

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
GENERAL CERTIFICATE OF SECONDARY EDUCATION**

B561/01/02/RB

GEOGRAPHY B

**Sustainable Decision Making (SDM)
(Foundation and Higher Tier)**

RESOURCE BOOKLET

**This resource booklet should be available to candidates
for up to three working weeks prior to this date.**

THURSDAY 20 JANUARY 2011: Afternoon

DURATION: 1 hour

SUITABLE FOR VISUALLY IMPAIRED CANDIDATES

READ INSTRUCTIONS OVERLEAF

INSTRUCTIONS TO CANDIDATES

- This resource booklet must be handed in to your teacher at the end of each lesson. **YOU MUST NOT WRITE ON THE BOOKLET.**

INFORMATION FOR CANDIDATES

- The following abbreviations may be used:
MEDC – More Economically Developed Country.
LEDC – Less Economically Developed Country.
EU – European Union which includes the United Kingdom.

INSTRUCTION TO EXAMS OFFICER / INVIGILATOR

- Do not send this resource booklet for marking; it should be retained in the centre or destroyed.

<p>THE ISSUE: WE'RE ALL GOING ON A SUMMER HOLIDAY – HOW CAN TOURISM AFFECT THE PHYSICAL ENVIRONMENT?</p>

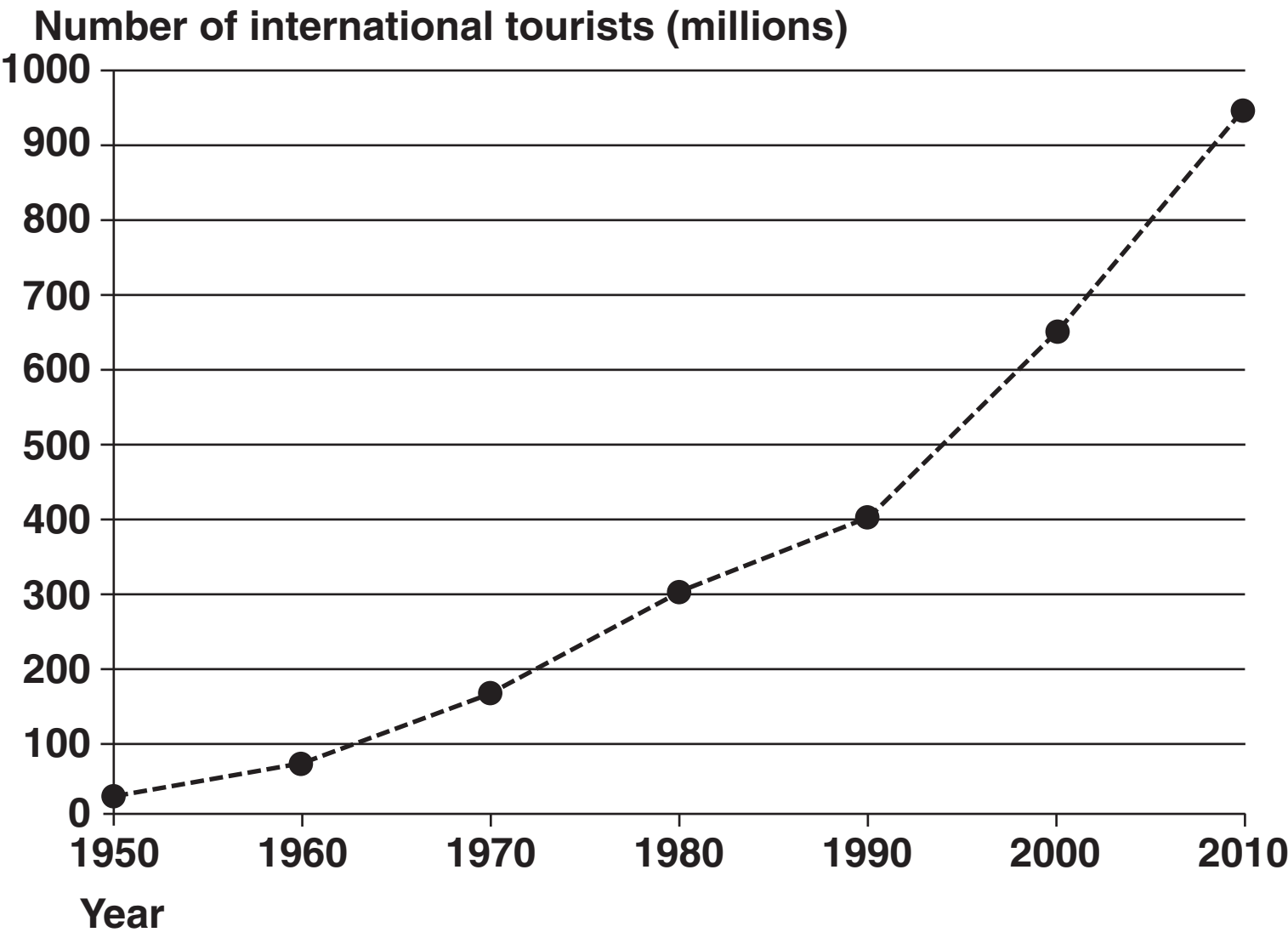
CONTENTS OF THE RESOURCE BOOKLET

Resource 1 – Increased tourism
Resource 2 – Tourist attractions of the Caribbean
Resource 3 – Tourism and the environment
Resource 4 – Tourism – Problems and ways to minimise the effects
Resource 5 – Benidorm – Costa Blanca, Spain
Resource 6 – A model of changes in a tourist area over time
Resource 7 – Ecotourism
Resource 8 – St Lucia fact file
Resource 9 – Tourist developments in St Lucia

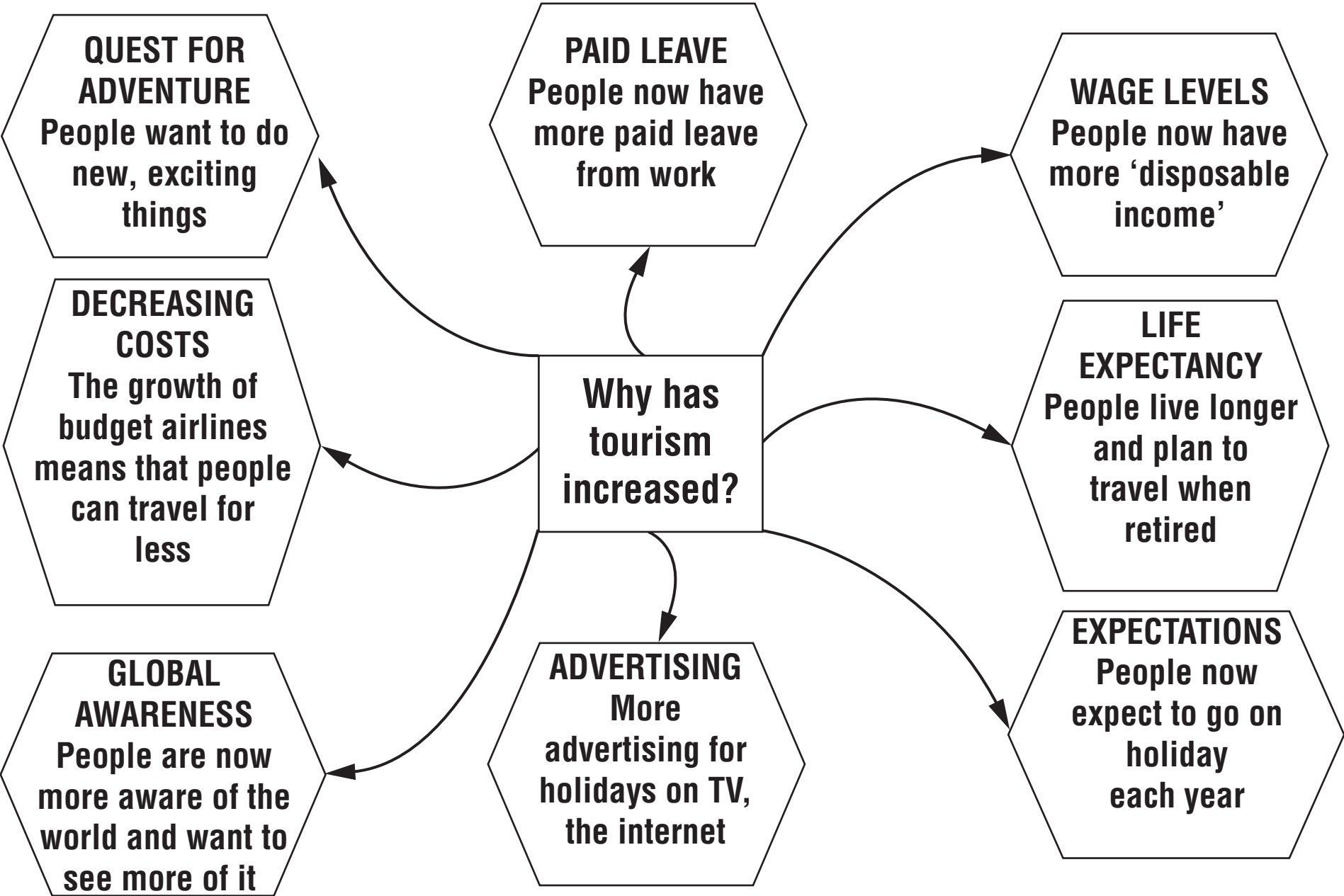
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INCREASED TOURISM

(a) International tourist numbers 1950–2010



(b)



(c)

Factors showing why tourism has become so important to the global economy.

Tourism...

- **employs 204 million people worldwide or one in every nine workers, 10.6% of the global workforce**
- **is the world's leading economic contributor, producing 10.2% of the world's gross national product (GNP)**
- **accounts for: 10.9% of all consumer spending
10.7% of all capital investment
6.9% of all government spending.**

RESOURCE 2

TOURIST ATTRACTIONS OF THE CARIBBEAN



TOURISM AND THE ENVIRONMENT

Tourism may damage the environment but it may help to protect it.



PEOPLE
How many
tourists visit
a place



CHANGE
How tourist
development
changes a
place

The impact of
tourist development
depends on
four factors

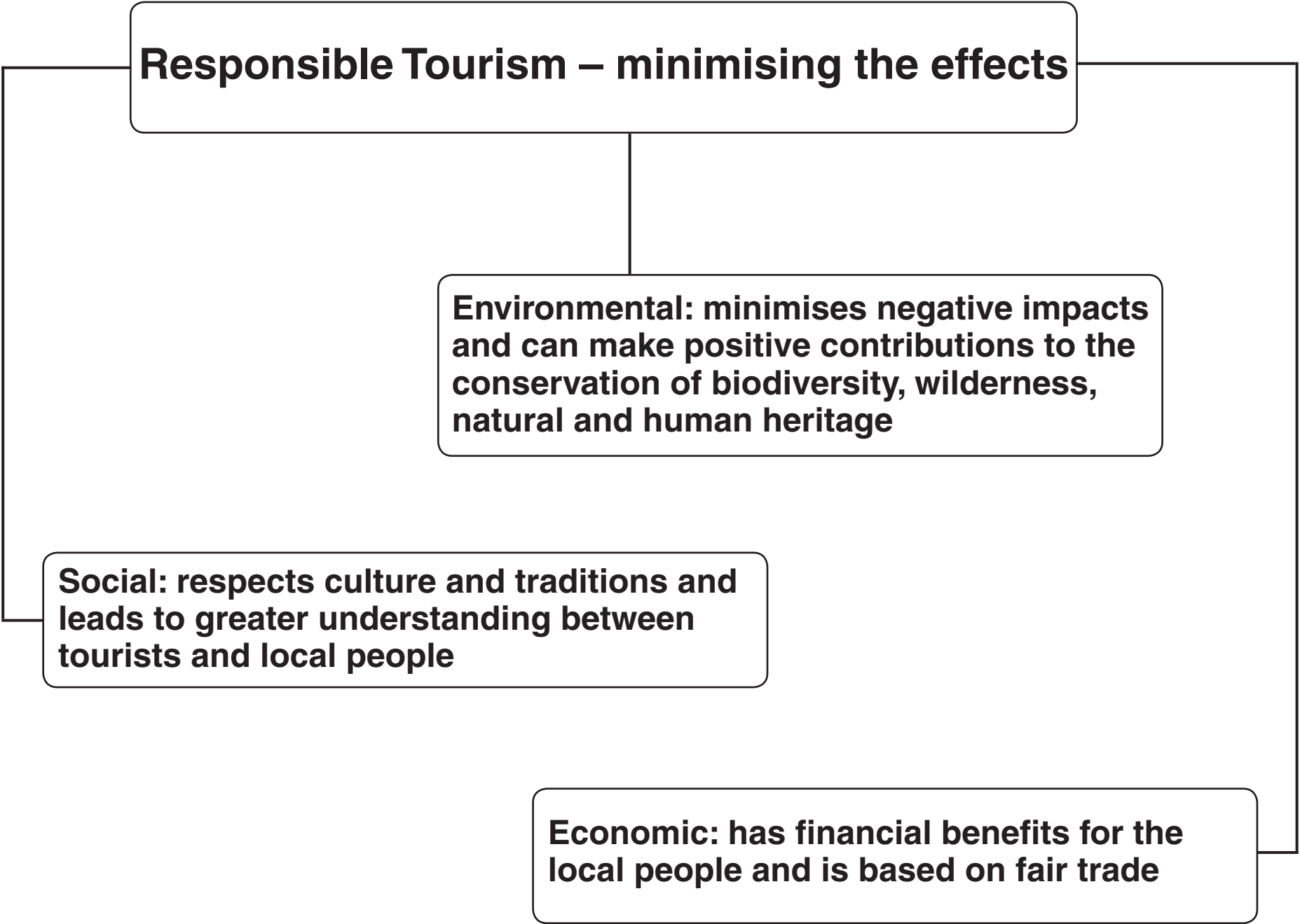
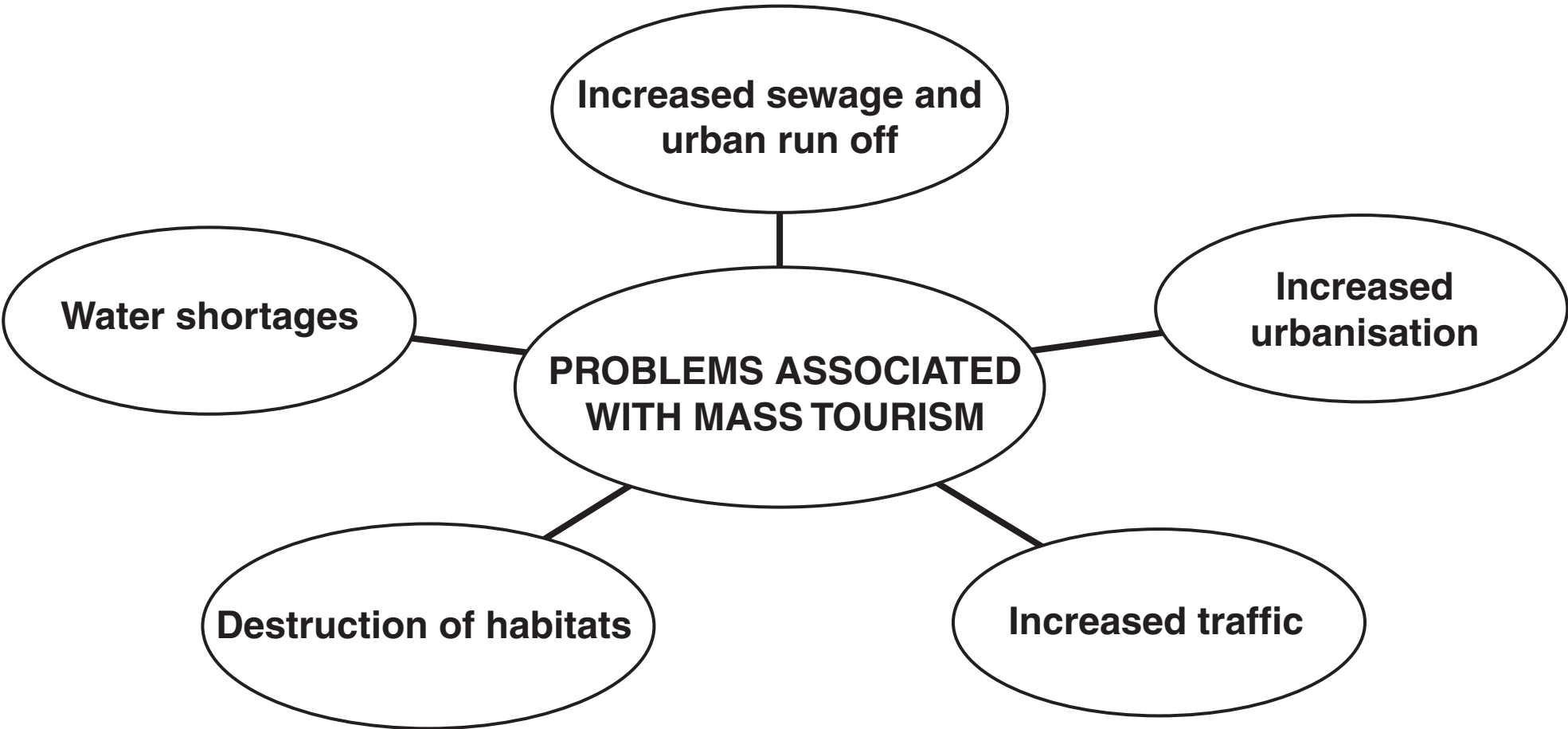
ENVIRONMENT
How ecosystems
can cope and
recover from
the tourists



TIME
How long tourist
development has
been happening



TOURISM – PROBLEMS AND WAYS TO MINIMISE THE EFFECTS



RESOURCE 5

BENIDORM – COSTA BLANCA, SPAIN



Benidorm 1936

A sleepy fishing village, with two beautiful beaches



Hotel Marconi 1930



Benidorm 2010

**The 'Manhattan' of Spain
hotels, bars and discos as far as the eye
can see**



Hotel Marconi 2010

RESOURCE 5 (continued)

In 1930 Benidorm was a sleepy fishing village with 3113 residents, two great beaches and just a few hotels.

The first package tourists arrived in 1957. The tourists loved the sun, peace and quiet. Soon many hotels and apartments were being built, often with grants from the Spanish government, but there was little planning or control and buildings were often of poor quality.

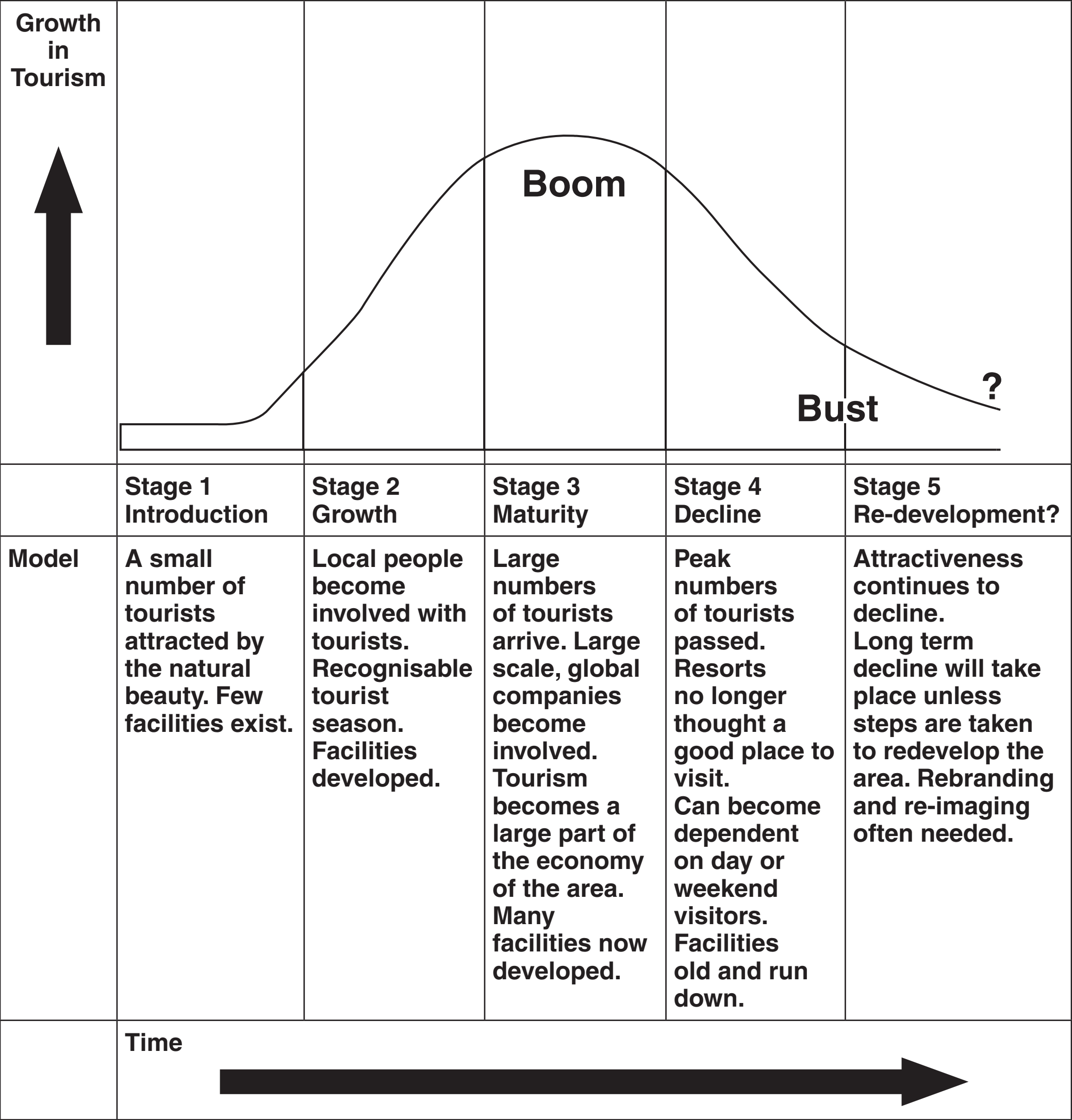
In April 1967, the airport at Alicante first opened. As air travel expanded and became more affordable, more tourists flocked to the Spanish coast attracted by great weather and cheap package deals. Many other early holiday resorts were based on the successful model of Benidorm, whose success was at a peak in the 1970s. 1977 was the very highest ever, with a whopping 12 million visitors to Benidorm.

By the late 1980s Benidorm had a poor image; it was crowded with bars and discos everywhere. Many of the hotels were cheap and shoddy and not what the brochures promised. It attracted 'lager louts'. Tourist numbers began to decline.

But ... Benidorm is really important to Spain – it contributes over 5% of Spain's Gross Domestic Product (GDP). The Spanish government became concerned about Benidorm's reputation and they have now taken more control of its development. Poor quality hotels have been improved, new high quality ones have been built and four major theme parks have been set up nearby to attract visitors all year round.

Today the town is Spain's (and Europe's) biggest holiday resort. Its reputation is improving with the government sponsoring an expensive advertising campaign. Five million tourists a year arrive to holiday in the resort and the huge range of accommodation and facilities attracts visitors young and old, families and singles. Most arrive in the summer, though the mild winter temperatures make Benidorm popular all year round, with Northern Europeans arriving for a bit of winter sun.

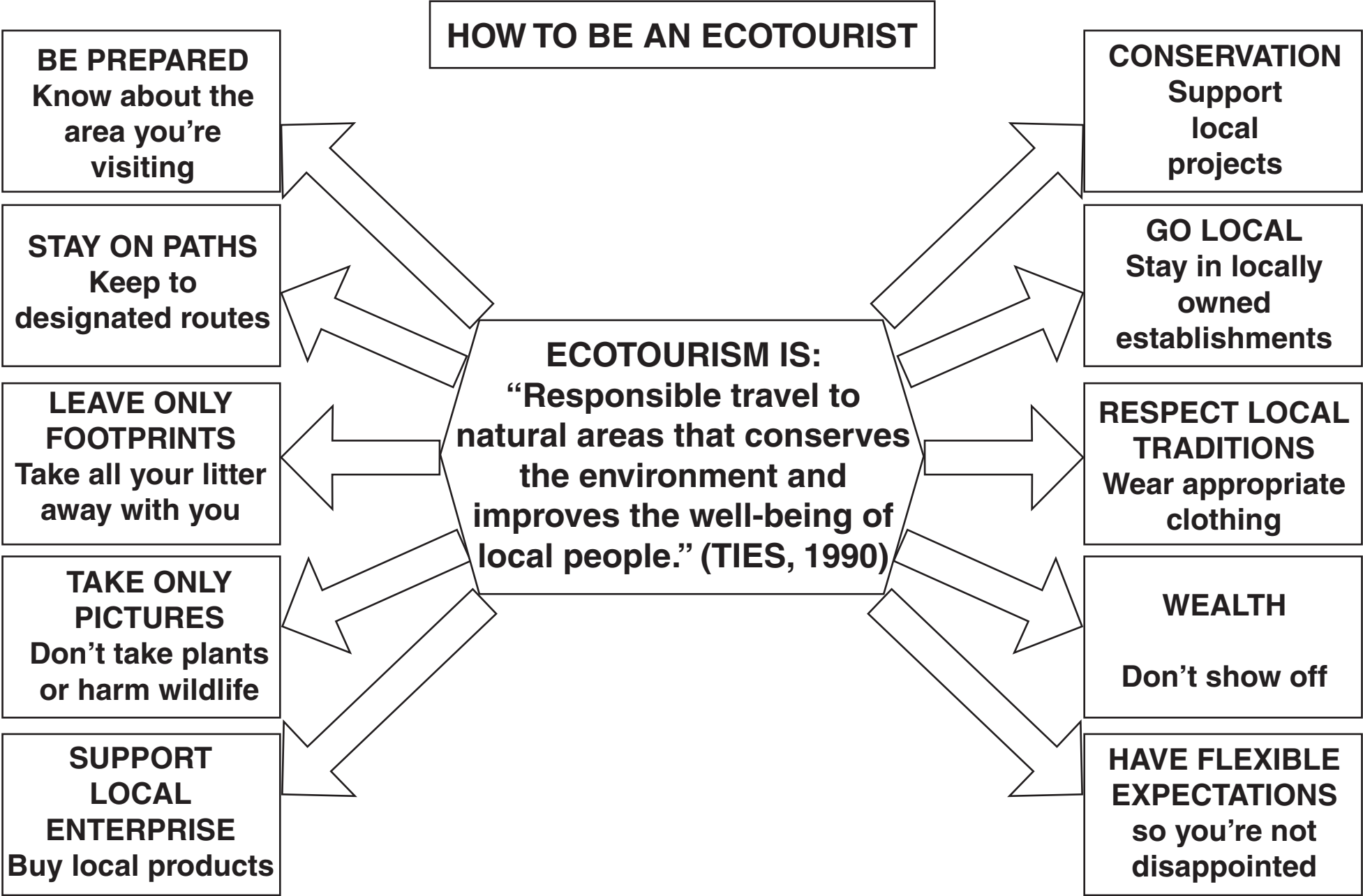
A MODEL OF CHANGES IN A TOURIST AREA OVER TIME



What happens to a tourist area if the tourists find somewhere else to go and spend their money? New tourist places develop; old resorts become run down, people want something new. To keep bringing the tourists in, places have to make sure that they change and adapt and keep up to date, or they lose out.

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ECOTOURISM



RESOURCE 7 (continued)

BUT IS IT ALL GOOD?



People keep searching for unspoilt places – ‘off the beaten track’ – opening up previously undeveloped destinations, impacting on national parks and wilderness areas.

Mega resorts including luxury hotels, shopping centres and golf courses are being established in nature reserves in the name of ecotourism.

Most money from ecotourism is still made by foreign owned airlines, tour operators and developers who send the money made back to their own more economically developed countries.

Indigenous populations are treated as ‘entertainment’. Is this really allowing them to keep their traditions and cultures alive?

Local people are still left with low paid service jobs such as tour-guides, porters and food and souvenir sellers. Their work is often seasonal and they have no assurance of year-round employment.



RESOURCE 8

ST LUCIA FACT FILE

LOCATION:	Mid-way down Eastern Caribbean Island Chain. One of the Windward Islands east coast borders the Atlantic Ocean, west coast borders the Caribbean Sea
SIZE:	620 km ² ; 43.5 km long; 22.5 km wide
GEOGRAPHY:	Mountainous volcanic island. Highest point 950 m
CLIMATE:	Tropical
POPULATION:	173 765
CAPITAL:	Castries
INDEPENDENCE:	From UK 1979
WEALTH:	Average GDP per capita £4600 (48% of GDP from tourism)
ECONOMY:	Tourism, bananas, light manufacturing and off-shore banking. Good infrastructure and educated workforce
TOURISM:	Main season January to April. Beach resorts and cruise ships



RESOURCE 8 (continued)

ST LUCIA ATTRACTIONS:

Tropical beaches and coral reefs

Rainforest

Soufrière Volcano – the world's only drive-in volcanic crater

Activities: diving, snorkelling, sailing, windsurfing, hiking, running trails

Weddings and honeymoons

St Lucia Jazz Festival – with world renowned performers

St Lucia Food and Rum Festival – known worldwide

International cricket matches

ECOTOURISM IN ST LUCIA

Increased competition from Latin America and fluctuating world prices for bananas have made the need for economic diversification in St Lucia increasingly important. Tourism in St Lucia is managed by the Ministry for Tourism. They are keen to strike a balance between economic development and protecting the unique physical landscape. Ecotourism has many advantages, but there are negatives too. These include: being expensive and so attracting relatively small numbers of tourists. They are not suited to the very young or older tourists. The accommodation is often very basic and these holidays have limited appeal to sunbathers or sports enthusiasts.



RESOURCE 9

TOURIST DEVELOPMENTS IN ST LUCIA



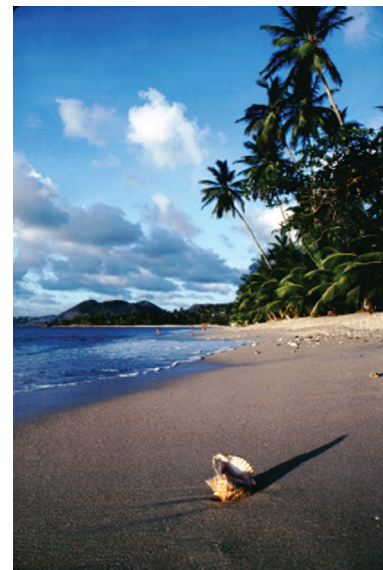
A large tourist complex
284 luxury rooms, pools, restaurants, spa, water sports and even an English pub



A small ecotourist resort
Set in the rainforest. No TVs, radios or air-conditioning. Close to Pitons Heritage Site



A smaller beach resort
A resort with villas, suites and guestrooms, on a slope covered by forest, next to a beautiful beach. Specialises in diving and other water sports



The undeveloped east coast
A series of unspoilt bays facing the Atlantic Ocean, well away from the main existing tourist areas

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