



GCE A level

1685/01

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

A.M. MONDAY, 23 January 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 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.

1. Study **Fig. 1** which shows information and images of Villa San Raffaello.

- (a) Outline the appeal of the Villa San Raffaello and its surrounding area as a tourism destination. [6]
- (b) Describe and assess how well the Villa San Raffaello has used sustainable tourism principles. [10]

In the near future the local authorities are hoping that the Sibillini National Park will become recognised as a World Heritage site.

- (c) Explain the possible advantages and disadvantages for the area if the National Park becomes a World Heritage site. [8]

Total = 24 marks

2. You will have studied examples of tourism development in destinations within the *Less Economically Developed World (LEDW)*.

- (a) (i) Discuss the factors which have led to the development of **one** tourism destination you have studied from the *Less Economically Developed World (LEDW)*. [8]
- (ii) Describe and assess the *positive* and *negative environmental impacts* of tourism development on the destination that you discussed in (a)(i). [10]

A range of *voluntary sector* travel and tourism organisations, with different objectives, are often involved in the development of tourism destinations in the *Less Economically Developed World (LEDW)*. These organisations may have a cultural or environmental focus.

- (b) Explain the role of *voluntary sector* organisations in tourism destinations from the *Less Economically Developed World (LEDW)*. Give examples to support your answer. [8]

Total = 26 marks

3. Study **Fig. 2** which includes information and images about tourism development in Pembrokeshire, West Wales.

- (a) Suggest why politicians have welcomed the news that the quality of Pembrokeshire's natural environment has been recognised internationally. [6]

Public, private and voluntary sector travel and tourism organisations often form partnerships when major tourism development projects are to be undertaken.

- (b) Outline the possible benefits of forming tourism development project partnerships to the organisations mentioned in **Fig. 2**. [4]

It is considered good practice to consult local residents when planning tourism development projects.

- (c) Explain why it is important to consult local residents when major tourism development projects are being planned. [6]

- (d) Evaluate the likely *socio-cultural impacts* of tourism development in natural destinations such as Pembrokeshire. [8]

Total = 24 marks

4. Study **Fig. 3** which shows information and images of the European Capital of Culture in 2010.

- (a) Suggest the visitor types likely to have visited Essen during 2010. [4]

Tourism destinations can be described as *tourist-generating* **and** *tourist-receiving areas*.

- (b) Explain why the Ruhr can be described as both a *tourist-generating* and a *tourist-receiving area*. [6]

Both the *public* and *private sector* travel and tourism organisations played an important role in Essen's success as a European Capital of Culture.

- (c) (i) Suggest the likely role of the *private sector* travel and tourism organisations in contributing to Essen's success. [6]

- (ii) Explain the likely *positive economic* and *political* objectives of *public sector* organisations in hosting events for the European Capital of Culture. [10]

Total = 26 marks



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RESOURCE MATERIAL FOR USE WITH QUESTIONS 1, 3 AND 4

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Fig. 1 Resource Material for use with Question 1.

VILLA SAN RAFFAELLO - ITALY



Villa San Raffaello is located 2 kms from the medieval town of Sarnano and the Sibillini National Park. The region is known as Le Marche and is a tapestry of ancient cities, rolling hills, awesome mountains, hidden valleys and the Adriatic Coast with its long, sandy beaches within an hour's drive. In short, an outstanding Italian holiday destination.

The Marche region surrounds the city of Ancona located on the east coast of Italy.



Sarnano itself has a wealth of character architecture, restaurants and bars and is ideal for a family holiday in Italy, for outdoor pursuits, walking, cycling, sightseeing Le Marche, for extreme sports or the many other activities.



During the renovation process the villa was thoroughly insulated to reduce winter fuel costs and to maintain pleasant year-round ambient temperatures without the need for air conditioning. All old materials were recycled; bricks, tiles and doors have been reused and wood that couldn't be reused became fuel.

The owners have invested in a new wood burning central heating system which reduces gas usage by 80% and is fuelled using sustainable local wood sources. Water is supplied to the house from the mountains nearby and the villa's own waste is filtered and excess water returns to the land. As there is no local recycling service the owners have installed their own bins for plastic, paper, glass and tins. Wherever possible energy efficient light bulbs have been used.



There are no such things as Food Miles at the villa as an area of the farmland has been devoted to an organic vegetable garden that includes herbs, fruit, nuts and vegetables. 2009 saw the villa planting over 30 trees as they devour 10 times their weight in carbon and might offset the carbon emissions the guests use to travel to Villa San Raffaello.

The local government would like the Sibillini National Park to become a World Heritage site within the near future. A UNESCO World Heritage Site is a place (such as a forest, mountain, lake, desert, monument, building, complex, or city) that is listed by the United Nations Educational, Scientific and Cultural Organization (UNESCO) as of special cultural or physical significance. The local government hope that World Heritage status will lead to an increase in visitors and more tourism development.

Adapted source: <http://www.villasanraffaello.com/accommodation/responsible-tourism.html>

Fig. 2 Resource Material for use with Question 3.

Pembrokeshire is located in west Wales. It is famous for its Pembrokeshire Coast National Park and its many beautiful beaches. In fact it has been judged the second most outstanding of the world's coastal destinations by the National Geographic's Traveler magazine:

“Magnificent protected coastline from both ecological and geological perspectives. Land-based and marine-based sustainable tourism appeals to all ages”.



The Welsh Heritage Minister hailed the importance of Pembrokeshire's recognition to Wales' tourism industry: “It's great to see Pembrokeshire's outstanding natural beauty being recognised on an international level”.



http://www.visitpembrokeshire.com/Picvieworiginal.asp/image_id=10046

A Pembrokeshire County Council's cabinet member for tourism said: “This is wonderful news from such a prestigious organisation, and quite some achievement”.

Pembrokeshire County Council is working hard to further the development of travel and tourism. Much of this is being achieved by forming a wide range of partnerships with organisations including:

- South Wales Tourism Partnership.
- Welsh Assembly Government.
- Local councils.
- Pembrokeshire Coast National Park Authority.
- Accommodation and attraction providers such as the Fourcroft Hotel, Bluestone National Park Resort, Oakwood Leisure Park and Folly Farm.
- Tenby Resident's Association.

Further tourism development is likely to have positive and negative impacts on Pembrokeshire. The natural beauty and peaceful way of life add to Pembrokeshire's appeal but some residents are concerned about the environmental and socio-cultural impacts of tourism on Pembrokeshire with its picturesque countryside, lovely beaches and narrow roads.

Recently, the Bluestone National Park Resort development has provided nearly 200 lodges and cottages, the Blue Lagoon water park and involved the construction of a new roundabout and access roads. Visitor numbers to the resort could reach 100,000 annually.



Bluestone Lodges



The Blue Lagoon

Adapted source: www.bluestonewales.com

Fig. 3 Resource Material for use with Question 4.

The city of Essen bears the title of European Capital of Culture as the representative of the Ruhr region which has over 5.3 million residents. The Ruhr region has traditionally been known as the industrial centre of Germany and includes a number of other major cities such as Dortmund.



Following the decline of the coal and steel industries, the region has transformed itself into a cultural metropolis. The title of European Capital of Culture marked the high point of this development with over 300 projects and more than 5,500 events.

Nearly 100,000 people flooded Essen for the inaugural celebration of the year-long program that brought art, music and theatre events to the former coal and steel-mining region.

“This used to be a region of smouldering chimneys,” said German President Horst Koehler at the opening ceremony. “Now instead of mining coal from below the ground, we are promoting our many cultural facilities and events.”



The Ruhr’s smouldering chimneys



The Jewish Synagogue in Essen

The title of Cultural Capital 2010 was a windfall for the Ruhr, a former industrial powerhouse in western Germany that has been struggling with severe unemployment and poverty since the collapse of the coal-mining industry.

“Today is a dream come true,” said the Prime Minister.

Thousands of art and culture events are planned for the coming year and over five million visitors are expected from all over the world but especially Europe.



The Impressionists at the Essen Museum



Contemporary art from all over the world



An innovative art fair



Light art projects on the Ruhr river

Adapted source: <http://www.essen-fuer-das-ruhrgebiet.ruhr2010.de/en/home.html>