



General Certificate of Education
Advanced Level Examination
June 2010

Travel and Tourism

TT11/PM

Unit 11 Impacts of Tourism

Preliminary Material

To be issued to candidates on or after 1 May 2010

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 read the information contained in this booklet and become familiar with the data provided.

Item A Yorkshire's diversity

Yorkshire offers a wide range of experiences to the visitor: a magnificent coastline, the picturesque and rugged landscape of the uplands, plus a wide range of towns and cities with a rich architectural and cultural heritage. The information in this booklet relates to the impacts of tourism in two contrasting areas of Yorkshire: an urban environment – York, and a rural environment – the Yorkshire Dales National Park.

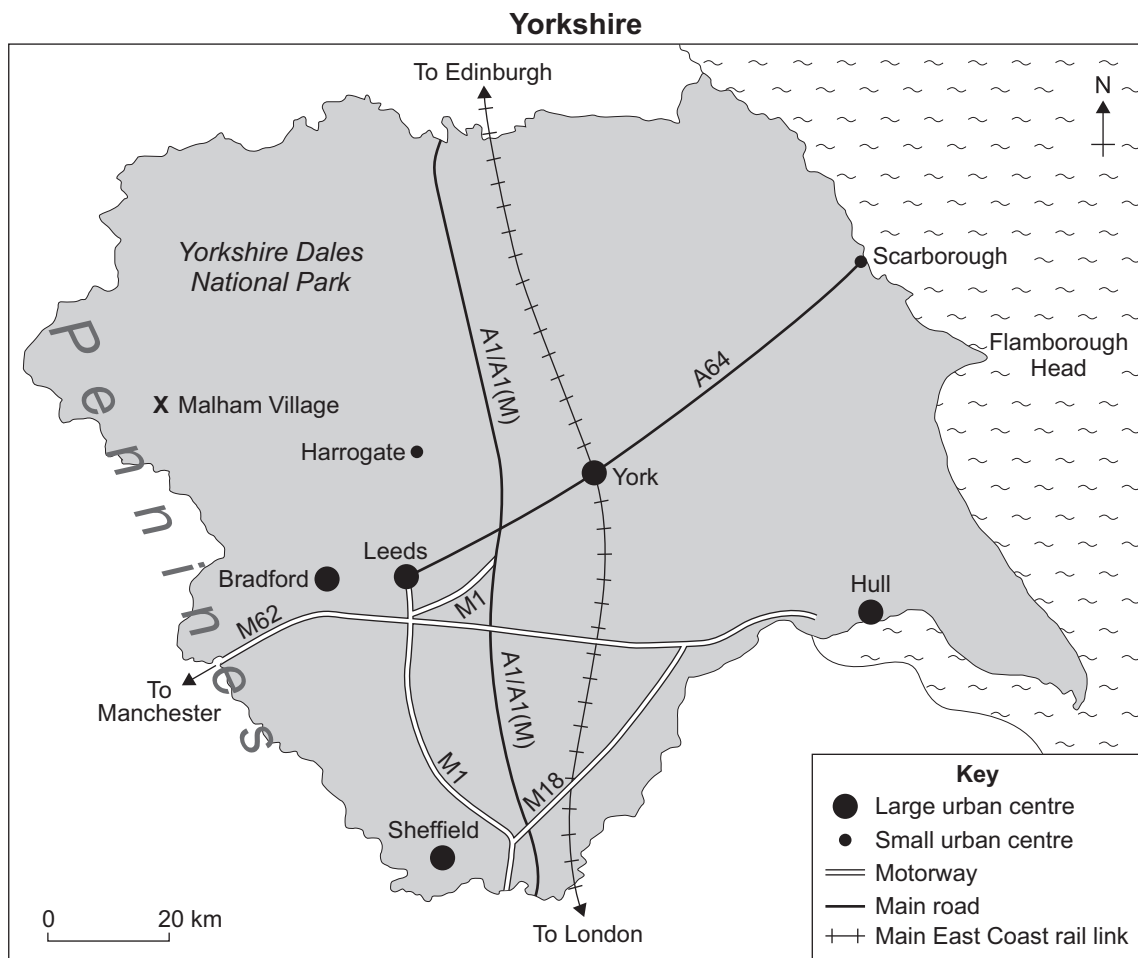
A survey of tourism in York, published in 2005, found that of the 3.95 million annual visitors to York, over 1.3 million of them had visited, or intended to visit, other parts of Yorkshire during their stay in York. In this context, the city of York not only experiences the impacts of tourism itself but also serves as a gateway to other parts of Yorkshire, such as the Yorkshire Dales National Park, which are close by and readily accessible.



York Minster



Howgill Fells



Item B Tourism in North Yorkshire
Population and Employment in Tourism-related Jobs

| Local Authority | Population | Tourism-related jobs | |
|------------------------|----------------|----------------------|-----------------|
| | | Number | % of total jobs |
| Craven | 55 500 | 2 900 | 11.4 |
| Hambleton | 86 300 | 3 600 | 9.1 |
| Harrogate | 157 800 | 8 700 | 12.1 |
| Richmondshire | 51 000 | 2 700 | 17.1 |
| Ryedale | 52 900 | 3 100 | 11.6 |
| Scarborough | 108 300 | 7 400 | 18.2 |
| Selby | 79 800 | 2 000 | 6.8 |
| York | 191 800 | 10 700 | 10.9 |
| North Yorkshire | 783 400 | 41 100 | 11.8 |

North Yorkshire Local Authority Areas

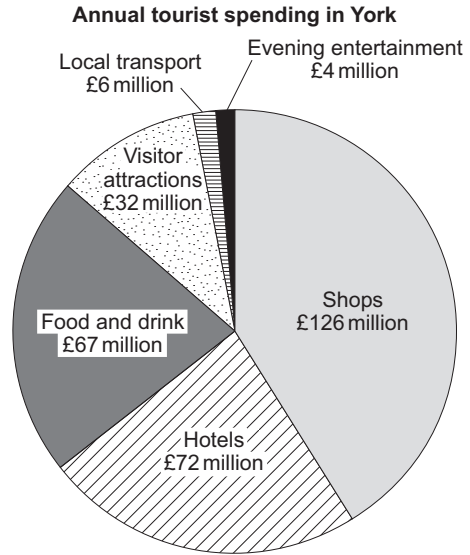
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Item C The City of York

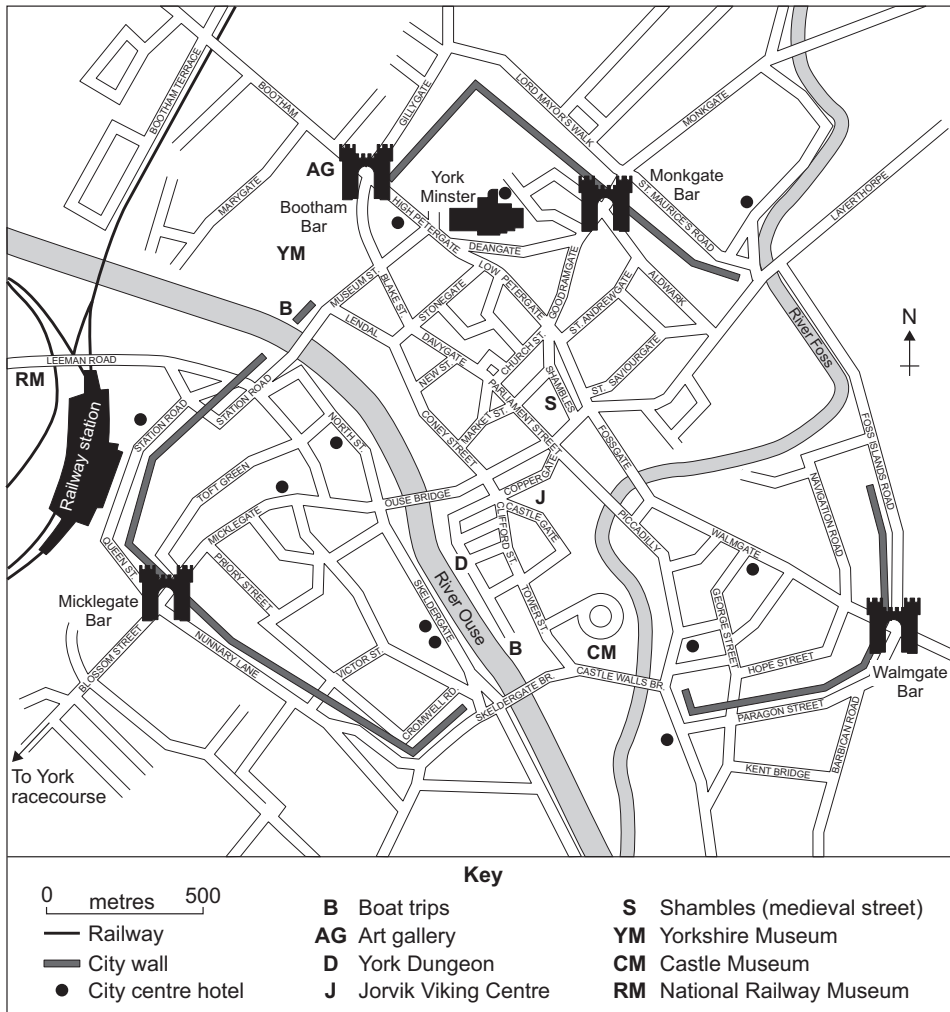
York is one of England’s most historic cities, dating back almost 2000 years. Its history is visible today in the buildings, monuments, street patterns and street names, particularly within the area of the city centre, which is surrounded by the old medieval walls. The city is also a thriving commercial, business and university centre, located on the main East Coast railway link between London and Scotland.

Some Tourism Facts and Figures for York (figures mostly 2007/2008)

- 4.09 million visitors per year
- £307 million spent by tourists per year
- £54 million multiplier effect on economy
- 10700 jobs created by tourism in York - almost 11% of York’s workforce



Map of York including prominent visitor attractions



Item C (continued)

York City Walls

Parts of the York City Walls date from Roman times. The walls are raised walkways that almost completely surround the central area of York. The walls and walkways need regular maintenance to protect them against collapse and the general wear and tear associated with up to a million visitors per year. In recent years, York City Council has spent £100 000 annually to ensure that the walls are kept in good condition for the benefit of residents, visitors and future generations.



My house is next to the walls and people are always peering down into my living room from the walkway.

Local resident

I like to use the walls as a short cut home from work but they are often blocked by tourists strolling along or taking photographs.



Office worker

One of the best ways to take in and enjoy the heritage setting of York is to walk along the walls, which are a free attraction with open access at a number of points. They are also used extensively by local residents and workers to move between different parts of the city centre. The walls are, however, closed at dusk for safety and security reasons and to protect the walls and walkways from damage.

York Minster

The Minster is an architectural masterpiece containing a wealth of intricate stonework, both inside and outside the buildings, superb stained glass windows, wood carvings and an array of priceless artefacts. Because it is a working cathedral, parts of the Minster are closed to visitors at certain times.



The whole site has to be managed very carefully by a department known as the 'Floor of the Minster' which has a large paid and voluntary workforce necessary to service the needs of visitors and worshippers alike. Visitors must be received and guided (although the organised guided tours do not have to be taken by visitors who can follow their own routes if they wish). Vergers, who lead the processions at acts of worship, also act like stage managers of a theatre, making sure that everything is secure and operating to plan. The Minster also has its own security force, the Minster Police, who are on duty both day and night.

It's amazing how the Minster still has a special atmosphere despite the number of people moving around the site.



Visitor

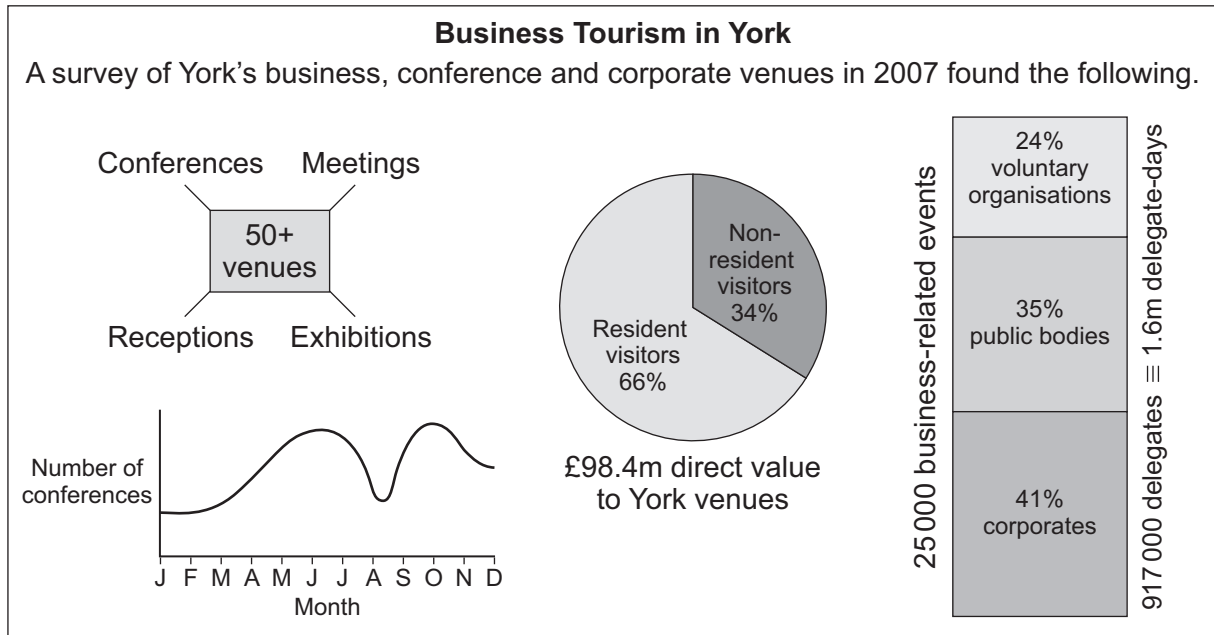
Sometimes I wish the tourists would go away and leave the Minster to us.



Worshipper

Turn over ►

Item C The City of York (continued)



2007 Tourism Strategy for York

In 2007, a new Tourism Strategy and Action Plan for York was published and *Visit York* has an important role in helping the associated objectives to be realised.

Visit York is a single tourism organisation for the city of York, established to strengthen the promotion and development of tourism in York. *Visit York* unites the York Tourism Bureau, the York Hospitality Association and the Council's tourism team. *Visit York*'s activities are focused on the concerns of visitors, businesses and other stakeholders both in York itself and within the wider area of the Yorkshire Tourist Board.

One of the main aims of *Visit York* is to maximise the economic and employment advantages of tourism in York to the benefit of businesses, employees, residents and visitors.

The 2007 Strategy and Action Plan identifies the key priorities for tourism. These priorities include:

- promotion of York as a visitor destination through a combination of marketing, market research, product development and visitor information activities
- strategic long-term investment, designed to renew and enhance York's visitor offer and encourage the high-spending, long-stay visitor by adding value to their visit. Components will include:
 - investment in the quality of place, corridors and linkages between the key attractions
 - supporting major investment plans that benefit tourism, such as the Minster East Front (a major restoration and redevelopment scheme), York Centre (to include a new National Museum of Science) and the development of a 'Cultural Quarter' around the existing Yorkshire Museum, Museum Gardens and Art Gallery
 - high quality and innovative Visitor Information Centre provision
 - support for events and festivals
 - generating high-quality hotel development
 - developing York as a 'Gateway' to the rest of Yorkshire.

Item D Yorkshire Dales National Park (YDNP)

The Yorkshire Dales National Park forms the core of a larger rural area generally known as “the Dales”. Although the area is rural, it is within easy reach of the large urban population centres of Yorkshire, such as Leeds, Bradford and York, and over the Pennines, Manchester.

According to the last full survey in 1994, more than 8 million visitor days per year were spent in the YDNP and later estimates suggest that numbers are far in excess of this. These visitors engage in a wide selection of activities, ranging from general sightseeing, walking and picnicking to visiting specific tourist attractions and taking part in a variety of outdoor hobby activities and sports. Eating out and souvenir purchasing are also very popular. However, the ‘outdoor’ experiences are the most significant when people are asked why they visit the area.

Access to the countryside is a central concern for the YDNP. The Countryside and Rights of Way Act 2000 (CRoW Act) gave the public new rights of access over mapped areas of ‘open country’ – mountain moor, heath and down – and registered common land. This has increased open access land from 4% to a massive 60% in the YDNP. The CRoW Act access rights entitle the public to use access land on foot for ‘open air recreation’ such as walking, running and climbing. Under the CRoW Act, the National Park Authority is responsible for ensuring reasonable access and determining any restrictions to access.



Green Lane used by 4x4 vehicles



Mountain biking on a Pennine bridleway

A particular problem within the YDNP has been the use of the historic ‘Green Lanes’ – ancient unsurfaced roads formerly used for horsedrawn transport and stock movement – which criss-cross much of the national park. There has been a growth in recreational use of these routes by off-road 4x4 vehicles and motor bikes. Concern grew to such an extent that eight of these Green Lanes were closed to such traffic in 2008. The key factor in managing access sustainability lies in identifying the level of recreational use beyond which unacceptable consequences will occur. Management involves matching the provision of recreational opportunities with visitors’ needs and the impact of their activities on the environment.

Turn over ►

Item E Malham – a honeypot site

The small village of Malham and its surrounding countryside are two of the most popular visitor destinations within the Yorkshire Dales National Park. The village itself is not the main attraction and has a small number of facilities for the tourist – but most visitors to the area do pass through the village and many stop off for a while, or make it their starting point for walking in the area.

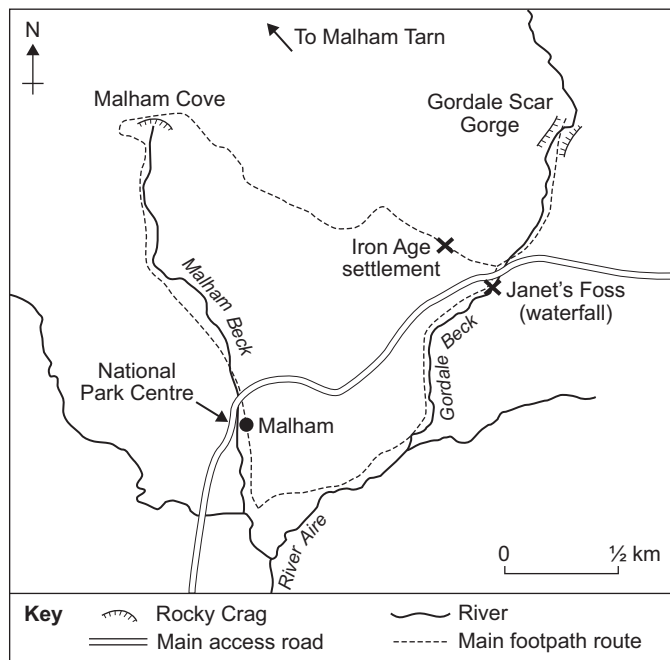
Most of the visitors are day visitors who come to walk the well-trodden paths around the village and to see the spectacular natural limestone landscape features of bare rocky crags, gorges and waterfalls for which this area is renowned. The varied wildlife and historic sites add to the attraction for tourists.



Walking to Malham Cove



Parking in Malham village



Some issues for Malham:

- ¾ million visitor-days spent in the area per year
- 90% of visitors arrive by car
- Congestion and car parking problems: many drivers park on the roadside grass verges
- Footpaths suffer erosion and path widening
- Litter in the village and surrounding areas
- Local farmers suffer from trespass, damage to drystone walls and stock disturbance
- Damage to natural limestone rock outcrops
- Wildlife disturbance
- Lives of village residents constantly disturbed.

Item E (continued)

Managing Visitor Impacts on Malham

The **Malham Steering Group** (a partnership of Parish, District and County Councils, Highways Department, National Park Authority [NPA] and National Trust) was set up in 1977 to help manage the problems facing Malham. The **Malhamdale Initiative** group carries on this work today.

Litter bins were removed from National Park Authority property and the village. This reduced litter problems by encouraging visitors to be responsible and to take their litter home with them. However, anti-litter signage and litter picks are still necessary.



An overflowing litter bin
– more of a problem?

The **National Park Centre** has displays on how the landscape was formed and why it deserves special care. The Centre car park's visual intrusion has been reduced by laying a partially grassed surface and planting screening trees.

Footpath surfacing, using crushed limestone to combat erosion, has been extended to most of the heavily used paths to the popular attractions such as Malham Cove, Janet's Foss and Gordale Scar.

Public parking in the village is continually monitored but there are no plans to extend parking facilities. Although heavily used in summer, the existing car park is often empty on winter weekdays.

In 1992, an **experimental traffic scheme** investigated the control of on-street parking and provided extra off-street parking. The views of visitors and all households in Malham were sought via a questionnaire. Responses revealed that visitors generally supported the experiment while residents were divided in their opinion. Village traders were concerned that business would be adversely affected and some reported a loss in income during the experiment. Because of the lack of consensus, it was decided not to proceed with the scheme.

The **drystone walls** around the Cove are important historic and landscape features. Many walls have been replaced as part of a maintenance programme organised by '**Dales Volunteers**'.

The NPA works closely with the **British Mountaineering Council** whose members climb Gordale Scar and Malham Cove. This work helps to ensure that the fragile environment is not damaged by careless climbing and misuse of equipment (securing bolts etc). Voluntary climbing restrictions imposed by climbers during the nesting season assist breeding birds, peregrines in particular.



Peregrine falcon feeding chicks
at Malham Cove

Turn over ►

Item F Edited news items taken from a local newspaper**Local Trader hits out at Malham National Park Centre**

The owner of a Malham gift shop said that the National Park Authority was stealing trade from him during hard times – by selling gifts, crafts and outdoor wear, including jackets, hats and socks. He went on to say that the National Park Centre had tried to sell products in direct competition with local businesses in past years but had stopped after protests had been made.

However, it appears that such selling has once again appeared in the Malham National Park Centre and the gift shop owner has written to the National Park Authority saying: “Since you are funded by the tax payer, including me, I do not consider it to be fair competition for the centre to be selling fleeces, hats, gloves and similar things to the passing tourist. We rely on such trade throughout the year, and we stay open through the winter when the Park Centre does not consider it economically viable to stay open.”

Malham residents unhappy at extended opening hours

Residents of one of the most visited villages in the Dales are objecting to the prospect of longer opening hours at the local pub.

The pub has applied to the Craven District Council in order to extend its licence to serve alcohol until midnight. At present, its licence is until 11 pm but the pub manager has now applied for permission to put on live music events and to play recorded music in the pub. The manager said that the pub did not want to become an entertainment venue, but in order to gain a licence for longer hours, it had to apply for an entertainment licence as well.

But villagers have voiced many concerns. Their main worry is that longer drinking hours will lead to more drunken and noisy behaviour along with vandalism around the village.

Residents have said that they already have to put up with disturbances as people leave the pub late at night to return to one of the village’s three campsites. Extending drinking time by an hour may mean that people will be on the streets in the early hours of the morning in what would otherwise be a quiet rural village. They argue that longer licensing hours are more appropriate for towns with a strong police presence, but due to its remote location police can take twenty minutes to get to Malham.

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