



**GCE A level**

1685/01

**TRAVEL AND TOURISM**

**UNIT 5 - Tourism Impacts And Tourism Development**

A.M. TUESDAY, 11 June 2013

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 **Fig. 1** which shows information and images about the South West Tourism Alliance and *agents of tourism development* in the south west of England.

- (a) (i) Identify **two** *public sector* organisations and **two** *private sector* organisations involved in the South West Tourism Alliance. [4]
- (ii) Outline the likely objectives of *private and public sector* organisations involved in the South West Tourism Alliance. [6]

The south west of England has many attractive coastal areas and resorts.

- (b) Assess the possible *socio-cultural impacts* of tourism development for coastal areas and resorts such as those in the south west of England. [8]

Many travel and tourism organisations, such as those in the South West Tourism Alliance, view sustainable tourism development as the key to a successful future.

- (c) Explain how different travel and tourism organisations might introduce practices to encourage a sustainable approach to tourism development. [10]

**Total = 28 marks**

2. Travel and tourism development is an important factor in the economy of many destinations from the *More Economically Developed World (MEDW)*.

- (a) For **one** tourism destination you have studied from the *More Economically Developed World (MEDW)*, describe its appeal to different visitor types. [8]
- (b) (i) Outline recent examples of travel and tourism development projects from the *More Economically Developed World (MEDW)* which have contributed to the appeal of destinations. Give examples to support your answer. [8]
- (ii) Explain how these travel and tourism development projects could have *positive economic impacts* on the destinations you identified in (i). [8]

**Total = 24 marks**

3. Study **Fig. 2** which shows images and information about travel and tourism in Antarctica.

- (a) (i) Outline the *negative environmental impacts* that might result from the increased travel and tourism activity in Antarctica. [8]
- (ii) Suggest how the *negative environmental impacts* you identified in (a)(i) could be reduced. [6]

In many established destinations awareness of the environmental impacts of travel and tourism activity has increased in recent years.

- (b) For destinations you have studied describe and assess the *positive environmental impacts* of travel and tourism. [10]

**Total = 24 marks**

4. Study **Fig. 3** which shows information and images about travel and tourism in The Gambia.

- (a) Using **Fig. 3** outline the appeal of The Gambia as a destination for **UK** tourists. [8]

Many governments from the Less Economically Developed World (*LEDW*) aim to attract investment from foreign companies in order to further develop their travel and tourism industry.

- (b) (i) Discuss the *negative economic impacts* that countries, such as The Gambia, might experience in their process of development as a tourism destination. [8]
- (ii) Assess the conflicts, within the *Less Economically Developed World (LEDW)*, which might arise between the different *agents of tourism development* as a result of *foreign investment*. [8]

**Total = 24 marks**



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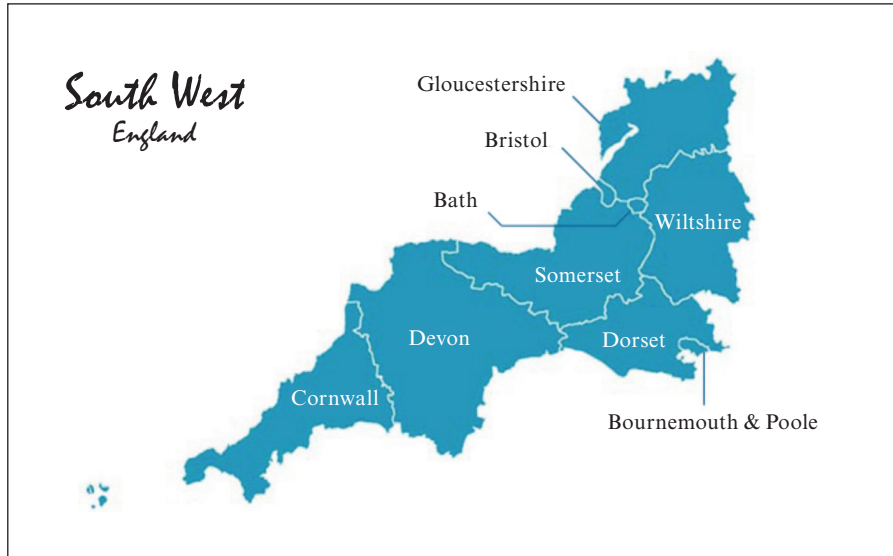
2 hours

**RESOURCE MATERIAL FOR USE WITH QUESTIONS 1, 3( $\alpha$ ) AND 4( $\alpha$ )**

**Fig. 1** Resource Material for use with Question 1.

### SOUTH WEST TOURISM ALLIANCE

The South West Tourism Alliance is responsible for the development of travel and tourism in the region shown below.



The South West Tourism Alliance members include a range of travel and tourism organisations such as:

PLYMOUTH UNIVERSITY	PREMIER COTTAGES
DARTMOOR NATIONAL PARK AUTHORITY	VISIT CORNWALL
EXETER UNIVERSITY	BLUE CHIP HOLIDAYS
THE BED AND BREAKFAST ASSOCIATION	SOMERSET COUNTY COUNCIL
SUSTAINABILITY SOUTH WEST CHARITY	VISIT DEVON

The overriding principle of the Alliance is to support the travel and tourism industry and to improve the visitor experience with a sustainable approach.

#### Coastal areas and resorts along the south west of England



St. Ives, Harbour Beach



Fistral Beach, Newquay

Adapted source: <http://www.swtourismalliance.org.uk>

**Fig. 2** Resource Material for use with Question 3(a).

The continent of Antarctica surrounds the South Pole. The nearest landmass is South America, which is over 620 miles from the tip of the Antarctic Peninsula.



There are no indigenous people on Antarctica. Even basic resources such as water have to be brought in. The population varies from fewer than 1,000 in winter to over 50,000 in summer: This includes 5,000 scientists from 27 different countries and about 40,000 tourists. The number of tourists has gradually increased to its present number from only 6,000 in 1992.

The main tourism activities include cruise ship visits, kayaking, small boat landings, private expeditions, fishing trips, helicopter and aircraft flights, walking and scuba diving.

### Images from Antarctica



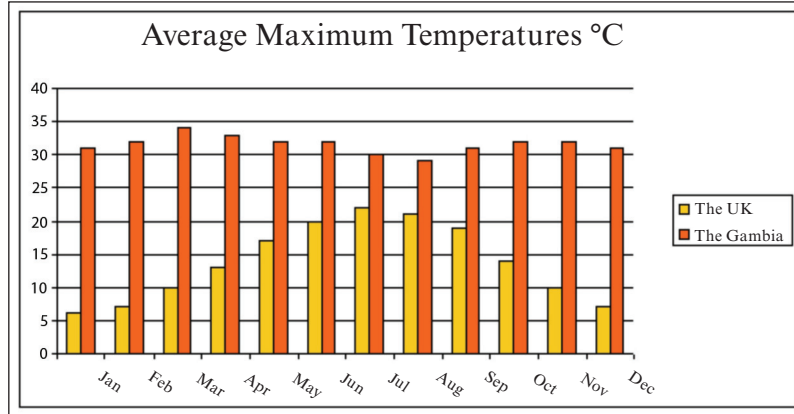
Adapted source: <http://www.coolantarctica.com>



**Fig. 3** Resource Material for use with Question 4(a).

The Gambia, an English-speaking former British colony in West Africa, is only 6 hours flying time from the UK and there is no time difference.

The Gambia has a very warm climate all year round which features a lengthy dry season, spanning from November to June and a relatively short wet season covering the remaining four months.

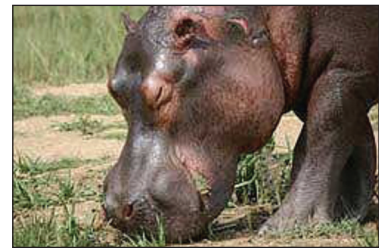


The Gambia offers a range of accommodation, from luxury hotels and self-catering apartments to country lodges. Many of the hotels offer all-inclusive holidays which cater for all the tourists' needs. Tourists can indulge in a single or multi-centre beach holiday or enjoy the beautiful natural scenery and its wildlife.

### The Sheraton and Bijilo beach hotels



The Gambia has six national parks and nature reserves which offer a range of ecotourism activities such as bird watching, river safaris and guided walks.



Adapted source: <http://www.visitthegambia.gm/index.html>

Adapted source: <http://www.gambia.co.uk>