grades of guest house and hotel
- b) Providing the bases for a number of the principal museums and visitor centres
- c) Providing information and orientation, particularly through the network of tourist information centres
- d) Providing attractive and high quality environments in their own right which will attract and hold staying visitors
- e) Providing links between different modes of transport, and the main access points to the Site for visitors to the Heritage Coasts
- f) Providing venues for special interest breaks and events, particularly outside the main visitor season.

ACKNOWLEDGEMENT OF COPYRIGHT-HOLDERS AND PUBLISHERS

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