

Teacher Resource Bank

GCSE Leisure and Tourism

Controlled Assessment:

- Unit 4 Strand F Exemplar Work – ‘A Package Holiday to Jamaica’ 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 F

Why the recommended package is an example of responsible tourism

A package holiday to Jamaica

My recommended package is a tour to Jamaica based on an 8 day holiday. I have put this tour together using information from the GCSE text book 'Leisure and Tourism' and the website www.responsibletravel.com.

- Day 1 Shuttle bus to Gatwick airport for British Airways flight to Kingston Jamaica
Shared transfer from airport in Kingston to Strawberry Hill Hotel in the Blue Mountains north of Kingston. Transport arranged by hotel.
- Day 2 Morning at leisure in Strawberry Hill Hotel. Walk to Irishtown in afternoon
- Day 3 Rainforest trek. Gordon Town Trail from Redlight to Penfield in Blue Mountains with local guide looking at vegetation and wildlife of the rainforest.
- Day 4 Guided driving tour of Kingston taking in Bob Marley museum, Kingston Crafts Market, Fort Charles and Port Royal. Lunch out at local restaurant to sample local food dishes.
- Day 5 Scenic drive to Port Antonio on north east coast to arrive at second hotel in Port Antonio. Dinner in hotel.
- Day 6 Raft ride through rainforest on Rio Grande River from Berrydale. Stop made on way at riverside halts for lunch
- Day 7 Dive tour of north east taking in Port Antonio Boston Bay and Winnifred Beach.
- Day 8 Depart for airport with local taxi and British Airways flight back to Gatwick.

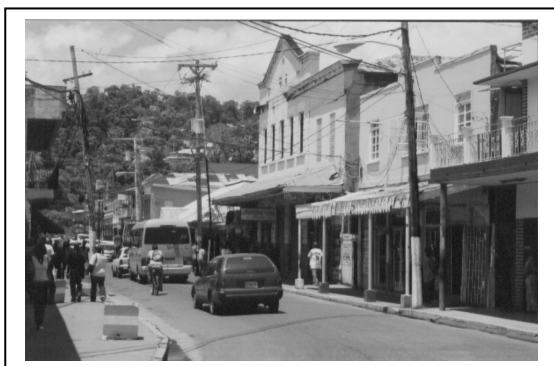
I am going to explain why my package is an example of responsible tourism.

1). Transport.

The first way that tourists on my package are asked to be responsible is in the timing of their holiday. The timing of my holiday is in the low season in Jamaica, when less American tourists visit. So although it is still summer in Britain there will be an advantage to the local economy straight away as this is in their low season. This means the locals will get income more evenly spread through the year and make it more sustainable for the economy in the long term. The flight is a direct flight to Jamaica and does not involve transfers en route. This will mean that although the aircraft will have some effect on the environment through pollution and use of fuel this will be less because the worst carbon emissions are emitted during take off and landing meaning direct flights cause less carbon emissions than transfers and stop-overs. So a direct flight is a more responsible option as it will cause less pollution to the environment. It may have been more responsible to use the national airline of Jamaica as then more of the money from the package would have gone back into the country rather than as profit to British Airways, which as far as Jamaica is concerned is a foreign carrier. My tourists are encouraged to pack less luggage, by getting a simple guide when they book, which means that they keep the weight down on aircraft and in transfers, using less fuel

The airport transfer is a good example of responsible tourism as this is arranged by the local hotel. This is better as it was a shared transfer using local drivers, meaning less pollution of having each person or family in their own taxi and also means that the local drivers pick up the business and get most of the money earned from the transfer.

The tour around the island is arranged through the hotel using local drivers who are self employed. The money paid to them will go directly into the local economy. They are also permanent residents in the area rather than seasonal employees who may be from outside the area just for the main tourist season. Seasonal employees may send most of their money earned home, meaning it is lost to the local economy. Using the local drivers also means that they take you off the main tourist routes. This is good for the tourists as they see more of the real local Jamaica and good for the island as the main routes do not all get clogged up by tourists taking the same road to the same destination honeypots. In Jamaica the roads are fairly basic and constant traffic will soon have a very bad effect on them if the same route is used all the time. Many are not surfaced and will soon get washed away in the rainy season if overused by tourist traffic in the main tourist season. This is responsible tourism as it is thinking about the locals and their need to use the roads throughout the year.

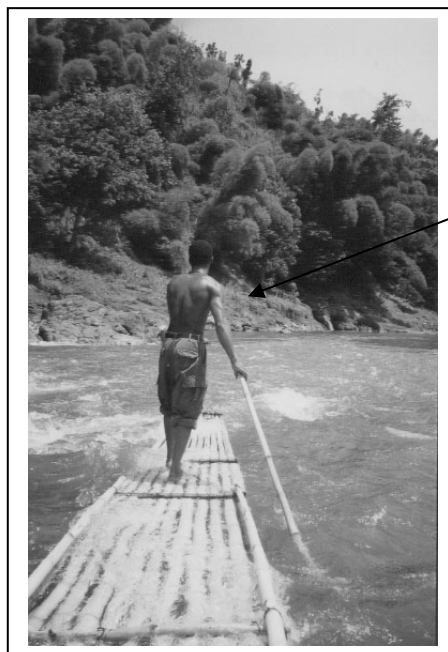


Port Antonio. A tour by local driver would help self employed taxi drivers and cut down congestion and pollution caused by large coaches

The raft tour was on one of the old banana rafts originally used to transport the banana crop from the plantations to the ports on the coast. This is a good method of transport as they do not have an engine, so cause less pollution than a boat with a motor would. Using the local guide for this means that once again the money is going directly into the local economy rather

than to outside agencies. The rafts are also taken back up the river in groups by locals who punt them back to the start, again this involves less pollution as they avoid taking them back by truck or lorry. This means less fuel is used, less pollution and less wear and tear on the local roads. Jamaica has to import all of its' fuel mainly from the United States which is very expensive, using less as a tourist cuts down on the need to do this.

Stopping off at local food stalls on river route means tourist would sample local produce not imported food



Clive the raft guide. Tourists on my package would use local guides as a responsible way of putting money into the local economy

2). Accommodation.

The Strawberry Hill hotel is a good example of an ecotourism hotel. It uses local labour that will have a positive impact on the local economy. Most of the people who work at the hotel live locally which means they do not have to travel far to work, most walked. This would mean less pollution by transport of the workers to and from the hotel and that most of the money earned will stay both in the local area and in the economy of Jamaica. As they were residents the employment was on a more permanent basis than the seasonally employed outside workers in many hotels. It means that tourism in the hotel is much more sustainable. The stationary in the hotel and in the rooms is made from hand made recycled paper and there is no room television or telephone. This means that guests use less electricity on watching TV and this will be more environmentally friendly. Generating large amounts of electricity for tourists use takes a lot of money away from projects for the locals. It means much of the money earned from tourism goes out of the country to buy generating equipment. They also have leaflets advising that if the hotel does not have to change the towels every day then this will save on energy use and be better for the environment. Guests are encouraged to hang up their towels if they do not wish to have them changed. This may be good for the environment in some ways but is now done by most hotels as a good way of saving money on their laundry bills. If the laundry service is use less it may mean that the jobs that would be created in this area are no longer needed, meaning less employment opportunities. Not having TV's in the rooms would use less electricity and mean less imports of manufactured goods into the country from abroad, but is also a good way of saving money from the hotels point of

view and justifying it to the hotel guests, most of whom would not argue against the environmental principles.

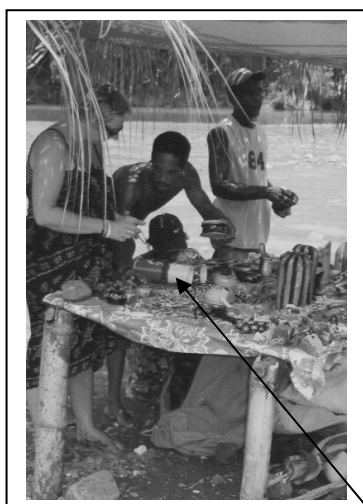
The Strawberry Hill Hotel is built in a more traditional way. This will blend in more with the environment and mean that local builders can be employed in the building of the hotel in the first place. You can see from my picture that the lodges are not the usual high rise blocks that would not fit in with local traditions and the environment of the area. This holiday is therefore more responsible because it stays only at hotels that are built to fit in with the local environment.



Strawberry Hills Hotel. Built in traditional style and from local materials it fits into the environment better

Jamaica Heights Guest House is run on ecotourism principles. Dinner is cooked by a local self employed chef who is paid directly by the guests not through the hotel. They use locally sourced food only from Port Antonio Market. This means that more of the revenue from tourism is kept in the local area not only to support jobs directly in the hotels but also in local villages where they grow and produce the food.

3). Visits/ Sightseeing.



Tourists are encouraged to buy souvenirs from local markets and traders. Visitors are encouraged not to buy items made from endangered species, hard woods or ancient artefacts that would lead to a destruction of the local environment and would not be sustainable in the long term. By using local restaurants and markets the traditional way of cooking food is preserved rather than being a more western diet using imported goods. This is more sustainable culturally as the local traditions are preserved, it would therefore not only provide employment but also preserve the local customs and traditions. Tourist are encouraged to respect these meaning that in the long term the trade is more sustainable.

Tourists are encouraged to buy souvenirs from local stalls and craft markets like this one.

Unit 4
Investigating tourism destinations and impacts

Strand F

Why the recommendation is an example of responsible tourism.

Commentary

A travel programme to explore Jamaica

This strand is an extract from a candidate's work completed to fit task 5 from the specimen assessment tasks.

“Recommend and justify a travel programme suitable for an independent traveller who wants to travel to and explore one long-haul destination as a responsible tourist”

From the outset the candidate describes and explains in the detail how the travel programme and exploration of the destination is an example of responsible tourism. They use actual examples rather than generalities and are able to give an explanation of how the different parts of the package are responsible in terms of the effect of the programme on the local environment, economy and culture.

For example in the first section on transport there are a number of examples where the recommendation can be described as 'detailed'. The candidate states that the direct flight is a more responsible form of travel than flights with transfers and goes on to fully explain why this is the case. The explanation of why the raft tour is an example of responsible tourism is thorough, with two or three reasons being given. It applies directly to the candidate's recommended programme and is specific to this location in Jamaica.

The explanations continue to be detailed and thorough, obviously based on personal experience or extensive research of the area. At each stage the reasoning behind why it is good for the area and the local population is explained in detail. The work fits the criteria in the level 3 box of the assessment grid. As the explanation is detailed throughout the strand, together with the fact that a number of reasons are given as to why each part of the programme is an example of 'responsible' tourism, maximum marks are awarded. A candidate who explains some parts in detail and provides evidence at level 3, but whose explanation of some parts of the tour are less detailed than this would obviously have gained level three marks at the lower end of the level 3 mark range.

Mark awarded level 3 = 12 marks