



GCE A level

1685/01

TRAVEL AND TOURISM

UNIT 5 - Tourism Impacts and Tourism Development

P.M. MONDAY, 21 January 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 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. Mass tourism destinations emerged over fifty years ago and have seen many changes in recent years.

(a) Outline the key characteristics of mass tourism destinations. [4]

(b) Explain the reasons for the development of mass tourism destinations since the 1960s. [6]

Visitor numbers to some mass tourism destinations have decreased in recent years.

(c) (i) Explain why visitor numbers to some mass tourism destinations are decreasing. [8]

(ii) Outline the strategies that mass tourism destinations have introduced to reverse this decrease. Give examples to support your answer. [8]

Total = 26 marks

2. Study **Figure 1 of the Resource Material** which shows some images and information about tourism in Thailand.

Some long haul destinations, such as Thailand, have seen an increase in luxury all-inclusive resort hotels in recent years.

(a) Suggest why all-inclusive resort hotels might be unpopular with host communities in tourism destinations. [6]

(b) Assess the likely *negative environmental impacts* that Thailand might face as a result of increasing visitor numbers. [8]

Like many destinations, the Tourism Authority of Thailand has chosen a sustainable tourism approach and is encouraging three different types of sustainable tourism development.

(c) Explain why **each** of the following types of tourism might be considered to be sustainable tourism development. [12]

- Ecotourism
- Agritourism
- Cultural tourism

Total = 26 marks

3. Study **Figure 2 of the Resource Material** which shows some information and images about Viljandi County in Estonia.

- (a) Suggest the likely political objectives of the Estonian government in wanting to develop Viljandi County as a tourism destination. [6]

The Estonia Tourism Authority is encouraging travel and tourism organisations to invest in tourism development in Viljandi County in order to attract more visitors.

- (b) Describe the types of tourism projects and activities that would be most suitable for Viljandi County to develop. [8]
- (c) Assess the problems that new and emerging tourism destinations in Europe, such as Viljandi County, are likely to face in attracting visitors from major European countries. [8]

Total = 22 marks

4. You will have studied examples of tourism development in destinations from the *Less Economically Developed World (LEDW)*.

- (a) For **one** tourism destination you have studied from the *Less Economically Developed World (LEDW)*, describe the major travel and tourism developments which have helped to increase visitor numbers. [8]
- (b) Assess the *socio-cultural impacts* of travel and tourism development on your chosen *Less Economically Developed World (LEDW)* destination. [8]

A number of *agents of tourism development* operate within *Less Economically Developed World (LEDW)* destinations.

- (c) Discuss the range and varying objectives of *agents of tourism development* operating within *Less Economically Developed World (LEDW)* destinations. [10]

Total = 26 marks



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RESOURCE MATERIAL FOR USE WITH QUESTIONS 2 AND 3

Figure 1 Resource Material for use with Question 2.

Thailand is an increasingly popular tourism destination for visitors from all over the world. Between 1998 and 2010 the number of international tourists visiting Thailand increased from 7.8 million to 15.8 million.



There are plenty of tourism resources in Thailand. Some are natural tourist attractions while others are historical or cultural. Consequently, the number of tourists is increasing every year. This has resulted in a number of negative impacts that the Tourism Authority of Thailand is determined to solve.



A number of all-inclusive resort hotels have been built along Thailand's coastline.



Tanjung Rhu Resort



Thai jungle and safari

Source: <http://www.visit-thailand.info/photo>

Figure 2 Resource Material for use with Question 3.

Location: Viljandi County is located in Estonia, Northern Europe and is approximately 1100 miles from countries such as the UK and France and the flight time is about 2 hours 30 minutes.



Estonia



Viljandi County

The Estonia Tourism Authority has committed itself to the development of tourism in Viljandi County. Although visitor numbers have increased most visitors are domestic and from nearby countries such as Finland and Latvia.

Accessibility:

Estonia's only international airport is at Tallinn which is approximately 150 miles from Viljandi County. Public rail and bus transport is irregular and many roads are of poor quality.

Climate:

Estonia has warm summers with temperatures reaching 28°C but winter temperatures can be as low as -25°C. Snow may lie on the ground for many months.

Attractions:

Soomaa National Park was created to protect the wetlands, valley forests and flooded meadows. Native animals of Soomaa are the lynx, wolf, brown bear, elk, wild boar, roe deer and otters. 160 bird species have been counted, including rare species such as the black stork and the golden eagle.

Soomaa National Park**Viljandi Castle Ruins**

Viljandi Castle used to be one of the biggest and most powerful castles in the Baltic region in the 13th century, but it was destroyed completely by the enemy in 1558. Nowadays, only the walls are left.

Karksi-Nuia is a picturesque town which includes a 14th century fort, a botanical garden with many rare tree species and a 17th century Lutheran Church.

Viljandi Folk festival is a big attraction which attracts both domestic and overseas visitors.

Currently, most of Estonia's visitors come from its neighbouring countries such as Finland, Russia and Latvia. However, the government's tourist authority is seeking to develop its tourism industry in order to attract visitors from other major European countries such as the UK, France and Germany.