



GCE A level

1685/01

**TRAVEL AND TOURISM
UNIT 5 – TOURISM IMPACTS AND TOURISM
DEVELOPMENT**

A.M. TUESDAY, 12 June 2012

2 hours

ADDITIONAL MATERIALS

In addition to this examination paper you will need the **Resource Material**.

A 12 page answer booklet.

INSTRUCTIONS TO CANDIDATES

Use black ink or black ball point pen.

Answer **all** questions.

Write your answers in the answer booklet provided.

Answer every question on a new page.

INFORMATION FOR CANDIDATES

The number of marks is given in brackets at the end of each question or part-question.

You are reminded of the need for good English and orderly, clear presentation in your answers. Assessment will take into account the quality of written communication used in your answers.

You are reminded that this paper is synoptic and so will test understanding of the connections between the different elements of the subject.

Answer all questions.

1. You will have studied an example of tourism development in a destination from the *More Economically Developed World (MEDW)*.

For **one** tourism destination you have studied from the MEDW:

- (a) (i) Describe the appeal of your chosen destination for different visitor types. [6 marks]
- (ii) Outline recent travel and tourism developments within your chosen destination. [6 marks]
- (b) Assess the *positive and negative economic impacts* of tourism within your chosen destination. [10 marks]

Total = 22 marks

2. Study **Fig. 1** which includes some images and information about rural tourism in the **UK**.

- (a) (i) Describe the range of activities likely to attract visitors to rural tourism destinations in the **UK**. [8 marks]
- (ii) Explain the likely *negative environmental impacts* such activities might have on rural tourism destinations in the **UK**. [8 marks]

There are a number of *agents of tourism development* with different objectives involved in rural tourism within the **UK**.

- (b) (i) Outline the range of *agents of tourism development* involved in rural tourism in the **UK**. [6 marks]
- (ii) Explain the different objectives of the *agents of tourism development* you identified in (b)(i), and discuss any possible areas of conflict which might exist between them. [8 marks]

Total = 30 marks

3. Study **Fig. 2** which shows images, charts and text about the football World Cup scheduled to be hosted by Qatar in 2022.

(a) Suggest the likely *political objectives* of Qatar in hosting the football World Cup in 2022. [6 marks]

(b) Discuss the issues that Qatar might face in staging the 2022 football World Cup. [8 marks]

Many destinations see the staging of major events as beneficial to their tourism development.

(c) Explain how the staging of major events such as the football World Cup and Olympic Games might stimulate tourism development in the host destination. [8 marks]

(d) Discuss the possible conflicts between the host community and tourists attending major sporting events. [8 marks]

Total = 30 marks

4. Study **Fig. 3** which shows images of, and visitor numbers to, city tourism destinations.

(a) Explain why major cities have developed as tourism destinations. [8 marks]

Tourism is used to stimulate the development and regeneration of city destinations.

(b) Analyse the *positive environmental impacts of tourism development projects* on city destinations. Give examples to support your answer. [10 marks]

Total = 18 marks



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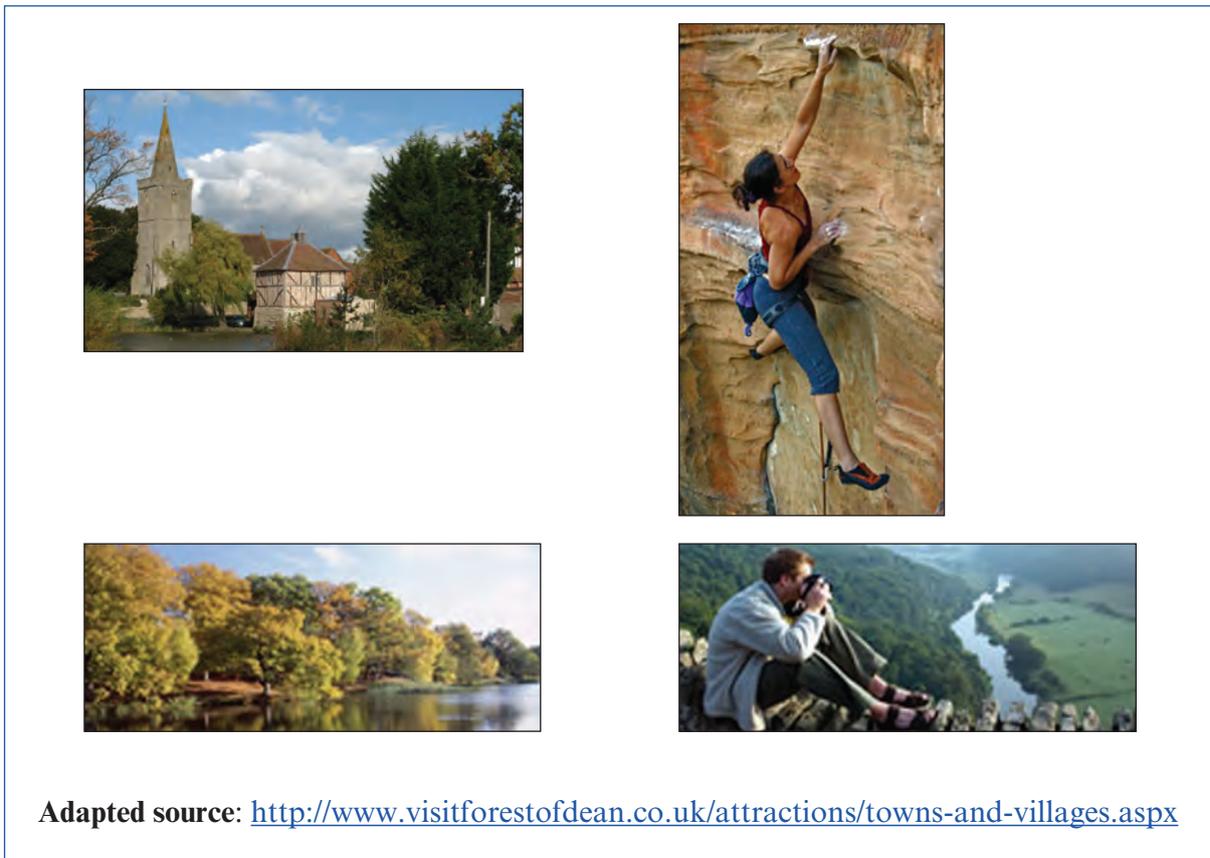
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RESOURCE MATERIAL FOR USE WITH QUESTIONS 2, 3 and 4

Fig. 1 Resource Material for use with Question 2.



The UK's rural areas offer a range of beautiful landscapes and numerous tourism activities. They are also areas of conflict as some activities can have negative impacts.

Rural areas are also places in which people live and work. The leisure and tourism industries are significant employers in the countryside alongside agriculture and other rural occupations.

Rural leisure and tourism industries are likely to grow in economic importance if current trends continue. Their growth will need to be sensitive to social and environmental factors. Successful management, by agents of tourism development, will require an understanding of the nature of the countryside.

Facts and Figures of Rural Tourism

- In the UK visitors to rural areas spend over £12 billion annually and this spending supports nearly 400,000 jobs.
- 25% of all holiday stays by British people in England are in rural areas.
- In the last 20 years the number of tourist trips to rural areas has grown by nearly 50%.

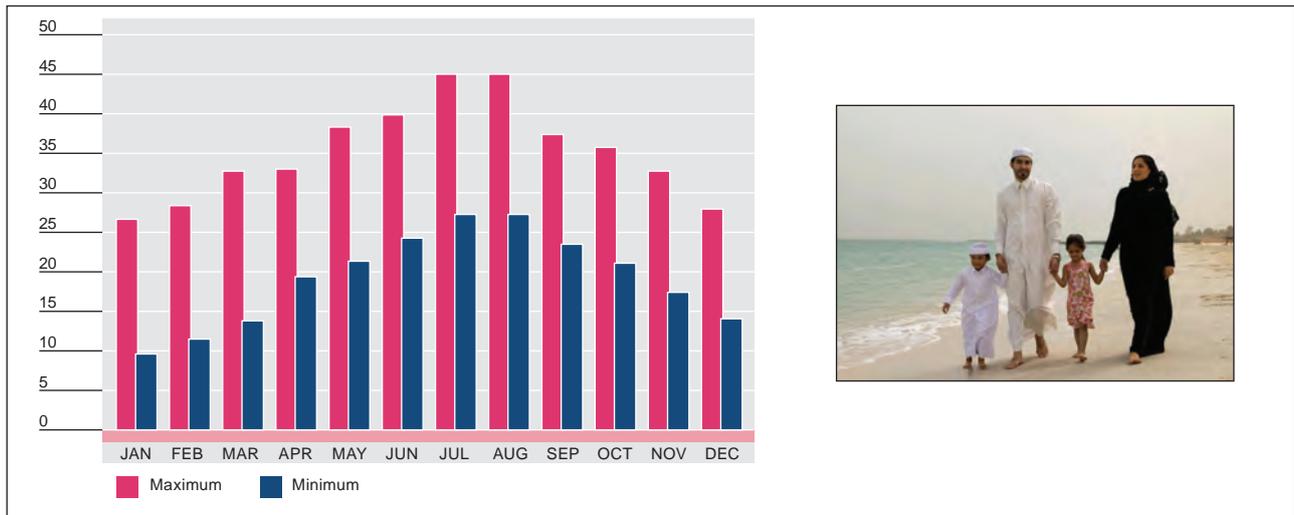
Fig. 2 Resource Material for use with Question 3.

Qatar, located in the Middle East, is scheduled to host the football World Cup in the summer of 2022.

Climate

Qatar's climate is characterised by a mild winter but summer temperatures can reach 50°C.

Temperature Chart in Degrees Celsius



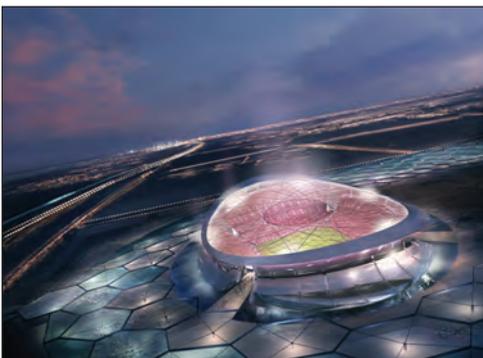
Visiting supporters

The first football World Cup in an Arab country will be a very new experience for fans. At the moment the few bars and nightclubs in Qatar operate only in expensive hotels and clubs as it is illegal to drink alcohol in public areas. Qatar hopes that the experience will be a sports tourism event to be remembered.

Construction

Qatar has 10 years to prepare but of the twelve stadiums, nine do not exist and three need major renovation. Ten of the twelve stadiums will be located within a radius of just twenty miles in and around the capital city of Doha which has a population of only 1.5 million.

Currently, Qatar also lacks the required number of hotel rooms to accommodate around 400,000 World Cup fans. Qatar has one major airport and needs to improve its road, train and metro infrastructure. The total investment is estimated to be £140 billion.



Adapted source: <http://www.qatarempassy.net/climate.asp>

Fig. 3 Resource Material for use with Question 4.

LONDON



NEW YORK



City	Overseas visitors (millions)
London	14.6 m
Bangkok	10.0m
Singapore	9.7 m
Kuala Lumpur	9.4 m
New York	8.5 m
Dubai	7.8 m
Paris	7.7 m
Istanbul	7.5 m
Hong Kong	7.0 m

LIVERPOOL



SAN FRANCISCO



Liverpool's Albert Dock was once a hive of activity. Ships sailed into the dock from all over the world. However, modern ships became too large for the dock to accommodate and as a result the dock closed and its buildings were abandoned and became derelict.

Nowadays the dock is a thriving tourism destination with a variety of museums, art galleries, shops, hotels, bars and restaurants.



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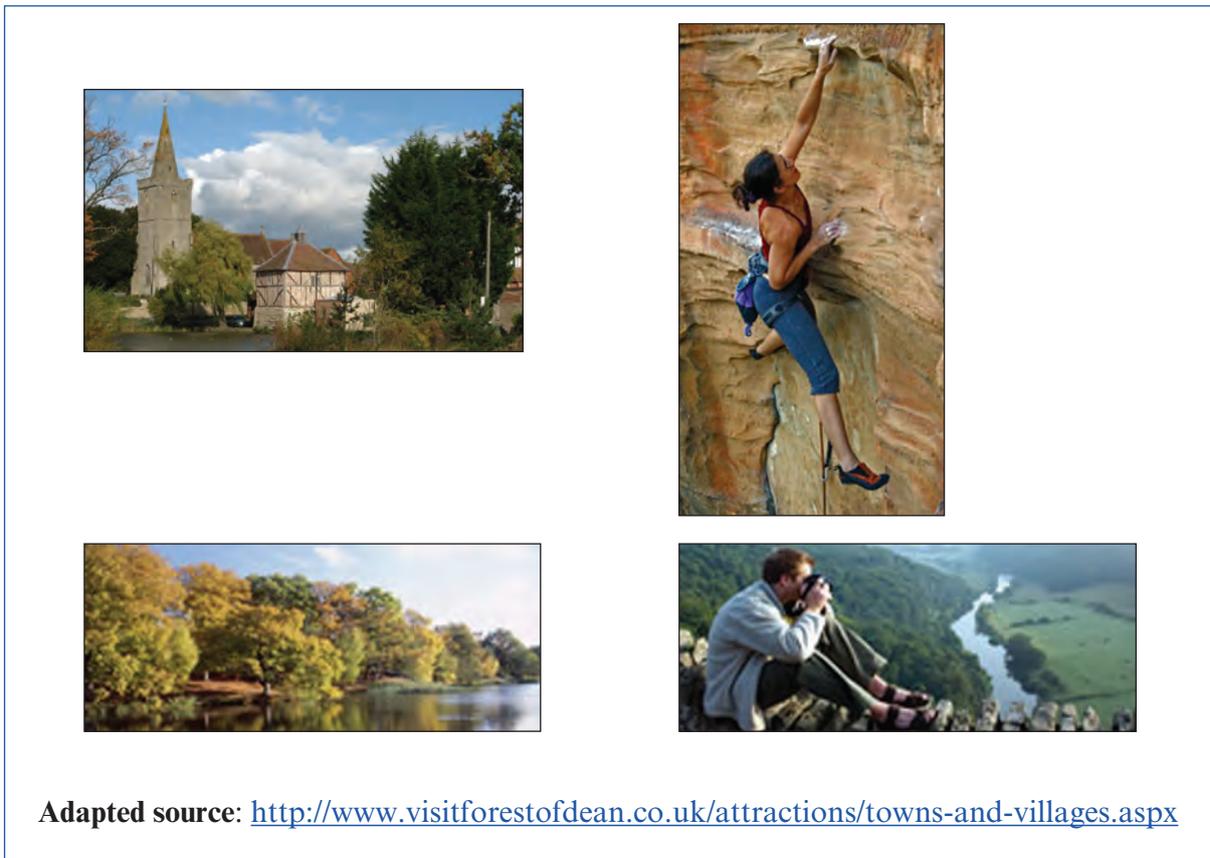
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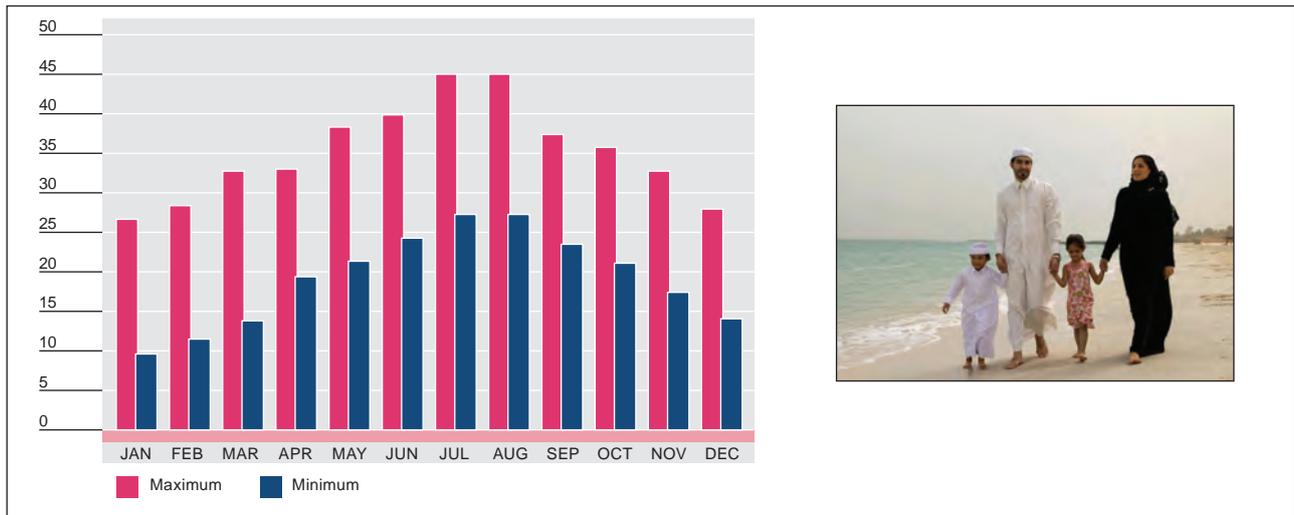
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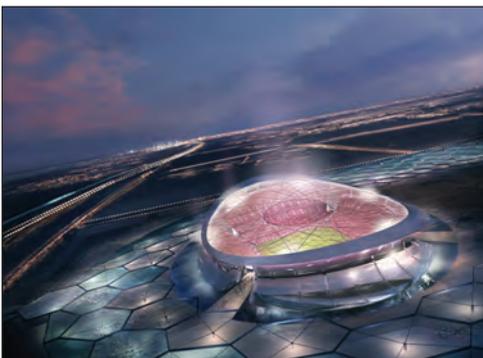
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