

Teacher Resource Bank

GCSE Leisure and Tourism

Controlled Assessment:

- Unit 4 Strand E Exemplar Work – ‘A Travel Package to Dahab, Egypt’ and Related Commentary

Information on exemplars

Leisure and Tourism GCSE Controlled Assessments cover new topics from September 2009.

In order to produce exemplars of work as early as possible, the Principal Moderator has used work from a number of sources e.g. work written specifically as teacher support material by older students.

While the Leisure and Tourism subject content specifically matches the specifications, teachers are asked to note that the writing style in the exemplars may vary between strands and the use of English may not be typical of a GCSE student.



Unit 4 Investigating tourism destinations and impacts

Strand E **Impact of the recommended package on the destinations local community and on the environment**

A travel package to Dahab Egypt.

In this strand I am going to describe the impacts of my chosen holiday package on the destination of Dahab, a beach resort in Egypt.

To investigate my package I have used the www.responsibletravel.com website. The package is a new kind of ecotourism holiday idea called 'volunteer trips' and involves people going on holiday to new places and having some input into the local area. This is not my own idea, but is based around an actual holiday advertised on the website.

An outline is: -

- Day 1 – 5 Fly London Gatwick to Sharm El Sheik with short transfer to the resort of Dahab. First days based at Red Sea resort undertaking diving and other activities.

- Day 6 – 8 Drive to Sinai Mountains to walk to a mountain garden near St Katherine's Monastery for camping overnight.
For next 2 days be part of a working group working on small dams to built in the mountain gardens owned by the Bedouin. At end of third day walk down valley to visit a local craft centre then travel by jeep for return to resort.

- Day 9 – 10 Return to coastal resort, overnight stay then depart from Sharm El Sheik to London Gatwick.

This would be a good ecotourism package and is part of an actual advertised holiday. It would help local people benefit from tourism in the area around the resort and in the countryside just behind the coastal area of Dahab. The possible impacts can be divided into positive and negative for the 3 parts of the holiday.

1). Travel to and around the resort.

My route from London Gatwick flies direct to Sharm El Sheik. Some flights such as British Airways ones fly to Cairo and the people transfer to the resort from there. The flight would obviously cause some negative impact on the environment as the aircraft will use fuel and cause pollution through exhaust gasses in the atmosphere. One way of reducing environmental impact is that the people on my package would avoid the long transfer from Cairo and so not add to road congestion and road pollution travelling to and from the resort through the rest of Egypt. Passengers are encouraged to take less luggage with them, reducing weight. They will hire the diving equipment locally and be encouraged to buy some items from local markets and shops. This would also benefit the local community economically and lead to a reduction

in weight on the aircraft, which will then use less fuel and so cause less pollution. On positive impact is that by travelling direct to this area it means that the airport in Sharm El Sheik will be developed and that local businesses people and residents of the towns around such as Dahab, Habada, Nabq and Om El Sid have access to an airport they might not have if everyone flew into Cairo and transferred out. The airport would also provide jobs in such things as baggage handling and customer service for local people. Although this is a positive impact, the airport could take people away from traditional jobs in the desert area, allowing less local agriculture to take place and meaning more food is imported from abroad. This could be a negative cultural impact on the local community as they lose traditional ways of life, which in this area are growing apricots and almonds in areas of land called gardens. Most of the jobs provided fall traditionally to men, which means women still have little in the way of employment opportunities and still lack the education that men in the area do. This will prove to be a negative cultural impact of tourism on the area as many men are taken away from the traditional way of life to gain employment in tourism, many becoming more 'westernised' in the process.

In summary I think that my travel package will have a positive impact overall as the jobs created and facilities gained will have a big economic impact.

2. Accommodation in the area.

Whilst working on the project activity the group will camp near local villages and camels are used instead of vehicles for moving equipment. This means that the tracks in the local area don't get overused. In the desert area the surface vegetation is easily eroded and can get worn away easily. The soil is then blown away. The environmental advantage of this type of tourism to the local area will mean it can go on a lot longer without destroying the vegetation and wildlife of the area. This means it will be sustainable. By camping at local villages the food is bought locally so there will be a good economic advantage of tourism to the region and it is good ecotourism for the local Jebeliya Bedouin, as it provides a constant source of income to them. They have to transport their products less distances to find a market so use less transport, as the market (the tourists) comes to them, so having less impact on the environment.

In the resort of Dahab the accommodation is in luxury chalets built using the local Sinai stonework to fit in with the surroundings. The pillows and mattresses are Egyptian cotton. The environmental impact is positive, as there are less high-rise hotels and the colours of the chalets and stonework fit in with the area much more than tall concrete multi storey hotels would. The locals will benefit as the economy is boosted through employment, these are local traditional building techniques, which will maintain local skills, a big part of my ecotourism package. It means the outside workers will not need to be brought in to build the large concrete hotels like the ones in I have seen in Spain. The social impact is good as locals will stay around the area, they will be using their skills in building, so keeping these skills alive for the future and visitors will be seen as fitting in with the local area and customs rather than being inconsiderate to local traditions. One negative impact of having a large number of tourist chalets is that each one needs at least one bathroom (toilet, shower, washbasin), which will mean visitors use a lot of water in this area. This is an important negative impact because in the area behind the resort it has not rained for 2 years and in this desert area water is in very short supply, the cost of providing all the extra water plus electricity will be negative economic impact on the area.

A large amount of money earned from tourism will be spent trying to improve the electricity supply and water supply for the tourists, it may not benefit locals much. This means that

although places near the coast may get a better electricity supply it will not really have much effect on the traditional Bedouin way of life. I may help to destroy the traditional methods as people move out of the inland areas to live in the modern area near the coast and so prove to be a negative impact.

I think that my accommodation package will have an even balance of positive and negative factors. The building of tourist chalets will boost the construction industry, but the extra electricity and water used will have a big negative impact. Both of these will be in a fairly small coastal area rather than to the whole of the region.

3). Activities in and around the resort.

The main activity in the resort is diving to see the coral reefs and the fish in the Red Sea. Diving has had a massive environmental impact on the area. Many divers are inexperienced and dive for the first time in this area often in quite large groups to see the coral and fish. A negative environmental impact is that inexperienced divers often have poor buoyancy and hit the reefs with their flippers, get too close and have to fend themselves off and try to touch the coral to see what it is like. This means large areas of the reefs have been damaged and the coral may have stopped growing because sand and grit particles have been stirred into the water by lots of divers making the water less clear and causing the coral to stop feeding. A positive economic impact to the area is the large number of dive centres that provide employment. Jobs in dive instruction, guiding, equipment rental have all been created in an area that had few jobs before tourism came to the area. I have tried to encourage my travel package customers to have had some PADI training before they arrive which means they will be better divers and more educated in what impacts they are having on the reefs. Dive training will provide a lot of employment in the area, but lots of these jobs are filled by people from outside the area who have been attracted by the diving.

Many of the other activities will have a wider negative impact, power boats in the area giving 'tube' rides and 'para sailing' pollute the water, stir up sand into the coral and create a lot of noise.

A lot of companies running diving or activity holidays in the area are not local some are global businesses where money earned from tourism often does not stay in the local area but is sent back to the head office, which may be in another country. Some of the jobs taken are by people from outside the area. This has a major negative impact because a lot of the money is sent home by these people who may be seasonally employed, or just here for the short term before returning home with their savings. So money spent by tourists in the local area once again does not stay in the local area.

The activities on days 6 – 8 building dams will have a big positive environmental and economic impact. Because the land is owned by the local Bedouin the improvements will directly benefit their way of life and means that they can grow more crops and provide an income for their families. Because the area is slightly inland and just behind the busy coastal area the money from tourists is spread out more through the rest of the area. A negative impact of tourism in the area up to the present has been the boost in income has been on a fairly narrow coastal strip around Dahab and Sharm El Sheik, so spreading out the benefit inland will be a big positive impacts. Visiting the local craft centre will have a big positive impact as this puts money into the hands of the local people so will be a big economic boost it also means that the people can stay in their home region they do not have to move to the coast to make a living so it will be a good social impact.

Unit 4 - Strand E

Commentary

A travel package to Dahab, Egypt

This strand is written in response to task 4 from the specimen controlled assessment tasks

“ Recommend and justify an ecotourism holiday package to one tourism destination abroad that would be suitable for a tour operator to promote and sell to U.K. tourists”

The candidate outlines the package at the start of the strand.

From the outset the candidate clearly describes the impacts the package will have on the local area. They divide positive and negative impacts clearly into economic, environmental and social categories, applying these specialist terms correctly throughout. The impacts described are place specific and relate to the area around Dahab in Egypt.

The candidate evaluates the impacts on the area at the end of each section. The candidate also has a short summary to draw some conclusions about the overall impact on the area. This would match the criteria at level 3, as they have analysed and evaluated in detail a variety of positive and negative impacts and have then gone on to draw conclusions. The best evaluation and conclusion is in the second part of the section on transport, where the candidate weighs up the advantages and disadvantages of the airport on the region. In the section on accommodation and activities the candidate describes the positive and negative impacts and attempts some evaluation. In order to gain marks at the top of level 3 they would need to go on to justify more of their conclusions drawn in these sections, to bring it up to the level of work done in the earlier section.

Quality of Written Communication (QWC) is assessed in this strand, to cover the work by the candidate over the whole unit. There are some punctuation and spelling errors throughout the work. QWC would be used to ‘fine tune’ the marks within the level. If the quality of communication was particularly poor it would move the candidate towards the lower end of the mark range within that level.

In this case the quality of the description on impacts and the evaluation would place the candidate in the mid range marks in Level 3, the QWC is good and would not detract from, or significantly boost, that initial mark. Having fewer of the simple spelling errors evident in the work would have been one way the candidate could have been awarded more marks for QWC.

Mark Level 3 = 13