

Surname		Other Names	
Centre Number		Candidate Number	
Candidate Signature			

For Examiner's Use

General Certificate of Education
 January 2009
 Advanced Level Examination



TRAVEL AND TOURISM
Unit 11 Impacts of Tourism

TT11

Tuesday 20 January 2009 1.30 pm to 3.30 pm

<p>For this paper you must have:</p> <ul style="list-style-type: none"> a clean copy of the pre-release material. <p>You may use a calculator.</p>
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Time allowed: 2 hours

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided. Answers written in margins or on blank pages will not be marked.
- Do all rough work in this book. Cross through any work you do not want to be marked.
- If you need extra paper, use additional answer sheets.

Information

- The maximum mark for this paper is 90.
- The marks for questions are shown in brackets.
- You will be marked on your ability to use an appropriate form and style of writing, to organise relevant information clearly and coherently, and to use specialist vocabulary where appropriate. The legibility of your handwriting and the accuracy of your spelling, punctuation and grammar will also be considered.

For Examiner's Use			
Question	Mark	Question	Mark
1		5	
2		6	
3		7	
4			
Total (Column 1)		→	
Total (Column 2)		→	
TOTAL			
Examiner's Initials			



J A N O 9 T T 1 1 0 1

Answer **all** questions in the spaces provided.

1 (a) Summarise the appeal of Chester as a tourist destination.

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(4 marks)

1 (b) Suggest reasons why the average spend per day by visitors to Chester differs between day visitors and staying visitors.

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(4 marks)

8



Turn over for the next question

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ANSWER IN THE SPACES PROVIDED**

Turn over ►



0 3

2 Study **Figure 1**, which lists types of group that may visit Chester.

Figure 1

- Families on weekend breaks
- Groups visiting Chester races
- School parties

Assess the relative impacts on Chester of the groups identified in **Figure 1**.

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(12 marks)

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12

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4 Chester Zoo is the most popular in the United Kingdom, with more than 1 million visitors each year. Despite this, visitors to the zoo do not have as big an impact as might be expected on the city of Chester itself.

Explain why this might be and suggest what the city of Chester could do to gain more benefit from the large number of visitors to the zoo.

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5 Study **Item H** in the pre-release material – extracts from a study of Chester Festivals.

5 (a) Compare the overall financial turnover and public funding of festivals which take place in the historic cities of Bath, Cheltenham and Salisbury with those of Chester.

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(4 marks)

5 (b) Evaluate the current economic impact on Chester of its festivals programme.

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(6 marks)



6 Study **Item I** in the pre-release material – extracts from the *Project Chester* plan.

Evaluate Chester City Council’s plans to create a ‘Chester City Culture Park’, as a means both of attracting tourists and of protecting and enhancing parts of Chester’s urban environment.

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(10 marks)

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7 Choose **one** example of a tourist destination from the LEDW that you have studied where there have been significant environmental impacts from tourism.

Name of LEDW destination:

7 (a) Describe and explain the environmental impacts of tourism on this destination and how these impacts are being managed.

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(12 marks)

7 (b) Evaluate the success of the impact management schemes that you described in (a).

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(6 marks)

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END OF QUESTIONS

