



---

**Answer ALL the questions. Write your answers in the spaces provided.**

**Read the following information before answering Question 1.**

Located in eastern England, the Norfolk Broads National Park is Britain's largest protected wetland and third largest inland waterway. It is home to some of the rarest plants and animals in the UK.

The Broads Authority is responsible for managing the Broads for the purposes of conservation and promoting opportunities for public enjoyment as well as to protect the waterways from silting up\*. It must also consider the economic and social interests of those who live or work there.

To achieve its objectives, the Broads Authority works with many partners including Norfolk Broads Yacht Club, Royal Society for the Protection of Birds (RSPB), Norfolk County Council, Suffolk County Council, Norfolk Bat Group, Natural England, VisitNorfolk and Norfolk Wildlife Trust.

(Source: adapted from [www.broads-authority.gov.uk](http://www.broads-authority.gov.uk))

\*silting up – materials, such as fine sand and clay (silt), are carried by running water and deposited in the waterways. The waterways become blocked as the deposits of silt build up.



Leave  
blank

Use the extract to answer Question 1(a).

1. (a) (i) Name **one** public sector agent of tourism development that works in partnership with the Broads Authority.

.....  
(1)

- (ii) Name **one** voluntary sector agent that works in partnership with the Broads Authority. Identify **two** of its roles in tourism development.

Name of voluntary sector agent .....

Role 1 .....

.....

Role 2 .....

.....

(3)

- (iii) Describe **two** objectives of the Broads Authority.

Objective 1 .....

.....

.....

Objective 2 .....

.....

.....

(4)



With more than two million visitors a year, tourism is an important source of income for the Broads' economy with money spent in restaurants, pubs, souvenir and specialist shops as well as on accommodation and boating. Tourism supports over 3000 jobs.

Visitors are attracted to the Broads for its unique wetland landscape and to take part in recreational activities on land and water including sailing, motor-boating, rowing, canoeing, fishing, walking and bird-watching. Adrenalin seekers go waterskiing or wakeboarding where the skier rides the wake (or wave) generated by the ski boat.

Boating is at the heart of the culture of the Broads and supports a number of private sector organisations including boatyards, retailers, hire companies and pleasure cruise operators. All boats on the Broads are required to pay a daily toll which helps towards maintaining the riverbanks and dredging the waterways to prevent silting.

The increasing number of motor boats and skiers on the Broads has created problems for the fragile environment and other users of the waterways. There have been complaints about excessive wake, created by the high speeds of boats, damaging the riverbanks and increasing the deposit of silt and sediment. Anglers and nature lovers have complained about the noise.

(Source: adapted from [www.broads-authority.gov.uk](http://www.broads-authority.gov.uk))

It has been suggested that waterskiing should be banned.

Broads Xtreme Ltd sell and hire waterskiing equipment and ski boats. They are opposed to the suggested ban on waterskiing. Norfolk Wildlife Trust supports the ban.

- (b) (i) Explain why the suggested ban would cause conflict between Broads Xtreme Ltd and Norfolk Wildlife Trust as a result of their differing objectives.

In your answer you should refer to the agents' objectives.

.....

.....

.....

.....

.....

.....

.....

.....

.....

**(4)**



Leave  
blank

(ii) How could the Broads Authority resolve this conflict?

.....  
.....  
.....  
.....

(2)

(iii) Eastern Rivers Ski Club represents the interests of waterskiers. Suggest **two** possible proposals to reduce the **negative impacts** of waterskiing.

In your answer you should describe each proposal and explain how it would reduce the negative impacts of waterskiing.

Proposal 1 .....

.....  
.....  
.....  
.....  
.....

Proposal 2 .....

.....  
.....  
.....  
.....  
.....

(6)



‘Adrenalin’ sports (waterskiing and wakeboarding) and nature-based activities (walking, bird-watching and fishing) have impacts on the local economy. These impacts can be both positive and negative.

(iv) Using the extract, **compare the impacts** of these **two types** of activities (adrenalin and nature-based) on the local **economy** and draw conclusions.

In your answer you should make reference to:

- negative impacts on the economy
- positive impacts on the economy.

Adrenalin sports .....

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

Nature-based activities .....

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....



Conclusions .....

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

Leave  
blank

(10)

Q1

(Total 30 marks)

--	--



**Read the following information before answering Question 2.**

The Kingdom of Thailand attracts more visitors than any other country in Southeast Asia with its breathtaking natural beauty, spicy cuisine, monasteries, temples and shrines.

(Source: reproduced with permission from Lonely Planet website [www.lonelyplanet.com](http://www.lonelyplanet.com))  
© Lonely Planet Publications

The majority of people are Buddhist and religion is an important feature in everyday life. Forests cover over a quarter of the country and in 1961 the National Park Act was passed to protect Thailand's natural resources. These National Parks are home to tigers, leopards, bears and monkeys. Elephants are a symbol of Thailand but their numbers have fallen drastically due to their natural habitat being lost through deforestation.

(Source: adapted from [www.worldinfozone.com](http://www.worldinfozone.com))

In 2007, tourism earned Thailand 10,343 million US dollars (over £5000 million).

The Thai government is reviewing its tourism policy and its objectives for tourism development.

2. (a) (i) Identify **two political** objectives of tourism development.

- 1 .....
  - .....
  - 2 .....
  - .....
- (2)**

(ii) Identify **two economic** objectives of tourism development.

- 1 .....
  - .....
  - 2 .....
  - .....
- (2)**





Leave  
blank

The Thai Tourism Authority (TTA) is aware of the increasing demand for tourism developments to follow the principles of responsible tourism to ensure sustainability.

(b) (i) State **four** principles of responsible tourism.

1 .....

.....

2 .....

.....

3 .....

.....

4 .....

.....

(4)



The TTA is looking at ways to maximise the positive economic and socio-cultural impacts of tourism. They are considering how tourism education can be used to benefit local people in popular tourist destinations.

(ii) Suggest **six** statements for a 'Visitor Code of Conduct' for foreign visitors planning a holiday to Thailand.

The Visitor Code of Conduct should inform foreign visitors how to behave responsibly in relation to:

- local culture
- local people
- local economy.

VISITOR CODE OF CONDUCT	
1	.....
	.....
2	.....
	.....
3	.....
	.....
4	.....
	.....
5	.....
	.....
6	.....
	.....

(6)





**Read the following information before answering Question 2(c).**

**Thailand Adventure Holiday – Khao Sok National Park, Thai Hill Tribes**

We experience the warm hospitality of Thailand's hill tribe people, go elephant riding, bamboo rafting, canoeing and jungle walking, before rounding off the adventure with time to chill out amidst the spectacular limestone scenery, sandy beaches and secluded bays of Krabi.

**How this holiday makes a difference**

This trip takes travellers out into the wilderness of both north and south Thailand. Beginning with a trek to a remote tribal area to the north of Chiang Mai we meet and learn about a variety of hill tribe groups, such as the Lisu and Shan people. Staying with villagers in their bamboo huts, our small group visits are carefully controlled to help distribute revenue from tourism without destroying the local tradition. In Khao Sok National Park we stay on locally owned rafhouses, go wildlife spotting with local guides and learn about life in a lake community by visiting small fishing villages.

Travellers are briefed on the importance of respecting local culture and being environmentally responsible, e.g. not leaving behind litter or toilet paper, using biodegradable soaps and shampoos and wearing appropriate dress.

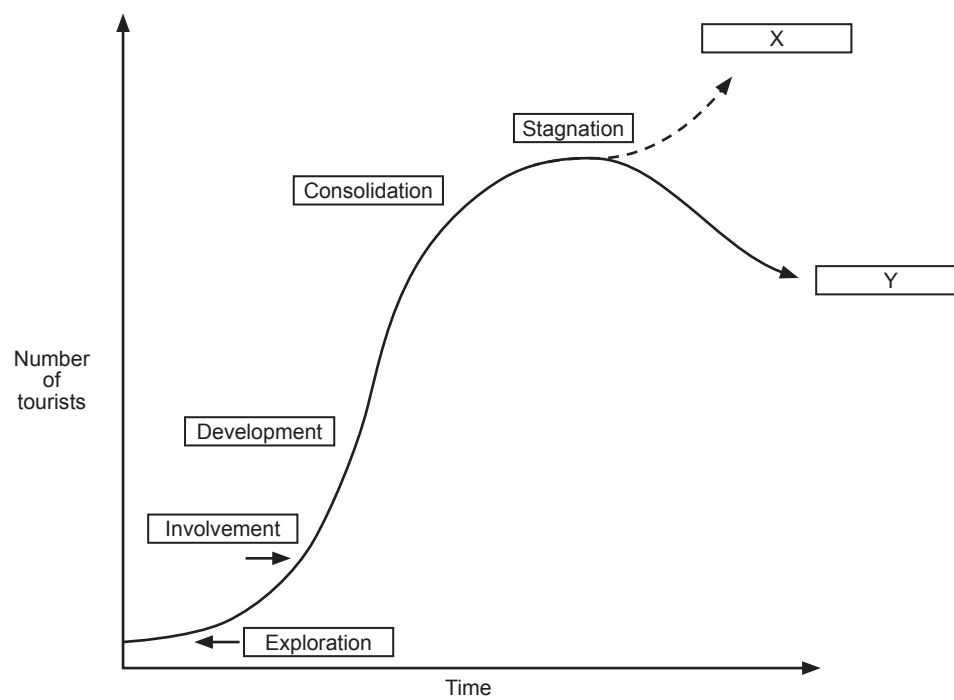
Throughout the trip we use local guides and porters who are often from the villages we are visiting. All activities are organised directly through local people, e.g. we take bamboo rafts on the river which are bought from a local village and go on an elephant trek which financially benefits a small elephant camp.

(Source: By permission of [responsibletravel.com](http://responsibletravel.com))





3. The development of a tourist destination can be compared to the Tourist Area Life Cycle (TALC), a model which shows tourist numbers to a destination over time.



(Source: R.W. Butler, Tourist Area Life Cycle, 1980)

(a) (i) One of the stages of the TALC is 'involvement'. Identify **two characteristics** of this stage.

1 .....

.....

2 .....

.....

(2)

(ii) Using the diagram, name the stages **X** and **Y** of the TALC model.

Stage **X** .....

Stage **Y** .....

(2)



Leave  
blank

(iii) Name a **seaside destination** that has reached stage **Y**.

Destination ..... (1)

(iv) Give reasons for your suggestion.

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
..... (3)



Each stage of the TALC has associated impacts that influence the popularity and appeal of a tourist destination.

Select a destination that you have researched or studied in class that has reached the **consolidation** stage. Use **this destination to answer Question 3(b)**.

Destination .....

(b) (i) **Explain one negative** impact of tourism on your chosen destination.

.....  
.....  
.....  
.....  
.....  
.....

**(3)**

(ii) **Explain one positive** impact of tourism on your chosen destination.

.....  
.....  
.....  
.....  
.....  
.....

**(3)**





Leave  
blank

The impacts of tourism can be managed by strategies designed to support the principles of responsible tourism. However, some strategies are more successful than others.

(iii) For the **destination you have chosen**, give details of strategies used to **minimise** the **negative impacts** of tourism. In your answer you may refer to one or more strategies.

.....

.....

.....

.....

.....

.....

.....

.....

.....

**(4)**

(iv) **To what extent** do strategies such as those given in (iii) **support** the principles of responsible tourism?

.....

.....

.....

.....

.....

.....

.....

.....

.....

**(4)**



Leave  
blank

(v) **For the destination you have chosen**, give details of strategies used to **maximise** the **positive impacts** of tourism. In your answer you may refer to one or more strategies.

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

(4)

(vi) **To what extent** do strategies such as those given in (v) **support** the principles of responsible tourism?

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

(4)

(Total 30 marks)

Q3

**TOTAL FOR PAPER: 90 MARKS**

**END**



**BLANK PAGE**





**BLANK PAGE**

