

**ADVANCED GCE
APPLIED TRAVEL AND TOURISM**

G728

Unit 9: Tourism Development

MONDAY 21 JANUARY 2008

Afternoon
Time: 2 hours

Additional materials (enclosed): Answer Booklet (8 page)

Additional materials (required):
None



INSTRUCTIONS TO CANDIDATES

- Write your name in capital letters, your Centre Number and Candidate Number in the spaces provided on the Answer Booklet.
- Read each question carefully and make sure you know what you have to do before starting your answer.
- Answer **all** the questions.
- Candidates are recommended to spend 15 minutes reading through the case studies before attempting to answer the questions.

INFORMATION FOR CANDIDATES

- The number of marks for each question is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **100**.

This document consists of **10** printed pages and **2** blank pages.

HADRIAN'S WALL COUNTRY

The 84 mile Hadrian's Wall Path National Trail allows you to walk in the footsteps of Legions on a fascinating journey across England, past some of the country's greatest archaeological monuments. Starting at Carlisle you can explore many parts of the Wall, including Roman Forts, visitor centres and museums. The Trail offers a pleasant walk providing spectacular views of Scotland and the Galloway Hills. As an alternative method, why not take a trip on the Hadrian's Wall bus and visit the main Roman sites or friendly market towns and villages along the wall. At certain times, Heritage guides will travel with you on the bus. 5

HADRIAN'S WALL PATH END TO END WALKERS UP 65% ON 2005, AS COUNTRYSIDE AGENCY BOARD VISITS TO SEE GROWING SUCCESS 10

Countryside Agency Board members visited Hadrian's Wall to hear how the Hadrian's Wall Path National Trail has brought a double boost to the region, with news that walker numbers continue to rise (end to end walkers up 65% on 2005) and walker spending is growing (up 30% on 2005). The Board also announced that the Countryside Agency would make further investment in the Trail's management. 15

identifying repair work needed to minimise wear and tear on the Trail. 30

A spokesperson for the Countryside Agency said: "This is great news for rural business and for helping folk to enjoy our wonderful countryside. However, the Trail's growing popularity means we must continue to ensure that our management systems, and the Trail itself, can cope. 35

The number of day walkers using the Trail in 2006 rose by 8% from 2005, from 240 000 to 260 000. This brings the second boost, as, in total, Trail walkers contributed almost £4.4m to the region's economy in 2006 (end to end walkers – £1.6m; day walkers – £2.8m), up 30% on the 2005 figure of £3.4m. 20

We are acutely aware of the potential wear and tear which can be caused by walkers to the Trail and to sensitive environments. That's why there has been an effective monitoring and management system in place from the outset. The Countryside Agency is committed to managing the delicate balance between increasing walker numbers, helping the region's economy and protecting the sensitive environment and archaeology of Hadrian's Wall World Heritage Site." 40

In order to help cope with the growing numbers of walkers, the Countryside Agency appointed a full-time member of staff with responsibility for 45

Fig. 1a

World Heritage Sites and Hadrian's Wall

World Heritage Sites (WHS) are places of outstanding universal importance to humankind, both cultural and natural. In 1972, UNESCO (United Nations Educational, Scientific and Cultural Organisation) drew up the World Heritage Convention under which governments of member states identify such sites and put them forward to the World Heritage Committee to be inscribed on a list maintained by UNESCO.

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Hadrian's Wall was inscribed in 1987, meeting three of the UNESCO criteria as:

- bearing an outstanding testimony to a past civilisation;
- being an outstanding example of a building and technology which illustrates a significant stage in human history and;
- being an outstanding example of landuse which is representative of a culture.

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Map of Hadrian's Wall



Fig. 1b

Agents of Tourism Development

The Vindolanda Trust (registered charity)

The Vindolanda Trust owns approximately six miles of Hadrian's Wall, running west from Housesteads Fort to Cawfields Quarry and over 2471 acres of farmland. Access to the Wall and the public rights of way is from car parks operated by the Northumberland National Park Authority at Housesteads, Steel Rigg and Cawfields. Housesteads Fort is owned by the National Trust and maintained and managed by English Heritage.

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Fig. 1c

1 Refer to **Figs. 1a, 1b and 1c**.

- (a) Explain **two** possible reasons for the increase in visitor numbers to Hadrian's Wall. [4]
- (b) Visitor numbers to the Hadrian's Wall area are continuing to rise.
 - (i) Explain **two** possible **economic** impacts on the area caused by the increase in visitor numbers. [4]
 - (ii) Explain **two** possible **environmental** impacts on the area caused by the increase in visitor numbers. [4]
- (c) Assess the positive **socio-cultural** impacts which are likely to follow in areas named by UNESCO as a World Heritage Site. [8]
- (d) Hadrian's Wall and the surrounding area are managed and operated by tourism development agents and organisations. Evaluate the importance of public, private and voluntary sectors to ensure long term success in the area. [15]

[Total: 35]

European Cruise Council announces 2005 cruise statistics

There were more than 2.6 million ocean cruise holidays taken by Europeans in 2005 according to figures released by the European Cruise Council (ECC). The UK represents the largest cruise market in Europe with a massive 962000 passengers (a 36% share of the European market) taking a cruise. This figure reached 1.05 million in 2006. Following the UK closely comes Germany with more than half a million cruise passengers (20%) and Italy with nearly 346000 passengers (13%). The Italian figures were greatly boosted with the introduction of a new ship, the Costa Magica. The Costa Magica carries out year round cruising in the Mediterranean. The Mediterranean was the top cruise destination for Europeans with more than 1.5 million passengers or 59% flocking to the region.

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Fig. 2a

CRUISE PORTS SET FOR GBP 200 MILLION BOOST

EUROPEAN ports are expected to invest GBP 200 million over the next three years on cruise industry infrastructure across the Mediterranean.

Port consortium MedCruise said many of its 56 port members were planning to invest in cruise terminals, berths and other port facilities.

Projects set to be completed this year include a GBP 1 million terminal and berth at Italian port Ancona, the GBP 10 million rebuilding of Terminal B and refurbishment of Terminal C at Barcelona and new turnaround facilities at Kusadasi in Turkey and Valletta in Malta. New berths are due to open next year at Livorno with new terminals also planned for Malaga and the Croatian port of Split.

Limassol plans to unveil a new terminal next year, whilst Cagliari is spending GBP 25 million on a pier extension.

MedCruise president Juan Madrid claimed the planned investments in Europe followed similar expenditure at ports in the US. Royal Caribbean International's new Cape Liberty Cruise Port in New York is an example of the trend. The port will be the seasonal homeport to two of Royal Caribbean's ships, including the 3114-passenger Voyager of the Seas. With the weak dollar expected to deter US visitors from coming to Europe, cruise lines claim that taking a holiday at sea is an economical way of seeing multiple sights.

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Both Celebrity Cruises and Crystal Cruises have highlighted a rise in interest for their European sailings from American passengers. Celebrity recently announced the deployment of a second ship in the Mediterranean to meet demand.

Fig. 2b



COSTA CRUISES WINTER 2006/7

WINTER IN THE MEDITERRANEAN

Think of Italy and you'll imagine modern design, fine style, first-class cuisine and warm hospitality – these are just some of the ingredients which make Costa's cruises unique.

With the largest and most modern fleet in Europe, Costa offers you more cruises in the Mediterranean than any other company, including the three fantastic Christmas cruises onboard Costa Concordia, Costa Victoria and Costa Europa.

This winter also sees Costa Concordia depart from the beautiful port of Rome, Civitavecchia, for a stunning 11 night cruise around the Eastern Mediterranean.

To find out more, order your latest 'Cruising Italian Style' brochure, which features an expanded programme of cruises in the Mediterranean, Caribbean, South America and our NEW destinations, DUBAI and the FAR EAST!

MEDITERRANEAN HIGHLIGHTS

Costa Concordia, 10 nights

18 December 2006

Savona • Katakolon • Athens • Rhodes
Cyprus • Alexandria • Civitavecchia • Savona

Fly+Cruise
from only **£959pp**

MEDITERRANEAN OASIS

Costa Europa, 8 nights

18 December 2006

Savona • Civitavecchia • Sicily • Malta
Tripoli • Gabes • Tunis • Savona

Fly+Cruise
from only **£849pp**

MEDITERRANEAN CHRISTMAS

Costa Victoria, 7 nights

22 December 2006

Savona • Barcelona • Casablanca
Gibraltar • Malaga • Savona

Fly+Cruise
from only **£849pp**

CANARY ISLANDS

Costa Victoria, 10 nights

2 December 2006

Savona • Barcelona • Casablanca
Tenerife • Madeira • Malaga • Savona

Fly+Cruise
from only **£699pp**

MEDITERRANEAN HIGHLIGHTS

Costa Concordia, 11 nights

26 November 2006

Civitavecchia • Savona • Katakolon • Athens
Izmir • Rhodes • Cyprus • Alexandria • Civitavecchia

Fly+Cruise
from only **£729pp**

ANCIENT WONDERS

Costa Europa, 11 nights

7 December 2006

Savona • Naples • Alexandria • Cyprus
Rhodes • Malta • Tripoli • Savona

Fly+Cruise
from only **£645pp**

Fig. 2c

2 Refer to Figs. 2a, 2b and 2c.

- (a)** Identify the top **two** European cruise markets. [2]
- (b)** Describe **two** factors which may account for the increase in the popularity of European cruises amongst European travellers. [4]
- (c)** Explain **two** possible reasons why tourists from the USA/Canada may be more inclined to take a cruise in the Caribbean region rather than the Mediterranean region. [6]
- (d)** Discuss why the development of the infrastructure at the cruise terminals is necessary to ensure long-term success of a port as a cruise destination. [8]
- (e)** Evaluate the positive and negative **economic** impacts on the tourist resorts of the Mediterranean caused by the increasing number of cruise passengers in the region. [12]

[Total: 32]

Take Action to stop tourist resort in the Bahamas!

Save Bimini says Tourism Concern



Protests to stop Bimini tourist resort

The multi-million dollar Bimini Bay Resort and Casino is threatening both local communities and their environment. The project which, once built, will include a golf course, marinas and condos has outraged local community members who have staged a protest outside the development to stop the construction.

The Miami-based owner of the development has promised, amongst other things, a primary school, fire truck and that the project would be friendly to the environment. But these promises have failed to materialise. 5

- A gate has been erected denying local Biminities access to five miles of the seven-mile long island. This is said to leave only two miles of land (only a quarter mile wide) for a population of 1 600. Access to beaches is also restricted for locals. 10
- Water supplies are being used for the tourism development, resulting in water to local communities being frequently turned off.
- Mangroves have been bulldozed, land has been carved up, the seafloor dug and destroyed and the North Bimini lagoon has been silted with dredge effluent.

The devastating Asian tsunami of 2004 illustrated that the mangroves are the best defence there is when hurricanes and tidal waves strike. But the government decision to permit a developer to destroy Bimini Island's protective mangroves and replace them with a tourist resort puts the island in jeopardy. The habitats of species including dolphins, turtles and sharks are endangered and seriously threatened. Along with the local communities, Bahamian environmental organisations, the scientific community and fishermen are desperately fighting to protect their ecosystems and fight the island's exploitation. 15
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Save Bimini – We must act now!

Phase 1 of the development has already taken place, destroying mangroves and large areas of Bimini's pristine habitat and coastline. Hundreds of metres of mangroves from the shoreline have been removed. 25

Phases 2 and 3, which include marinas, condos and a golf course will destroy even more of the island and will cause irreparable damage.

Fig. 3a

Major International Hotel Group in deal with developers to manage Bimini resort

A major international hotel group has recently signed a lucrative deal with a US developer to manage the luxury resort, which will be built on ecologically fragile sites in Bimini. The resort, which will include a vast marina, golf course and hotel complex will lead to the bulldozing and dredging of priceless and fragile habitats – mangrove forest, lagoon systems and seagrass beds and threaten the livelihoods of local people. 5

This deal has been agreed despite the hotel group's published commitment to its social and environmental responsibilities.

There is an extensive section on the hotel group's website on responsible business which includes numerous commitments to sustainability, to building relationships with local communities and to improving environmental performance. None of these seem to have affected its decision to profit from this ecological disaster and social nightmare. 10

Fig. 3b

3 Refer to Figs. 3a and 3b.

- (a) (i) Identify the sector to which Tourism Concern belongs. [1]
- (ii) Describe **two** aims of organisations such as Tourism Concern. [4]
- (b) Explain **two** negative **socio-cultural** impacts which may have been caused by denying access to five miles of the island to the local population. [4]
- (c) Describe **one** benefit of a 'triangular' relationship to **each** sector involved in the new development in Bimini. [6]
- (d) Assess the benefits to private sector organisations such as international hotel groups from involvement in new tourism development projects. [8]
- (e) Evaluate the likely impacts of the Bimini Island development on the environment. [10]

[Total: 33]

Copyright Acknowledgements:

Fig. 1a	Source: Hadrian's Wall Country, www.hadrians-wall.org and National Trails, www.nationaltrail.co.uk
Fig. 1b text	Source: Hadrian's Wall Country, www.hadrians-wall.org
Fig. 2a	Source: Passenger Shipping Association, www.the-psa.co.uk
Fig. 2b	Source: Travel Trade Gazette, www.ttglive.com
Fig. 2c	Source: Costa Cruises, www.costacruises.co.uk
Fig. 3a	From <i>Take Action to stop tourist resort in the Bahamas!</i> , Tourism Concern, www.tourismconcern.org.uk
Fig. 3b	Extract from <i>Conrad - Hilton in deal with developers to manage Bimini resort</i> , Tourism Concern, www.tourismconcern.org.uk

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