

Write your name here

Surname

Other names

Centre Number

Candidate Number

Edexcel GCE

Travel and Tourism

Advanced

Unit 7: Responsible Tourism

Monday 21 January 2013 – Afternoon

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(c)(i) 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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PEARSON

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 ☒.

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

The Sunshine Coast, Essex

The map shows the coastline of Essex, UK, from Manningtree in the north to Jaywick in the south. A thick line represents the train line, connecting Manningtree, Harwich, Colchester, Walton on the Naze, Frinton-on-Sea, Clacton-on-Sea, and Jaywick. An International Port is located at Harwich. Caravan parks are marked at Clacton-on-Sea and Jaywick. The Tendring Peninsula is labeled in the center of the map.

The 36 mile stretch of Essex coastline known as the 'Sunshine Coast' is renowned for its sandy beaches and for being one of the sunniest, driest areas of the UK. Popular resorts, such as Clacton-on-Sea, offer all the traditional fun of the seaside. There is a lot of family friendly accommodation to choose from such as Hoseasons' Martello Beach, a budget holiday park situated on the beach at Jaywick.

To the north is the historic port of Harwich. According to the regional tourist board, VisitEssex, Harwich is now the UK's second busiest passenger ferry port.

The Sunshine Coast is part of the Tendring Peninsula. The whole area has an interesting history and rich heritage. Dotted along the east coast are round brick towers called Martello Towers. These large fortifications were built between 1805 and 1812 to stop Napoleon's army invading. English Heritage reports that only 18 towers survive on the east coast and of these, three are on the Heritage at Risk Register.

The Sunshine Coast appeals to families seeking a traditional seaside holiday as well as day trippers from London interested in history. A report produced by Tendring District Council shows that tourism is worth £276 million to the area and employs 6000 people, 13% of the total workforce.

(Sources: adapted from Tendring District Council, www.english-heritage.org.uk, www.visitessex.com)



1 (a) (i) Identify the sector to which each of the following organisations belongs.

Put a cross in the correct box for each organisation.

(4)

Organisation \ Sector	Public	Private	Voluntary
Hoseasons	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
VisitEssex	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Tendring District Council	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
English Heritage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

(ii) Describe the **role** of the following organisations in **developing** tourism on the Sunshine Coast.

(6)

Hoseasons

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Tendring District Council

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(iii) Agents of tourism development sometimes come into conflict.

One of the aims of Tendring District Council's Tourism Strategy 2010 – 2016 is to attract higher spending visitors.

Explain why there may be conflict between this aim of Tendring District Council and the aims of Hoseasons' Martello Beach holiday park in Jaywick.

(4)

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(b) Suggest how conflicts between agents of tourism development can be overcome.

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

Jaywick, Sunshine Coast, Essex

Jaywick is a small, unique coastal resort two miles along the coast from Clacton-on-Sea, and is known for its unspoiled golden beaches. The town was developed in the 1920s as a holiday resort for Londoners, being less than 50 miles from London. It is 35 miles from Stanstead airport and 22 miles from Harwich, a major passenger ferry port. There is a well preserved Martello Tower in Jaywick close to the Hoseasons' Martello Beach holiday park.



A Martello Tower near Jaywick

(Sources: www.visitessex.com, image of Martello Tower at Clacton-on-Sea - Essex by Robert Edwards CC BY-SA 2.0)

Essex resort of Jaywick named England's most deprived town.

In 2011 Jaywick earned the unhappy distinction of being first in a list measuring deprivation in the UK. The list was compiled using statistics for income, employment, health, crime and living standards. The resort is in the affluent south east of England, yet is rated as the most deprived place in the whole country.

With its magnificent miles of golden sand it is hard to imagine how Jaywick fell into such decline. Its beach chalets along the shoreline are painted in bleached pastel shades. But inland it is less appealing.

On a local estate, the Mermaid Tavern has been set on fire and left derelict, as have numerous houses. Nearby, not a single shop remains open for business – even the whelks and jellied eels shop on the promenade which used to cater for the summer day-trippers has gone.

Jaywick still possesses character and a strong community spirit, but the properties have deteriorated. Many of the roads are not maintained by the council and are narrow dirt tracks; in some areas street lighting and pavements have never been installed.

Four-fifths of houses are rented and because of their state of deterioration no deposit is required to move in. This attracts people from miles away to live in Jaywick. A total of 62% of working age residents receive benefits, compared with the national average of 15%. There is ongoing tension between the established residents and new arrivals. Crime has risen in the area and some people live in fear, having experienced vandalism, theft and threats of violence.

(Source: adapted from © Guardian)





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Tendring District Council's Tourism Strategy 2010 – 2016 has four aims to develop tourism in Tendring, particularly in Jaywick. They are hoping to rejuvenate the area.

Aims:

- Improve the perception of the area as a tourism destination
- Increase the amount of money visitors spend
- Extend the length of time visitors stay
- Attract higher spending visitors

(Source: Tendring District Council)

(ii) Choose **two** aims and, using the information provided, suggest how Tendring District Council could achieve each aim.

(6)

Chosen aim 1

Suggestions

Chosen aim 2

Suggestions

(Total for Question 1 = 30 marks)



2 (a) (i) Describe **two** principles of responsible tourism.

(4)

Principle 1

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Principle 2

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(ii) For each principle of responsible tourism you have described, explain how it could be achieved. You may include an example to support your explanation.

(6)

Explanation 1

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Explanation 2

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(b) (i) Identify **two socio-cultural** objectives of developing tourism in less economically developed countries.

(2)

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(ii) Identify **two economic** objectives of developing tourism in less economically developed countries.

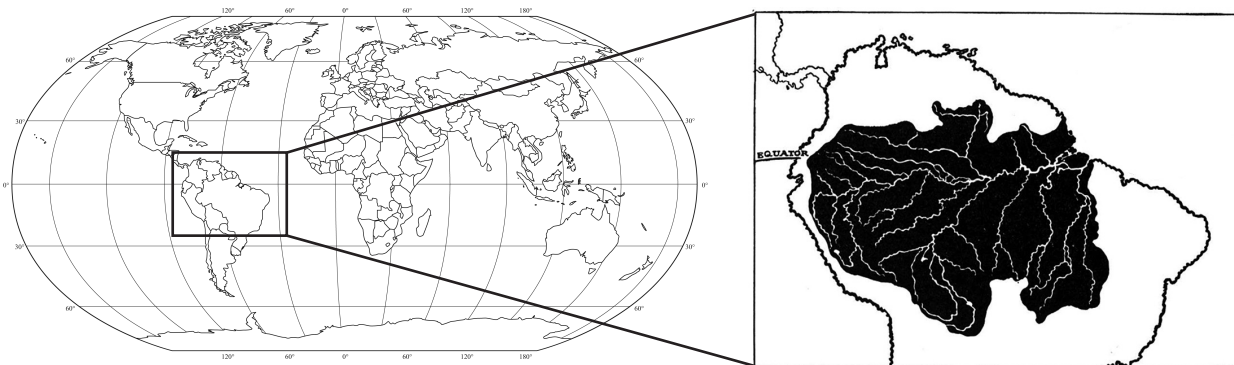
(2)

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

The Amazon Basin



The Amazon Basin is where the Amazon River flows and the Amazon Rainforest thrives. This large area covers nearly one-third of South America.

The Amazon Basin contains at least 10% of the world's known biodiversity. There are immense numbers of mammals, birds and reptiles some of which are not found anywhere else. The Amazon River flows for more than 6,600 km and contains the largest number of freshwater fish species in the world.

The Amazon Basin is home to more than 30 million people but only 9% (2.7 million) of the population is still made up of indigenous* people. There are 350 different ethnic groups, more than 60 of which still live deep within the forest and are largely isolated from the rest of the world.

The Amazon Basin is shared by eight countries including Bolivia, Colombia, Ecuador and Peru. Many of these countries are in the less economically developed world (LEDW).

* indigenous = native community

(Sources: adapted from © World Wildlife Fund, www.world-atlas.us)



The Real Deal – the world’s most authentic adventure holidays

Image removed due to
copyright refusal

More people are looking for holidays where they can meet local people and experience the rich biodiversity of the Amazon rainforest. Posada Amazonas Lodge in south eastern Amazonian Peru offers adventure holidays to cater for this demand. It receives 3,000 visitors a year.

The 30 bedroom lodge is built on the ancestral homelands of the Ese'ejá people, on the edge of the Tambopata National Reserve. Over 1,300 bird species and 200 mammal species are protected here.

Access

Visitors can drive to a river port and take a one hour boat ride up the Tambopata River to Posada Amazonas Lodge. The lodge is a 15 minute walk from the river.

Tourism Activities

A range of activities are available including rainforest walks and talks. Visitors can learn about medicinal plants and how to find food in the rainforest. Guides are either members of the local community or Peruvian naturalists.

Access to the rainforest canopy is easy, with a 35 metre tower offering views of birds such as parrots and scarlet macaws. Visitors can paddle in canoes on a nearby lake to see the two-metre long giant otters and other wildlife. After dinner, small groups of visitors can take short hikes on forest trails with the locals, searching for frogs and nocturnal mammals.



(Sources: adapted from Tribes Travel www.tribes.co.uk, © World Wildlife Fund, www.aboriginal-ecotourism.org, *Sunday Times Travel* 17.10.10)



Read the following information before answering Question 2(d).

Staying at Posada Amazonas Lodge

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copyright refusal

Features

Posada Amazonas Lodge is a beautiful complex of thatched buildings hidden by the trees.

The lodge is modelled after native Amazonian architecture and is built of traditional materials including wood and palm fronds. Bedrooms have clay walls to control heat and private bathrooms with cold water showers and flush toilets.

Lighting is provided by windlamps and candles.

The wall overlooking the forest is only waist high so visitors have permanent contact with the forest.

The bar and dining area has a ceiling of hand woven thatch and seats up to 80 people; buffet meals combine international, Peruvian and local styles of cooking.

Management

Posada Amazonas is co-owned and managed by 80 Ese'ejá families. There is a partnership between these families and a private company, Rainforest Expeditions.

A legal contract was signed and the company agreed to build the lodge and to split profits: 60% to the community, and 40% to the company. The contract stated that the community should be actively involved, not just as staff, but also they should be involved in making decisions.

It was agreed that after 20 years the lodge and everything in it would automatically belong to the Ese'ejá families. The community will then have the choice of either continuing to work with Rainforest Expeditions or to take over the lodge as owners and managers.

Meanwhile, the company oversees the day-to-day operations, hiring and training community members to take on more responsible roles.

(Source: image from www.amazonlodges.net)



3 (a) Tourism has many potential impacts on tourist destinations. 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** negative environmental impact of tourism.

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(ii) One positive socio-cultural impact of tourism is preservation of customs and crafts.

Explain the term 'preservation of customs and crafts'.

You may include an example to support your explanation.

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(iii) One positive economic impact is the multiplier effect.

Explain the term 'multiplier effect'.

You may include an example to support your explanation.

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(b) The impacts of tourism can be managed through a number of different strategies.

This question focuses on maximising the positive impacts of tourism.

(i) Explain how 'staff training and development' can maximise **positive economic impacts** of tourism.

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(ii) Explain how 'tourism education' can maximise **positive environmental impacts** of tourism.

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For Question 3(c) you need to select one destination you have researched or studied in class.

- (c) (i) Using a destination you have researched or studied in class, describe the impacts of tourism at the destination.

In your answer you should include details to show evidence of your research.

(6)

Destination

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Description of impacts

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Question 3(c) continues on the next page.



