

Write your name here

Surname

Other names

Centre Number

Candidate Number

**Edexcel GCE**

# Travel and Tourism

**Advanced**

**Unit 7: Responsible Tourism**

Thursday 16 June 2011 – Morning  
**Time: 1 hour 30 minutes**

Paper Reference

**6993/01**

**You do not need any other materials.**

Total Marks

## Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided  
– *there may be more space than you need.*

## Information

- The total mark for this paper is 90.
- The marks for **each** question are shown in brackets  
– *use this as a guide as to how much time to spend on each question.*
- Quality of written communication will be taken into account in the marking of your responses to questions 1(e) and 2(d). These questions are indicated with an **asterisk (\*)**  
– *you should take particular care on these questions with your spelling, punctuation and grammar, as well as the clarity of expression.*

## Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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

**Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ~~☒~~ and then mark your new answer with a cross ☒.**

- 1** Located in the south west of England is the county of Cornwall, voted Best UK Holiday Destination at the 2009 British Travel Awards.

In 2007, Cornwall received nearly 15 million visits, the total visitor-related spend was £1.6 billion and tourism supported approximately 22% of all jobs.

In 2009 8% of visitors were from overseas.

Cornwall Council is committed to supporting Cornwall's tourism industry. In 2009 the Council's new economic development service was established.

(Source: adapted from [www.cornwall.gov.uk](http://www.cornwall.gov.uk) and [www.visitcornwall.com](http://www.visitcornwall.com))

- (a) Suggest **one** economic objective Cornwall Council may have in developing tourism in Cornwall.

(2)

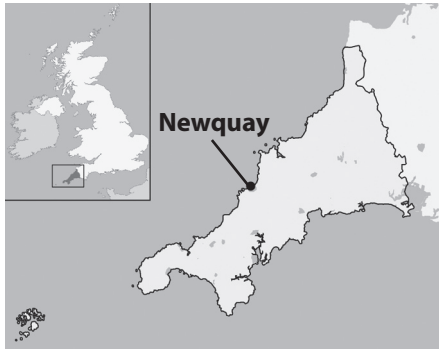
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**Location of Newquay**

(Source: commons.wikimedia.org)



**Newquay Harbour**

(Source: www.visitnewquay.org)

The seaside town of Newquay is on the north Cornish coast. Once a small fishing port, it has welcomed tourists for over 100 years. Direct rail links to London opened in 1876 and grand hotels were built. Travel by bus and coach followed and by the 1930s tourism was booming.

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.

During the 1930s Newquay was moving towards the consolidation stage.

(b) Identify **three key** characteristics of the consolidation stage.

(3)

- 1 .....
- 2 .....
- 3 .....



**Read the following information before answering Question 1(c).**

In summer 2009 Newquay regained its popularity as Cornwall's premier tourist destination.

Newquay is renowned for its seven miles of clean sandy beaches and rugged coastline. The main beaches are Fistral, where international surfing events take place each year, and Watergate Bay, another huge surfing beach that also hosts kite competitions. Lusty Glaze Cove is sheltered by cliffs and popular with families.



**Watergate Bay**



**Lusty Glaze Cove**

Besides water sports and surfing, Newquay has a variety of attractions suitable for families including Newquay Zoo, the Blue Reef Aquarium, Dairyland Farm World, Holywell Bay Fun Park and Springfields Pony Centre and Fun Park. The town has a wide selection of caravan parks, self catering flats, campsites, numerous hotels, bed and breakfasts (B&Bs) and guesthouses.

In 2009, 400,000 passengers passed through Newquay Cornwall Airport. Air Southwest, Ryanair, Lufthansa and Jet2 operated flights from Newquay to the UK and European destinations. In March 2009, Air Southwest and Tourism Newquay formed a partnership and launched a new initiative to boost tourist numbers to Newquay. It included promotions and competitions offering free flights and free holidays in the resort.

(Source: adapted from [www.visitnewquay.org](http://www.visitnewquay.org))



(c) (i) Identify the sector to which each of the following organisations belongs.  
**Put a cross ☒ in the correct box for each organisation.**

(3)

Organisation \ Sector	Public	Private	Voluntary
Air Southwest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourism Newquay	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cornwall Council	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(ii) Describe the role of Tourism Newquay in developing tourism.

(2)

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**Read the following information before answering Question 1(d).**

Tourism in Cornwall – Visitor survey 2009

	2000/2001	2008/2009
Main holiday	61%	29%
Stay more than one week	33%	25%
Repeat visitors	80%	88%

(Source: [www.visitcornwall.com](http://www.visitcornwall.com))

These statistics indicate changes to visitor patterns across Cornwall. There is an increasing reliance on repeat visitors, fewer people are visiting Cornwall for their main holiday and there are more 'short break' visits of less than one week.

Newquay used to be called the 'Jewel of Cornwall'. Recently this image has become tarnished. Parts of the town, such as the railway station, look rundown and neglected, and there is a growing number of empty buildings. In February 2010, twenty bars and clubs were for sale, and seven retail outlets were vacant.

Newquay is now popular with teenagers who see it as the 'party capital' of the UK. Some B&B owners say they welcome these youngsters and groups as they need the business, but residents complain of noise and vandalism. The town is losing its popularity with families. Holidaymakers have also complained there is not enough parking in the town and that in the peak summer months the beaches and the town itself are overcrowded.

(Source: adapted from [www.thisiscornwall.co.uk/news](http://www.thisiscornwall.co.uk/news))



It could be said that by 2009 Newquay had reached the stagnation stage of the Tourist Area Life Cycle (TALC) model.

(d) Explain why Newquay could be said to have reached the stagnation stage. Give reasons to support your explanation.

(6)

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Read the following information before answering Question 1(e).

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The local authority and tourism officials have made plans to improve Newquay's appeal and popularity. They want to move into the rejuvenation stage and a five year Regeneration and Congestion Strategy has been implemented.

Some of their aims for rejuvenation include:

- attracting tourists to Newquay all year round
- improving the town centre and infrastructure.

(Source: adapted from <http://db.cornwall.gov.uk>)

(f) Using all the information provided, suggest how the local authority and tourism officials could achieve their aims of rejuvenation.

(6)

Attracting tourists to Newquay all year round

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Improving the town centre and infrastructure

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**(Total for Question 1 = 30 marks)**



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Read the following information before answering Question 2.

### Kenya

Large numbers of tourists from all over the world have been visiting Kenya in East Africa since the 1980s. Tourists are attracted to Kenya by its amazing scenery and wildlife in the numerous game reserves\*, by the cultural heritage of its many tribal groups and also by the beautiful beaches on the Indian Ocean. Kenya is a less economically developed country (LEDC). In 2008, there were violent riots during the elections and people were killed. This political instability affected tourist numbers.

\*game reserves – protected areas of land that are important habitats for wild animals.



**Key**  
■ game reserve



2 (a) Suggest **one political objective** of tourism the Kenyan government might have. (2)

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(b) Describe **two negative economic impacts** of tourism in less economically developed countries such as Kenya. (4)

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2 .....

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(c) Describe **three** principles of responsible tourism. (6)

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Read the following information before answering Questions 2(d) and (e).

### **Kenya wildlife**

Kenya's natural environment supports a complex ecosystem and a wide variety of animals. However, Africa's wildlife is under pressure and some species are threatened with extinction. Fifty years ago there were over 450,000 lions, now there are fewer than 200,000. Some say that the growth of mass 'safari tourism' is partly to blame.

### **On safari!**

'Safari tourism' involves trips onto the vast grass plains and game reserves in search of wild animals, such as cheetah, lions, leopards, elephants and rhino, that most people only ever see in zoos.

Tourists travel in small groups in mini-buses or 4-wheel drive vehicles, driven and escorted by local guides who are highly skilled in spotting animals. There are few roads across these vast plains and often the minibuses will just drive across the grasslands so the tourists can get a better view. The safaris take place at dawn and dusk, when the animals are most active and hunting. During the heat of the day tourists enjoy lavish lunches in luxurious safari lodges, or cool down in a swimming pool.



## The Maasai people

The Masai Mara National Game Reserve in Kenya is one of the world's most famous safari destinations. For hundreds of years it has been home to the Maasai people and their cattle. Today, the Maasai people live on smaller pieces of land, surrounded by the reserves. Many still graze cattle. Others work in tourism where they showcase their culture by performing dances and selling jewellery to tourists staying in lodges on the Masai Mara.



The Maasai people are famed for their rich and colourful culture. There are numerous traditions and ceremonies performed by Maasai men. Perhaps best known is the warrior 'jumping' dance, where young Maasai demonstrate their strength.



**Young Maasai warrior**



**Goat and cattle are central to Maasai way of life**



**The Maasai women can make a livelihood selling handmade jewellery to tourists**

(Sources: adapted from [www.kenya-information-guide.com](http://www.kenya-information-guide.com) and [www.masai-mara.net](http://www.masai-mara.net) images from [www.communityconservationinitiative.org.uk](http://www.communityconservationinitiative.org.uk))



P 3 9 0 2 8 A 0 1 5 2 4

### **Mass tourism in the Masai Mara**

Some tour operators and safari companies have paid compensation to the local people to leave their homes to make way for tourism developments such as safari lodges.

The Masai Mara has witnessed the growth of mass safari tourism and has been cursed with 'low spend - high volume' tourism. Corrupt councils, greedy international tour operators and safari lodge owners have been accused of taking most of the profits from tourist revenue. Local communities receive income from tour operators for each tourist that stays overnight. This encourages mass tourism. It also means tourism revenue drops in a bad year.

The Masai Mara reserve has suffered from overcrowding, poor management and uncontrolled development. In the 1980s there were about 6 lodges with less than 300 beds in total. Today there are 25 permanent lodges and over 3,000 beds. Conservationists claim these soaring numbers have damaged roads and grasslands and destroyed habitats.

### **Masai Mara lodge 'puts rhinos at risk'**

A top Kenyan safari company, Somak, has ignored conservationists' pleas and built a large safari lodge in the Masai Mara. The lodge has been built at an unspoilt stretch of river and woodlands which is a crucial breeding habitat for the black rhino. The black rhino is an endangered species and half of the entire population of just 40 animals can be found here.

(Sources: adapted from *Telegraph Travel* 13 February 2010 and 20 March 2010)







Conservationists are saying that responsible tourism is the last hope for Africa's wildlife.

(e) Explain how responsible tourism could be used to help save Africa's wildlife and benefit local people such as the Maasai.

(8)

Wildlife

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Local people

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**(Total for Question 2 = 30 marks)**



3 (a) Tourism has many potential impacts on tourist destinations around the world. Tourism may impact on the economy, the environment and it may also have socio-cultural impacts. Some of these impacts are positive whilst others are negative.

(i) Describe **one positive socio-cultural impact** of tourism.

(2)

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One positive impact of tourism on the environment is 'conservation and habitat preservation'.

(ii) Explain the term 'conservation and habitat preservation'. You may include an example to support your explanation.

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One negative socio-cultural impact is 'loss of cultural identity'.

(iii) Explain the term 'loss of cultural identity'. You may include an example to support your explanation.

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(b) The challenge for governments and local authorities is to manage the impacts of tourism so that the negative impacts are minimised and the positive impacts are maximised. A number of management strategies can be used to achieve this.

(i) Explain how 'investment of tourism income in community projects' can help to **maximise the positive socio-cultural impacts** of tourism. You may include an example to support your explanation.

(4)

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(ii) Explain how 'visitor management' can help to **minimise the negative environmental impacts** of tourism. You may include an example to support your explanation.

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