



General Certificate of Education
Advanced Level Examination
June 2011

Travel and Tourism

TT11/PM

Unit 11 Impacts of Tourism

Preliminary Material

To be issued to candidates on or after 1 May 2011

Instructions

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- You **must** take this material with you into the examination.
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Advice

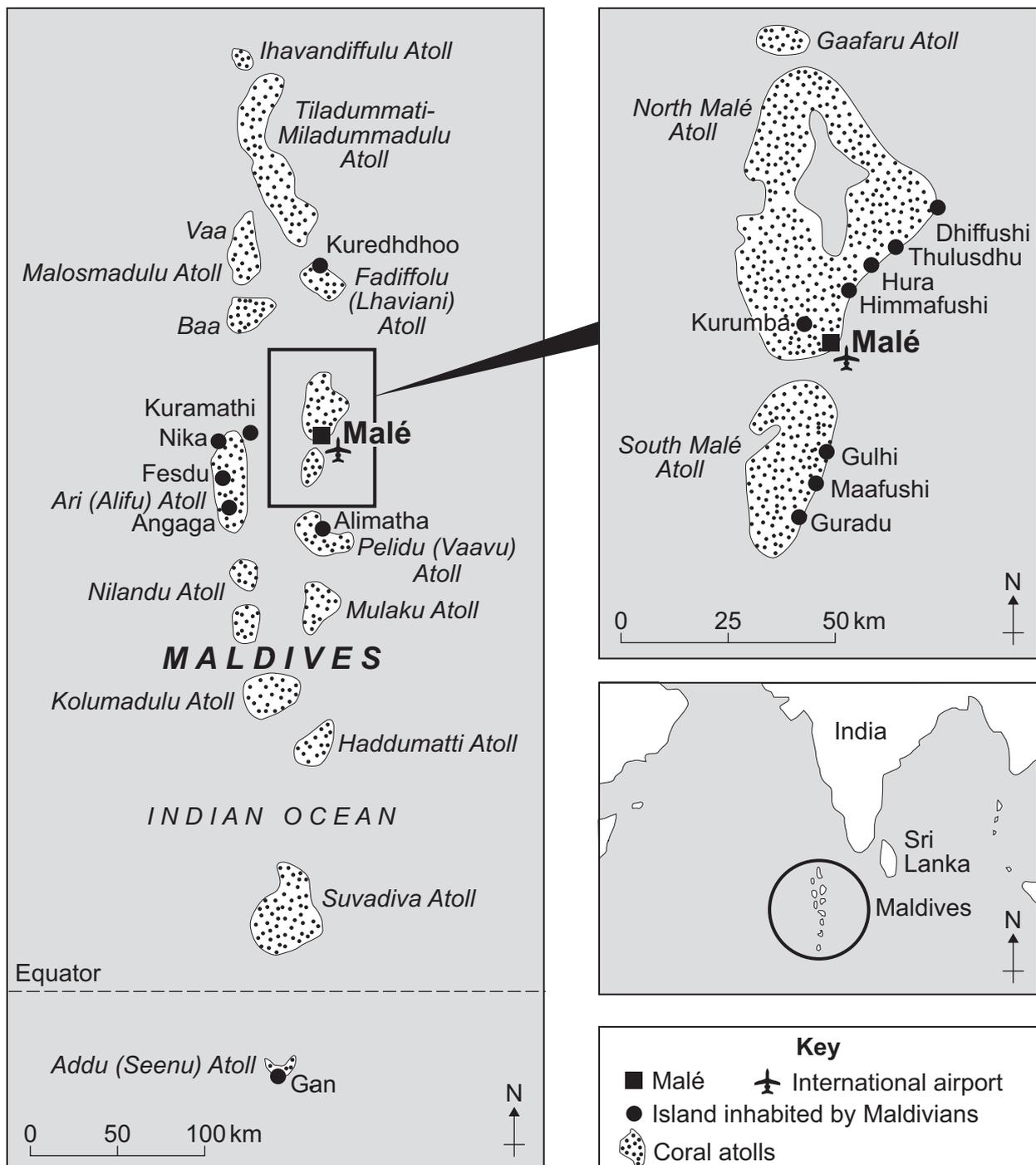
- You should read the information contained in this booklet and become familiar with the data provided.

Introduction

This material relates to the impacts of tourism in the Maldives – a Small Island Developing State (SIDS) situated just to the north of the equator in the Indian Ocean. Small Island Developing States are one group of countries from the LEDW classified by the United Nations. Many of these states have undergone significant tourism development in recent years. The Maldives is an example which shows the impacts of tourism particularly well.

The Republic of the Maldives is made up of 1190 tiny tropical islands which rise less than 2 metres above sea level, and so has issues related to future sea level rises linked to global warming. The islands are grouped into roughly circular atolls made of coral, and each ring of coral encloses a large sea lagoon. Only 200 of the islands are inhabited by native Maldivians themselves but 87 previously uninhabited islands have been developed into exclusive resorts specifically to provide tourists with secluded tropical retreats.

Maps of the Maldives showing the main island groups (coral atolls) and their position in the Indian Ocean.



Item A Extracts from the World Travel and Tourism Council (WTTC) statistical tables
Extracts from the 'Top Ten Tables' (estimates for 2009)

Country	% of total GDP derived directly from tourism
1 Seychelles	37.5
2 Maldives	28.5
3 Macau	27.1
4 Aruba	18.0
5 Anguilla	17.8
6 Antigua & Barbuda	15.5
7 British Virgin Islands	15.5
8 Cape Verde	15.2
9 Bahamas	14.9
10 Vanuatu	14.3

Country	% of total GDP derived directly and indirectly from tourism
1 Antigua & Barbuda	73.5
2 Seychelles	72.6
3 Macau	69.9
4 Aruba	67.1
5 Anguilla	65.8
6 Maldives	59.7
7 Bahamas	50.0
8 Barbados	39.0
9 Vanuatu	37.5
10 US Virgin Islands	37.4

Country	% of total employment directly and indirectly derived from tourism
1 Seychelles	86.9
2 Antigua & Barbuda	80.6
3 Aruba	78.6
4 Anguilla	67.6
5 Macau	65.3
6 Bahamas	60.4
7 Maldives	51.5
8 British Virgin Islands	50.6
9 US Virgin Islands	44.8
10 Barbados	43.7

All the countries in the above tables are classed as "Small Island Developing States" by the United Nations.

Economic Impact figures for Maldives

The WTTC estimated that for 2009 the travel and tourism industry of the Maldives would directly generate:

GDP
US\$403 m
Equivalent to 28.5% of total GDP

Employment
28 000 people
25% of total employment

However, since travel and tourism touches all sectors of the economy, its real impact is even greater. The Maldives travel and tourism economy directly and indirectly accounts for:

GDP
US\$842 m
Equivalent to 59.7% of total GDP

Employment
59 000 people
51.5% of total employment

Turn over ►

Item B Development of communications with and within the Maldives

A United Nations Development Project consultant who visited the Maldives in the early 1970s reported that tourism development was not the way forward for the Maldives because of the very inefficient infrastructure at that time. There were no telecommunication or banking services and only a small airport. Transport among the islands was very primitive, using small traditional boats. Almost all goods, including most food other than fish, had to be imported.

The first telecommunications link was made in 1977 and although the first scheduled air link, with Sri Lanka, was established in 1966, it was 1974 before the Maldives established its own national air carrier, 'Air Maldives'. At this time, air links were still very limited and usually involved flights arriving via Colombo in Sri Lanka. It was 1981 before Malé airport was upgraded to international standard. In order to extend the airport runway, the people living on a small island to the north of the original runway had to be moved to Malé city itself. The first flight to land at the new airport was a German charter. Singapore Airlines started operating from Malé in 1984, providing efficient connecting links throughout the East.



Now scheduled and charter flights provide direct links with many countries in South Asia, the Middle East and Europe. Many of these flights bring in tourists on package holidays. By 1991, more than 140 000 tourists arrived on scheduled flights and over 80 000 by charter. These developments necessitated the construction of a new airport terminal which was opened in 1996.

Today, the Maldives has a sophisticated telecommunication service throughout the inhabited islands and resorts, with access to modern email and other e-related services.

Transport among the various island resorts is now very efficient, using small light planes, seaplanes, helicopters, modern ferries and small powered boats.

Item C The Maldives – some background information based on *World Travel Guide* material written for prospective visitors

Who goes there?

With temperatures that fluctuate between 26–32°C the Maldives attract well-heeled visitors all year round. The exclusive nature of the resorts means that they never feel crowded and, depending on which you choose, your fellow holidaymakers could be honeymooning couples, families or even celebrities. The Maldives appeal to a wide range of nationalities, including British, Italian, French, German and Chinese.

Beaches

The majority of the islands, including the resort islands, are fringed by pristine white sandy beaches. Whether holidaymakers want simply to soak up the sun from their resort beach, float about on the inviting Indian Ocean waters, explore coral reefs, or hoist a wind surf sail, they will be spoilt for choice.

Beyond the beach

The Maldivian capital of Malé is the only real attraction beyond the resorts themselves. Home to a third of the country's population, Malé is one of Asia's most densely populated cities. As the only island in the Maldives with traffic, a commercial centre and no natural beaches, it is something of an oddity. One highlight for holidaymakers is the Grand Mosque, while the city's markets overflow with local colour.

Family fun

Many of the Maldivian resorts are family orientated and boast all the usual resort facilities, including child friendly restaurants, swimming pools and organised activities. A wide variety of watersports and the calm sea are a big hit with kids, as are island-hopping excursions.

Retail therapy

For many holidaymakers the hotel gift shop and airport stores are the only retail outlets they will encounter in these tranquil islands. Resort boutiques are great for forgotten essentials like beachwear, as well as the odd souvenir or more expensive keepsakes. More serious retail therapy can be found in Malé, where lacquer ornaments and other handicrafts are on sale alongside everyday items like food and clothes. Steer clear of anything made from seashells or coral as it is against the law to take them out of the Maldives.

A night on the town

Holidaying in the Maldives is all about peace and tranquillity, so you won't stumble across much raucous nightlife on the islands. Resorts do sell alcohol (its sale is restricted outside the resorts) and generally offer a range of drinking options, including pool bars, beach bars, cafes and cocktail lounges. In some resorts the entertainment may even stretch to live music, karaoke or a disco.

Eating out

As you might expect in a country spread over so many islands, dining tends to be restricted to the resort hotels. Most hotels have two or three restaurants with the choice ranging from elaborate buffets to fine-dining establishments specialising in local seafood. Cafes and pool bars also sell snacks where holidaymakers can pick up a sandwich, pizza or burger.

Getting around

With the exception of Malé, where taxis are the best way of getting around, the islands are traffic free, which means the only way to get around is on foot or by golf buggy! Seaplanes and boats transfer guests between the airport and their resorts and boats are widely used to 'island hop'.

Splashing out

Make a bee-line for one of the many spas, where soothing facials, deep tissue massage and purifying body wraps are guaranteed to ease away any lingering tension resulting from the hustle and bustle of your everyday life, which now feels a million miles away.

Social conventions

The majority of the indigenous population does not mix with the tourist visitors, with the exception of those directly involved with tourism in the resorts and in Malé. Dress is informal, but locals who are Muslim will be offended by nudity or scanty clothing in public places, and the government rigidly enforces these standards. Bikinis and other scanty beachwear are not acceptable in Malé or on any other of the inhabited islands; they should be restricted to resort islands only. When entering a mosque, the legs and the body, but not the neck and face, should be covered.

Item D Letter home from a couple on honeymoon in the Maldives

Hi All,

What a place to spend a honeymoon! The resort is lovely and quiet and our room is built on stilts over an amazingly blue sea which laps all around us. The houseboy looks after all our needs. We can eat in our room or wander a little way down to the resort restaurant. We have actually had a romantic dinner by ourselves on a sandbank served by an attentive waiter.

We have been scuba diving over the coral reef but didn't manage to see a shark face to face underwater – but what an experience to swim along with all those colourful fish! We're glad we did our PADI diving course in London before we came here – it would have been more expensive to do it here, and we have already paid £5000 to Kuoni for the honeymoon.

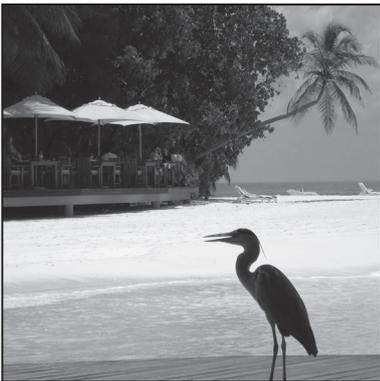
We haven't done much travelling about and so other than the diving costs and eating and drinking we haven't spent all that much. Mind you the holiday was expensive enough in the first place. Local dancers and other entertainers come to the resort itself so there is no real need to move far. We might take a boat trip to the only real shopping area in the capital, Malé, so we can buy a few local souvenirs.

Hope you like the photos.

See you soon,

Love Emma and Stephen

P.S. Do you know we haven't seen many local women, except working in the spas, and we think some of them are Thai or Sri Lankan. Just about everything is done by men! We think the houseboy is expecting a big tip from us.



Item E Environmental issues highlighted in the Maldives Tourism Master Plans

Earlier Master Plans

The Maldives tourism industry has always remained mindful of the fragility of the environment. Accordingly, the development of tourist resorts has been subjected to environmental considerations. Earlier Tourism Master Plans drew the link between environmental protection and sustainable tourism development. Some features of the government regulations which have been introduced include:

- A 20 % built-up area limit in resort islands to retain the feeling of a natural environment
- The height of buildings is kept below tree line for the same reason
- Buildings are only allowed within the lagoon in special circumstances and, if allowed, there must be an equal sized open space left on the island
- All guest rooms must face the beach, with minimum of five metres of beach length available to every room in order to reduce the feeling of crowding
- An Environmental Impact Assessment (EIA) is required for all resort developments.

Key Intentions of Third Master Plan (2007)

Environmental Management Systems (EMS)

EMS is a process where 'environmental management' is fully integrated into the organisational structure of resort management. There will be clear roles and responsibilities for staff within the organisation to achieve the environmental objectives and targets. Many resorts already have environmental officers whose job it is to educate the guests on environmental issues. This task is intended to go beyond that of a mere public relations exercise. EIAs for new resort developments all have EMS proposals within them.

Hard engineering issues

Many resort developments in the past have resorted to reclaiming and reshaping land and constructing breakwaters. This 'environmental modification' has sometimes led to a deterioration of the visual environment. Developers are now discouraged from adopting designs that require, for instance, large reclamation works, dredging, reef clearance or removal of natural features of the island. Better selection of islands for development could avoid such major environmental disturbances.

Sewage treatment and waste disposal

There is a wide gap between the technology used for sewage treatment and disposal in older and in more recently built resorts. While many recently built resorts have voluntarily adopted high standards of sewage treatment and the use of recycled water for watering plants, the older resorts still discharge untreated sewage into the sea beyond the reef edge. Recently developed resorts also transport their waste (scrap metal, cans, plastic, glass bottles etc) to designated disposal centres whilst others use incineration and compaction to eliminate and reduce the waste. Funding from United Nations Development Projects has helped the government to improve the situation.

Conflict of interest between fishermen and dive operators

Conflicts between the commercial reef fishermen and the divers are increasing. There is a large and increasing demand for fresh fish in the resort hotel restaurants, in Malé, and for export, so much so that some species are becoming threatened. Tourists also enjoy night fishing excursions off the reefs and falling fish stocks are being reported. Fishing thus needs to be sustainably planned and monitored. Some reef areas are already protected.

Increased damage to and degradation in coral reefs

Coral reefs are threatened from both natural and human induced disturbances. Global warming may lead to coral bleaching, coral destruction due to more frequent tropical storms, and rising sea levels (the latter threatening the very existence of the islands themselves). An integrated reef management system is being implemented.

Encouraging the use of renewable sources of energy

The President of the Maldives has recently spoken out internationally about the need to take global warming seriously and to reduce carbon emissions. Alternative sources of energy are being developed: for example, Dhuvaaafaru Island is using wind and solar power to supplement its diesel powered generators.

Turn over ►

Item F Protecting sharks in the Maldives (based on reports by the BBC and the Maldivian Marine Centre)

In March 2009, the government of the Maldives decided to ban the hunting of reef sharks throughout Maldivian waters.



Shark numbers have plummeted in recent years, partly because a number of fishermen have targeted reef sharks for their fins, which are used in shark-fin soup. Fishermen get well paid for these fins which are then exported to Asian countries where the delicacy is in great demand. Once the fins are cut off, the shark is returned to the sea to die a lingering death. Conservationists are clearly delighted with the ban.

In 1998, the government had imposed a 10 year ban on shark fishing within the seven 'tourist atolls' because of worries about the impact the practice was having on the tourist industry. The 2009 ban prevents the hunting of reef sharks in all of the 26

atolls and for up to 12 nautical miles off the atoll coasts. The intention is to subsequently extend the ban to oceanic sharks such as tiger sharks and whale sharks. This is then to be followed by a ban on the export of all shark products.

Many visitors are attracted to the Maldives in order to snorkel and scuba dive with sharks and other marine life. According to surveys, about 30% of tourists visit the Maldives in order to view its underwater marine life, with sharks and manta rays as the most sought-after species. Diving with sharks is estimated to generate US\$2.3m per year and whale/shark excursions US\$10m for the Maldivian economy.

However, reef ecologists based at the Marine Research Centre in Malé suggest that the 200 shark fishermen will need to be compensated if the ban is to work effectively. Fishermen earn about US\$100 per shark fin and shark hunting contributes about US\$100 000 to the Maldivian economy (but 0.24% of the total value of marine based exports). When asked, most shark fishermen said that they would be willing to give up shark hunting if they could earn an equivalent income from some other occupation. However, this might not be easy to provide. They certainly could not gain such a return from fairly low-level tourism employment.



Item G An article from '*Tourism in Focus*' produced by the campaigning organisation **Tourism Concern**

Visiting the Maldives? Spare a thought for the locals

The Maldives are well known as a luxury holiday paradise. Small islands on top of coral reefs have been developed into four and five star resorts with top class accommodation, spas and diving facilities.

But if you're planning to go there, spare a thought for the 260 000 people who make up the population of this extraordinary country.

The tsunami of December 2004 had a major impact on local communities. The resorts recovered very quickly but, two years on, problems remain for the Maldivians who live on the remote islands, whose homes and livelihoods were wrecked by the flooding. The government acknowledges that much work still needs to be done to restore housing and adequate fresh water services. The islanders depend on collecting and storing rain water, as wells have been contaminated with sea water and little investment has been put into providing desalination plants, unlike the services provided by investors in the resort islands.

The government blames a shortfall in aid from donor countries that pledged money for tsunami relief. However, that's not the whole story. There's clearly lots of money around but not enough of the tourism revenue filters down to give ordinary people a better life. The resorts are built on previously uninhabited islands. So it's possible to have a luxurious holiday without coming into contact with many local people except those who work as waiters and "room boys" and, even then, many of these are actually from Sri Lanka and Bangladesh.

It's a young population: 44 per cent are under 14. Many school leavers are unemployed partly because of a shortage of secondary schooling and partly because of the limited job opportunities available from tourism and fishing.

The islanders need tourism to boost their economic prospects. But much of the profit from the resorts goes to shareholders, many of them in Europe and Singapore. So do take day trips and excursions to the nearby islands to meet local communities. Look beyond the souvenir shops and see how people live. Spend some money in the shops and cafés. These local businesses are a lifeline for the locals who don't get to share the sumptuous lifestyle of the resort islands. Take time out from the beach and the spa treatments and the coral reef diving. Make your own contribution to the growth in trade which is crucial for the future of families who live in the Maldives and can barely afford to travel between the islands, let alone go abroad for a holiday.



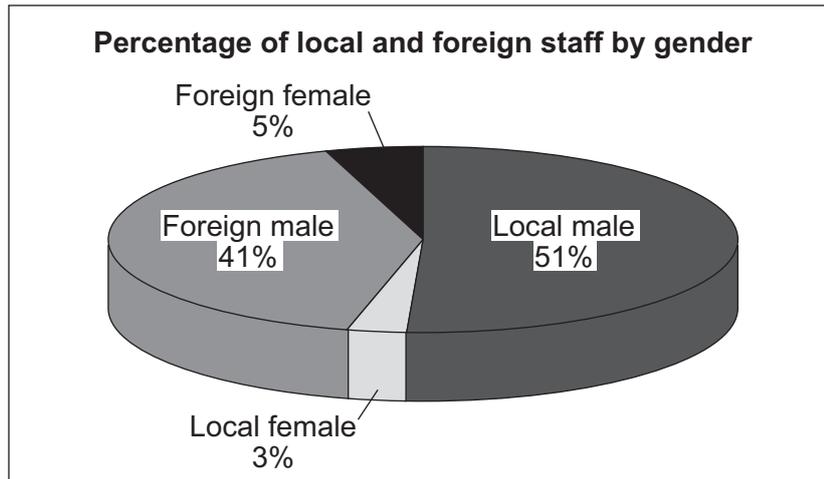
The Fish Market in Malé, the capital of the Maldives. Many tourists make day trips from the resorts to the capital and get a glimpse of real life for many Maldivians: overcrowding and poverty.

Turn over ►

Item H Staffing of resorts in the Maldives

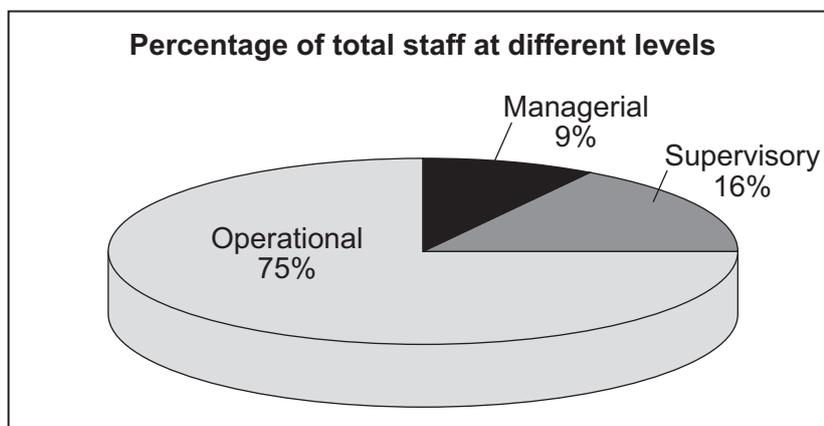
Number of staff

Number of staff	Male	Female	Totals
Local (Maldivian)	9 306	581	9 887
Foreign	7 513	859	8 372
Total	16 819	1 440	18 259



Number of staff at different levels

Level	Number of staff						Total
	Local			Foreign			
	Male	Female	Total	Male	Female	Total	
Managerial	634	26	660	820	135	955	1 615
Supervisory	1 364	55	1 419	1 250	206	1 456	2 875
Operational	7 308	500	7 808	5 443	518	5 961	13 769
Total	9 306	581	9 887	7 513	859	8 372	18 259



Number of resort staff by departments

Department	Number of staff						Total
	Local			Foreign			
	Male	Female	Total	Male	Female	Total	
Administrative	189	9	198	161	64	225	423
Human Resource	118	13	131	69	23	92	223
Accounts & Finance	458	10	468	612	26	638	1 106
Front Office	862	112	974	217	171	388	1 362
Entertainment	15	0	15	63	29	92	107
Food Production	520	19	539	1 794	16	1 810	2 349
Food & Beverages Services	1 830	53	1 883	825	20	845	2 728
Staff Mess	144	1	145	595	0	595	740
Housekeeping	2 070	146	2 216	776	15	791	3 007
Maintenance	699	120	819	1 667	0	1 667	2 486
Power House	333	1	334	251	1	252	586
Transport	1 568	0	1 568	37	0	37	1 605
Diving Centre	134	2	136	186	91	277	413
Water Sports	106	0	106	45	7	52	158
Other Sports	52	1	53	22	6	28	81
Clinic/Health Centre	1	1	2	35	9	44	46
Spa & Wellness Centre	27	21	48	81	373	454	502
Malé Office	179	70	249	77	8	85	334
Total	9 305	579	9 887	7 513	859	8 372	18 259

Numbers in each category have been subjected to 'rounding' and so may not add up.

Item I Some resort workers' comments
Young Maldivian restaurant worker

"I don't like being away from my family for weeks on end."

Maldivian houseboy

"I like being a houseboy because I often get good tips from rich tourists."

Maldivian cleaner

"We get paid low wages and it's the foreign workers who get the better paid jobs in management."

Resort boatman and head of a family living on an island inhabited solely by Maldivians

"I don't want my daughters to mix with the foreign tourists who have different views on how to dress and behave."

Young Thai woman

"In my native country of Thailand I learnt all the skills I need to work in the resort spa in the Maldives."

Young female Maldivian resort office worker

"I did local courses in ICT and customer service and I have just landed a job as Head Receptionist in a large resort. You can get on if you really want to."

Italian Head Chef in an exclusive resort restaurant

"I found it easy to get a well-paid job here because of my training and experience in restaurants in Europe. The locals don't seem to want to cook modern international food."

Young Maldivian just starting work as a beach cleaner and odd job man

"Now that I can't follow my father as a shark fisherman I wish we had been taught something about the tourist industry in school. I had no idea what was available."

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