

Unit 4 Exemplar Report Consuming the Rural Landscape

Note: These exemplar reports are based on the work of candidates under examination conditions, during the January 2010 examination series. The reports were originally hand written but have been typed up, with diagrams redrawn. Errors, including QWC errors, have in most cases been kept. The aim of these exemplar reports is to highlight good practice and areas of potential improvement. The marking levels and examiners comments given are indicative and should be used as a basis for discussion in the classroom, rather than indicating a specific grade.

Pre-release research focus:

OPTION 6: Consuming the Rural Landscape - Leisure and Tourism

- **Explore** the variety of challenges created by leisure and tourism in rural areas and how they have changed over time.
- **Research** contrasting types of rural landscapes experiencing leisure and tourism in order to assess their varying threats and opportunities.

Report Title:

The changing nature of leisure and tourism poses challenges for rural areas across the world. Discuss.

Plan:

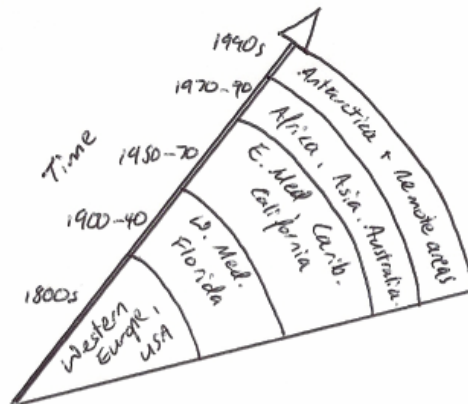
Intro Definitions; pleasure periphery; time-space compression
Set out case studies, MEDC / LEDC contrasts + changing challenges
Butler

- 1 LEDC Machu Picchu - problems / challenges of ad hoc development
Need for sustainable management
Eval.
 - 2 MEDC Lake District
+/- of large visitor numbers
Doxey irritation index
Eval - can manage the challenges
 3. Wilderness and carrying capacity (models)
Antarctica
Eval - challenge of special management needs
 4. Masai Mara - challenges of developing tourism in LEDCs
+/- plus management
Eval - positive so far
- Conc Refer back to models and link
Refer back to challenges and case studies
Sust. is key
Rising numbers = rising challenges but can be managed

Introduction

In the course of the last century leisure and tourism has changed from being almost non-existent to spanning the globe. This is shown in the Geographer Janelle's idea of 'time – space compression'. The pleasure periphery (see Figure 1) started off in the now very developed core of Europe and in the last two decades has made it right to the 'wilderness' destinations of places like Antarctica.

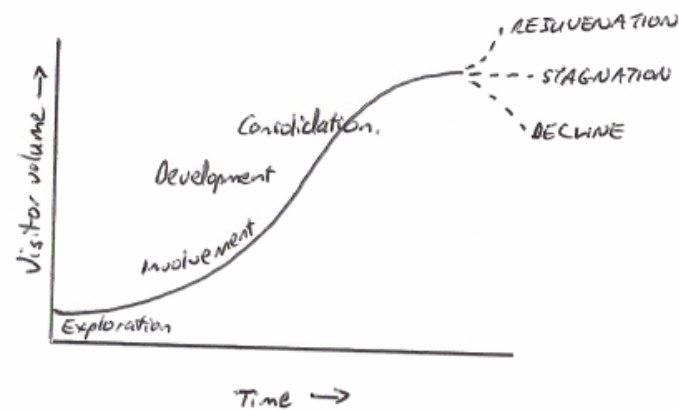
Figure 1: the pleasure-periphery



Obviously humans visiting locations that were left untouched, for sometimes thousands of years, has the potential for causing severe challenges that could go as far as leading to the demise of the very things people go to enjoy in the first place. This is through the syndrome of 'loved to death' tourism. However tourism also brings numerous benefits and is now a key factor in many LEDC's economies. For instance in Peru Machu Picchu and other tourist destinations are a key part of the country's economy where half its residents are below the poverty line. Tourism is defined as the practice of visiting a place for less than a year for pleasure and recreation. Leisure is all recreational activities that humans take part in, in their free time. In an increasingly connected world people are finding it ever easier to plan and participate in travel, this is combined with MEDC's populations having more free time (for instance the European working week directive) and more disposable income.

The Butler model (see Figure 2) can show us how over time the nature of tourism in an area can change quite dramatically.

Figure 2 Butler's model of tourism change



1. Tourism development in LEDCs

For instance according to 'Kim Adam's' Geo File on Machu Picchu in 2008 the area has very much started to suffer from a loved to death syndrome. It is a LEDC tourism destination that has been facing severe problems.

It was founded in 1911 and only a hundred years later there is concern that the level of tourism could completely remove its existence. The Urubamba river below the ruins has human waste, water bottles and tea bags surrounding it according to the manager of the 'South American traveller club lodge'. Also the sheer number of people and the metal tipped poles that they are using have actually led to serious amounts of erosion along the Inca Trail. With the area been known for more than just its ruin, helicopter flights in the region are said to have led to the decline of a precious and rare orchid. Thus on the Butler Model it is very much in decline. In 2000 a piece of research was conducted by Kyoto University. It stated that the landslide risk in the region was very high. According to BBC news coverage from even the last 48 hours the recent floods in the region have led to numerous landslides, one of which destroyed the tourist train that is the only way of getting up to the ruins. However even with all this landslide risk there has still been talk of the building of a cable car up to the ruins by the company 'Orient Express'. The vibrations of the cable car according to UNESCO could lead to such a large landslide that the whole ruins actually would end up in the Urbamba river below.

Having said this there is no question that Peru is a very poor country. It was estimated by the Peru institute of tourism that in 2008 the Inca trail and Machu Picchu combined actually brought into the country more than 20 million US dollars which for a country that has half its population below the poverty line this is clearly exceptional. 40,000 people visited last year and this is continuing to grow. The multiplier effect of tourists spending for instance in the closest town 'Cusco' there are a large number of hotels and other services geared towards supporting the tourists. A local resident called Mr Someringo stated in a BBC report after the flooding that he is looking forward to the tourists returning as they provide 85% of his shops business. Of course it is not ideal to rely on tourists to this level, yet for people who have very little the tourism has been simply life saving. The main alternative is the burning and then attempted farming of the local rainforest. Obviously for the environment this is horrific and it would lose much of the rare species of plants and animals in the region. Meanwhile tourism is actually a relatively 'clean industry' which does lead to the forest generally been preserved for the tourists to see.

Evaluating Peru's experience

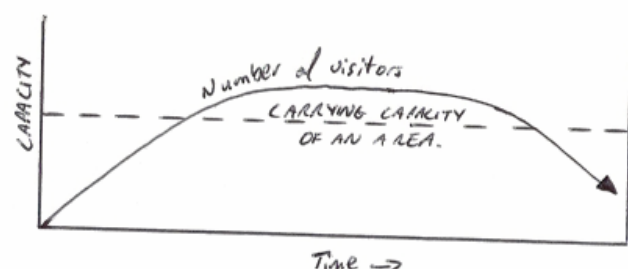
Thus to conclude in Peru the lack of regulation in the area and the ad hoc attempts to lure tourists have definitely posed challenges for Machu Picchu and the Inca trail. The lack of people to look after it is of particular concern (35 people are employed). Having said that it is so important that tourists continue to visit the area to help to lift the local population out of poverty. Recent management techniques like the limiting of people who can go on the Inca trail, the rule of no metal studded walking poles and the requirement to be with a guide should all help. However the key is to limit the number who can visit the area and try and ensure that tourism in the area is sustainable so that future generations can witness the wonders there.

2. Developed world contrasts

In the lake district tourism has been in existence for over a hundred years. It is an example of long standing MEDC tourism. William Wordsworth used to visit the area and write many of

his poems about it. The 1857 railway from Kendal to Windermere definitely opened up the area to many of the factory workers from the surrounding towns. After WW2 with the rise of both leisure time and disposable income 'The Lakes' have continued to be popular. Last year according to the National Park Authority it is estimated that 8 million people visited the area. Yet it is still liked by many thus it would be deemed that it has a high carrying capacity (see Figure 3).

Figure 3: Carrying capacity model



This obviously comes with challenges. The most famous lake of the region, Windermere has been getting steadily busier. In 2005 it got so bad that it was decided to place a speed restriction of ten miles per hour on all vessels and to have a patrol boat for busy times. The Lake District Authority employs 300 people and there are all sorts of problems associated with the volume of visitors. For instance whilst the area does have a relatively high resilience the sheer number of people who use the paths in the hills that surround the lakes has led to hideous erosion scars. For instance at Cumnock water of the West shore it got so bad that the path was a rocky track 6 meters wide. The 'friends of the lake district' a charity decided something had to be done. A scheme was devised where a sheep fleece based path would be built. Now the path is spongy to walk on and is visited as an attraction in its own right. These challenges and more importantly how the Lake District has responded are addressed in 'Tourism – Principles and Practices' (Fletcher and Cooper).

However it is wrong to say that the Lake District has only faced problems. The area has numerous Government protections on it ensure it is preserved, this has been largely achieved through mounting tourist pressure. The national problems of Rural to Urban migration were never really felt in the Lake District due to the number of people who visit it and thus maintain its services and economy. Whilst there we conducted a land use survey and in for instance Kendal 60% of the shops on the high street said that tourism accounted for over 80% of their profits. The area simply wouldn't survive without people visiting it. On a much more Social front out of 20 people interviewed 14 said that they like the fact that tourists wanted to come and see what their area had to offer. Whilst nearly all stated that the traffic it brings in the summer is definitely irritating they said that overall the tourists brought more benefits with them than positives. Thus on the Doxey irritation index (figure 4) whilst many people would assume that a population in such a busy tourist destination would be at least 'irritated' it would appear that out of those interviewed they are largely apathetic.

Figure 4: Doxey Irritation index

1. EUPHORIA - delight in contact
2. APATHY - indifference with large visitor numbers
3. IRRITATION - annoyance at prices, crime, cultural problems
4. ANTAGONISM - aggression to visitors.

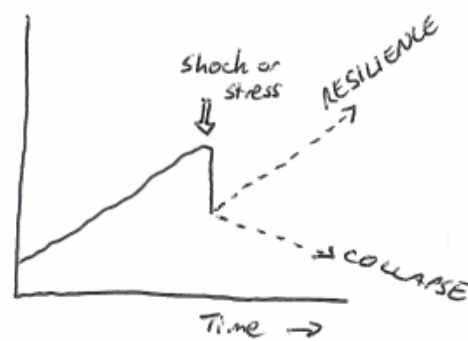
Evaluating the Lake Districts challenges

Thus to conclude the Lake District has been a favourite destination of the people of the UK for over a hundred years and is likely to continue to be so. Careful management and a lot of funding is attempting to conserve the landscape. Whilst the number of tourists brings challenges, which are ever changing, they tend to be managed well and the Lake District should continue to provide pleasure for those who take tourist or leisure time in it.

3.Challenges in developing wildernesses

Antarctica is very much 'pristine wilderness' on the wilderness continuum. In the last decade tourism has changed from about 4,000 people visiting it a year to more like 40,000 according to the Antarctic and Southern Ocean Coalition. It is easy to see the charm of it and particularly the rise to the 'Pensioners pound' tourism has led to the expensive trip there becoming more popular. However, due to the arguments between at least 7 countries over who has rights in various parts of the Antarctic regulation has been very limited. This presents many challenges. In Prosser's book 'Leisure, recreation and tourism' these are explained. The high fragility of the area means that on the carrying capacity model it has a very low recreational carrying capacity (see figure 3.). Thus in recent years the 'shock' of waves of tourists has led to problems of its ecosystem. The university of British Columbia stated that on the Fragility Model tourism is very much meaning that there has been a shock to the system (see figure 5).

Figure 5: Fragility model



The counters to this are slow in coming. For instance in 2007, 24 elderly British were part of a large group of passengers who were on the M/S Explorer as it became grounded on an ice barge. When the passengers were rescued the ship could not be recovered. Thus it sank and caused an oil spill. This was considered by the conservationist movement to be an unnecessary risk to the ecosystem of the area. Dr David Walton of the British Antarctic Survey was inclined to agree. He was practically concerned about proposals to build an airport on Antarctica and the effect that large tourist landings have on the slow growing mosses of the area which are the basis of life there.

However the Association of Antarctic Tour Operators is inclined to disagree. Whilst there is an obvious agenda to what it states, it has come up with a list of self regulating proposals that all its members now must follow. For instance ships must be reinforced, they can only carry up to 500 people at any one time and when going on to land only 100 people can go at a time with well trained guides. It also donates vast amounts of money to research in the area and conservation.

It is easy to be cynical about an organisation like this but if all tourist operators were to follow their advice and the international community could support this with law, many of the current concerns could be avoided. Olly Phillipsens' 2003 Geo File also supports this notion that whilst tourism shouldn't be banned in the region completely it does need to be governed very tightly to ensure the 'wilderness' quality of the area isn't lost.

4.Overcoming challenges in the developing world

In the Masai Mara national park there has been a recent rapid increase in tourists wanting to visit the area. They come for safaris to see the beautiful and wide ranging animals of the region. It first has to be considered that this is in Kenya. It is very much an LEDC with 70% of its population living below the poverty line. The Government in Nairobi encourages all the tourism possible. A recent Sunday supplement from the Times last November rated the Masai Mara national park as a 'must see' tourist attraction. Unsurprisingly an area that was only inhabited and governed by the Masai Tribe up until two decades ago, moving into a fully fledged tourist attraction brings with it challenges.

Originally there was grave concern for how the Masai would be treated. Their traditional nomadic lifestyle had been impeached by the building of roads and fences for the game reserve and their dominance of the area was being challenged. Moreover the very animals that people were coming to see where been scared, especially in the first five years, by noisy tourist trucks and balloon rides. The university of Nairobi was especially concerned for a list of seven endangered species all of which were found to have a correlation between tourists visiting and the decline in the number of the species.

Thus something had to be done. The area has now been transformed. Instead of the original large hotel of the region 'Masai Mara' base camp has been built. It is a revolutionary 'flat pack' structure. The compound is very environmentally friendly with grey water systems, compost and solar panels. The Masai run it and their ancient art is in the rooms and their style of cooking is served to the guest. Moreover guests who go there, rather than going on Safari, help to conserve the area. They take part in planting of fencing projects. They see the animals but only from a combination of small quiet vehicles that have strict rules on how close they get to the animals, or from tree top 'view points'. The Kenyan Governments tourism department says that the initiative is revolutionary and is an effective model for helping to life Kenyans out of poverty and for educating tourists in the animals and conservation.

Evaluation

Thus a country that is still at the 'development stage' of the Butler (Figure 2) model seems to be feeling 'Euphoria' on Dokeys irritation index (Figure 4). For all concerned the experience of tourists visiting the Masai Mara national park would appear to so far have been a positive one. This should continue and future challengers will hopefully be met by the well planned and skilled managers of the park in conjunction with the Masai tribe.

Conclusion

It is generally seen that particularly Doxey's irritation index, the carrying capacity model and the Butler model are interlinked. There would appear to be a negative relationship between the number of visitors to an area and how pleasant it is (the more tourists the poorer the quality of the rural environment). Having said this, the Lake District is by far the most developed of the case studies shown. It has dealt exceptionally with challenges of tourism. Whilst challenges continue to present themselves the well structured and funded management seems capable of responding. It is much more difficult for LEDC's to follow suit. Yet in the Masai Mara game reserve there is a model for eco and really sustainable tourism that should be followed around the world. The combination of fences, quotas and fees for the American national parks has managed to limit the number of visitors there. This may be required for areas that are currently 'loved to death'. Sustainability is key because there is little point in the short term benefits of tourism in a rural area being reaped for a long term loss of the attraction people wanted to visit in the first place. In the populated tourism case studies it isn't fair to ban tourism completely due to the effect it would have on the local community. However with careful management both short term and long term objectives of tourism should be within the grasp of rural areas facing challenges due to leisure and tourism.

Examiner comments:

Overall comments	How this could be improved
<p>Comments on plan The candidates plan is carefully structured, but not overly long. It sets out clear sections and recognises the importance of using models and concepts, as well as case studies. Notice that the number of case studies is relatively small; the plan recognises the importance of ongoing evaluation not just an overall conclusion.</p>	<p>In many ways this is an ideal plan; detailed but not overly long.</p>
<p>Comments on introduction, defining and focusing on the question There is a focus on the changing nature of leisure and tourism and this is supported by reference to important models and concepts; an MEDC / LEDC contrast is hinted at and some case studies are mentioned; some key terms are defined. Overall a good introduction.</p>	<p>The 'challenges' aspect of the question might have been developed a little more. The direction of the report and its key argument (s) might have been made a little clearer.</p>
<p>Comments on researching and methodology There is a wide range of relevant case studies used, but the report does not 'bombard' the reader with an endless list of case studies and examples; the choice shows balance across a range of locations and they are contemporary. A real strength is the integration of models and theories into the discussion. There is some comment on sources of information.</p>	<p>A minor point would be that the candidate might have developed their comments of source selection to include brief comments on reliability, how up to date data was etc.</p>
<p>Comments on analysis, application and understanding The report maintains a focus on challenges and recognises that these can be very different depending on location and development; conceptual understanding is good and there are frequent links made between case studies and ideas; there is a logical argument and an appreciation that leisure and tourism challenges are not 'black or white' even with regard to increasing visitor numbers and the pressure this brings.</p>	<p>Diagrams are used very well in this report, although sometimes 'see Figure 3' etc could be developed into a stronger link to a Figure; alternatively Figures can be amended and adapted to link better to chosen case studies.</p>
<p>Comments on conclusion and evaluation Ongoing evaluation (recognised in the Plan) is a real strength of this report; each main section has an evaluative summary which is excellent; the complex nature of the question is understood, as seen through the choice of contrasting case studies. The final conclusion is clearly stated and there is reference back to the main case studies; a good conclusion overall.</p>	<p>Not all case studies are referred back to, so this is an areas that could be developed a little. Brief reference back to some of the models used could have been included.</p>
<p>Comments on quality of written communication and sourcing Very high standards of QWC are maintained and there is ample use of key terminology; diagrams are clearly drawn and add 'value' to the report; the structure is logical and clear with sub-headings used (but not over-used). The candidate makes numerous references to source material which covers a range of sources.</p>	<p>In terms of structure, perhaps some links between the main sections would have added to the overall 'flow'; dates for sources are always useful, but not always given in this report.</p>

Summary of marking levels awarded:

D Introducing defining and focusing on the question (10)	R Researching and methodology (15)	A Analysis, application and understanding (20)	C Conclusions and evaluation (15)	Q Quality of written communication and sourcing (10)
L4 9-10 marks	L4 12-15 marks	L4 17-20 marks	L4 12-15 marks	L4 9-10 marks

