

Centre Number						Candidate Number				
Surname										
Other Names										
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For Examiner's Use	
Examiner's Initials	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
8	
TOTAL	



General Certificate of Education
Advanced Level Examination
June 2010

Travel and Tourism

TT11

Unit 11 Impacts of Tourism

Tuesday 15 June 2010 1.30 pm to 3.30 pm

For this paper you must have:

- a clean copy of the preliminary material.
- You may use a calculator.

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. Do not write outside the box around each page or on blank pages.
- Do all rough work in this book. Cross through any work you do not want to be marked.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 90.
- In Question 7 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 in this question.



J U N 1 0 T T 1 1 0 1

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

1 Study the information in **Item B** of the preliminary material.

1 (a) Describe the differences in the number and proportion of total employees in tourism-related jobs among the Local Authority areas of North Yorkshire.

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(4 marks)

1 (b) Explain how the data in **Item B** helps us to understand the impact of tourism in the different areas.

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Turn over for the next question

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2 (a) Suggest why York is a popular centre for business tourism.

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(4 marks)

2 (b) (i) Describe the positive economic impact that business tourism has on York.

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2 (b) (ii) Explain how *Visit York* could increase the positive economic impact of business tourism.

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3 York Minster and the York City Walls are both examples of heritage tourist attractions within the City of York.

3 (a) Describe the likely negative environmental and socio-cultural impacts of large numbers visiting these two attractions.

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3 (b) Suggest ways in which these negative impacts could be minimised.

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4 **Item C** of the preliminary material includes some information about the *2007 Tourism Strategy for York* and suggests some of the stakeholders who will have an interest in this strategy. One such stakeholder group is the local residents of York.

Discuss how local residents might view the elements of the strategy.

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5 Describe how the *Countryside and Rights of Way Act 2000* (see **Item D** of the preliminary material) can cause problems in areas such as the Yorkshire Dales National Park.

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6 Businesses in rural communities are often developed in order to provide tourists with additional services. This can lead to conflicts between stakeholders, as illustrated in **Item F** of the preliminary material.

6 (a) Explain how the values and attitudes of different stakeholders can lead to conflicts of interest.

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6 (b) What are your own views on the conflicts which you refer to in 6(a)?
Justify your answer.

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The impacts of tourism on the village of Malham and its surrounding area are varied and complex, as illustrated in **Item E** of the preliminary material. The management of these impacts is not the sole responsibility of one single body or authority.

Discuss the problems faced in the management of these impacts on the village of Malham and its surrounding area.

Answer this question in continuous prose. The quality of written communication will be assessed in your answer.

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END OF QUESTIONS



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ANSWER IN THE SPACES PROVIDED**

