



GCE A level

1685/01

TRAVEL AND TOURISM

UNIT 5: Tourism Impacts and Tourism Development

A.M. THURSDAY, 5 June 2014

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.

1. Study **Figure 1 of the Resource Material** which shows extracts of a report about tourism on Easter Island.

There is a range of agents from different sectors of the travel and tourism industry involved in tourism development on Easter Island.

- (a) (i) Identify **four** types of *private sector* agents from the travel and tourism industry involved in tourism development on Easter Island. [4]
- (ii) Explain the different objectives of *public* and *voluntary sector* agents of tourism development on Easter Island. [6]

The increasing number of tourists visiting Easter Island has resulted in a range of *negative socio-cultural* and *negative environmental impacts*.

- (b) Identify and assess the likely *negative socio-cultural* and *environmental impacts* of tourism development on Easter Island. [12]

Sustainable tourism can be defined as tourism attempting to make as low an impact as possible on the environment and local culture, while helping to generate future employment for local people.

- (c) Discuss how a range of sustainable tourism practices might reduce the *negative impacts* of tourism development on Easter Island. Give examples to support your answer. [10]

Total 32 marks

2. You will have studied examples of tourism development in destinations from the *More Economically Developed World (MEDW)*.

- (a) (i) For **one** tourism destination you have studied from the *More Economically Developed World (MEDW)* describe the key attractions which appeal to different tourist types. [8]
- (ii) Evaluate how your chosen MEDW destination's location and transport links have impacted on its appeal and development as a tourism destination. [10]

Many MEDW tourism destinations, such as the UK, host a range of major events which attract large numbers of leisure and business tourists for a short period of time.

- (b) (i) Outline the different types of major events hosted within the UK. Give named examples to support your answer. [8]
- (ii) Discuss the possible *negative economic* and *social impacts* that MEDW tourism destinations might experience as a result of hosting a major event. [8]

Total 34 marks

3. Study **Figure 2 of the Resource Material** which shows images and information promoting the city of Riga in Latvia, as a European Capital of Culture for 2014.

- (a) Using **Figure 2**, explain how the events planned in Riga during 2014 could attract different types of tourists. [8]

A city, such as Riga, selected to be a European Capital of Culture, is likely to benefit from a range of positive tourism impacts.

- (b) (i) Outline the likely *positive environmental* impacts of tourism on a city, such as Riga, selected to be a European Capital of Culture. [8]
- (ii) Assess the likely *positive economic* impacts of tourism on a city, such as Riga, selected to be a European Capital of Culture. [10]

In order for Riga to be successful as a European Capital of Culture it is important that different sectors of the travel and tourism industry work together.

- (c) Explain how the different sectors of the travel and tourism industry might work together in order to ensure the success of the events planned for Riga in 2014. [8]

Total 34 marks

END OF PAPER



GCE A level

1685/01-A

TRAVEL AND TOURISM

UNIT 5: Tourism Impacts and Tourism Development

A.M. THURSDAY, 5 June 2014

2 hours

RESOURCE MATERIAL FOR USE WITH QUESTIONS 1 AND 3.

Figure 1 Resource Material for use with Question 1.

Tourism on Easter Island

Easter Island is a tiny island in the Pacific Ocean about 2 300 miles west of Chile (South America) to which the island belongs. Tourists come to Easter Island for the ancient moai – the incredible statues carved from a single piece of stone.



Easter Island has regular scheduled flights, a large and increasing choice of hotels and guest houses and a thriving souvenir trade. Hanga Roa, the only town, has a number of internet cafes, bars and night clubs. The island attracts many visitors from mainland Chile and from all over the world.

Many tourists arrive for the annual Tapati Festival, held around the first part of February. The original intention of the Tapati Festival was for islanders to celebrate their ancient culture but many islanders believe it has become more of a tourist event.

This is a busy time on the island, when cruise ships stop at the island, adding to the crowds of tourists. While they only stay one day, their impact is huge. The cruise ships may carry 1000 passengers, plus crew all of whom must be off-loaded by small tender boats as there is no deep water port. Passengers are then bused around the island to see the main sights. This puts enormous stress on the island's fragile environment, archaeological sites and Rapa Nui National Park.

An increasingly popular type of tourism to Easter Island involves very expensive private jet charters. These tourists fly in, spend one night at a hotel, see a few sights, and leave the next day.



Dancing and canoe racing at the Tapati Festival

Along with huge increases in tourist numbers, the population on Easter Island continues to grow with the immigration of Chileans from the mainland. The total daily population of tourists and locals combined is expected to reach more than 10 000 in 2014 compared to 5 000 in 2012.



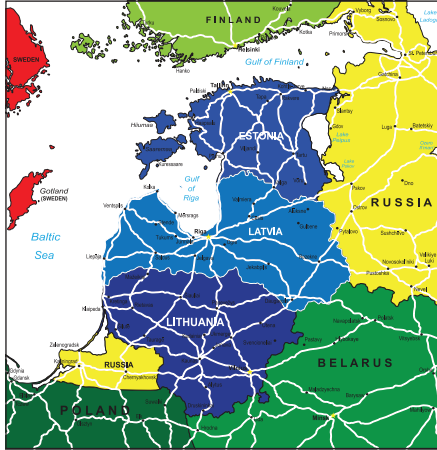
The Easter Island waste management, water supply and sanitation systems are not designed for this increase in number of people. Also there is insufficient transport infrastructure to support the increase in visitors and residents. Unchecked development to accommodate the increased numbers of tourists is unsustainable. A voluntary organisation, International Help Fund Australia, is actively working to alleviate some of these pressures on Easter Island by promoting a sustainable tourism approach. Tourism that is environmentally and culturally aware is essential, for the damage that can be done by too many tourists is incalculable.

Almost every job on the island depends on tourism and there is little unemployment. As a result of tourist revenues and government spending, living standards are improving and similar to those on mainland Chile. However, many local residents are worried about the negative impacts of tourism and have asked their Easter Island local government officers to work with the Chilean Government to introduce a sustainable tourism strategy for the island. Easter Islanders want to exploit their cultural legacy without it being destroyed in the process.

Images: Alberto Loyo/Shutterstock.com, Eric Lafforgue/Alamy, Bill Bachman/Alamy, Gail Mooney-Kelly/Alamy, Cephos Picture Library/Alamy, Serban Bodgan, Karlis Ustups, Nadinelle/Shutterstock.com

Figure 2 Resource Material for use with Question 3.

Riga – European Capital of Culture 2014 – Riga is the capital city of the Baltic country, Latvia and is regarded as one of the most attractive Baltic capitals. It is centrally located within northern Europe and has good air and rail links with its neighbouring countries. Riga has an ancient cultural heritage as well as an exciting nightlife, numerous events and national zoo.



Baltic Countries



Riga Opera House



Riga Castle



Livu Aquapark, Riga

Riga was officially unveiled as the 2014 European Capital of Culture in January 2014. One of the main events was **'The Book 1514-2014'** which is an exhibition devoted to the last 500 years of books. A human chain transferred the books from hand to hand, from the old National Library of Latvia building to the new "Gaismas Pils" (Palace of Light) National Library building.

Other events throughout the year include:

- A Riga Opera Festival
- A World War 1 art exhibition to commemorate the centennial
- A year long cycle of plays by five leading international directors
- The World Choir Games with over 20 000 singers
- A Song and Dance Festival
- A film festival featuring 7 famous European documentary filmmakers

Adapted source: <http://www.latvia.travel>