

Edexcel GCE Geography from 2008
Unit 4 Geographical Research: exemplar responses

- This is an exemplar response from the **June 2013** examination series.
- It is an example of candidate work which has been word processed and adapted to make it more suitable as a teaching and learning aid.
- 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.
- Comments and indicative marks are provided at the end of the exemplar.

Pre-release research focus:

OPTION 6: Consuming the Rural Landscape – Leisure and Tourism

- Explore the ways in which the changing nature and level of tourism and leisure have affected the pressures on rural areas.
- Research the contrasting threats posed by leisure and tourism in a range of rural landscapes and settlements.

Report Title:

OPTION 6: Consuming the Rural Landscape – Leisure and Tourism

6 To what extent have the threats posed by leisure and tourism in rural areas increased and changed over time?

(Total for Question 6 = 70 marks)

Plan DRACQ

Introduction: general increase in L&T – stats / source

- Definitions
- Why L&T is increasing, changes in L&T, threats posed by increase / change in L&T
- Carrying capacity, concept of management - mention case studies

R&M – range of sources, reasons why they were chosen; case studies + sources

Main body:

Increasing and changing threats in HICs

- Crete, Greece (Butler)
- Lulworth, UK
- Tamborine Mtn, Australia Sub-conclude

Increasing and changing threats in MICs

- Tortugeuro NP, Costa Rica Sub-conclude

LICs

- Macchu Picchu, Peru Sub-conclude

Evaluation / conclusion – overtime, in general, management, CC, importance

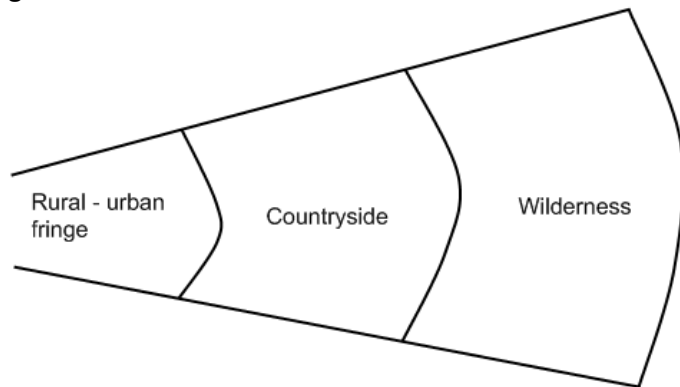
Introduction

Leisure and tourism combined form the world's largest industry in 2012. 92.1 million visits were made to UK attractions alone, which was an increase of 5.1% on the year before (BBC). Some of these visits would have been in urban locations within the UK but a large proportion would have been to rural locations within the UK. The rise in leisure and tourism is mirrored globally as well with the World Travel and Tourism council providing the following statistics: tourism contributed \$2 trillion in 2011 to world GDP and accounted for 98 million jobs. On top of this the industry grew by 3% with professionals predicting a further rise 11% per year for the years up to 2022 despite the global economic downturn.

There is a difference between leisure and tourism. Leisure is defined as "any activity carried out during non-work time" for instance playing football or walking (A2 Geog textbook, Byrne et al 2009) whereas tourism is "travelling and staying away from home for at least one night". Both concepts will be explored in this report.

Over the past century there has been a dramatic increase in leisure and tourism and there are many reasons and factors behind this. There has been a general rise in the amount of leave workers are entitled to. This has enabled people to travel further along the rural-urban continuum (see Figure 1) to locations that perhaps were not available before. Adding to this, people can afford to travel further as a result of a rise in general disposable income of households. Finally, developments in transport and communications especially jet air travel and low cost airlines have created a shrinking world where tourism is possible anywhere.

Figure 1: the rural-urban continuum

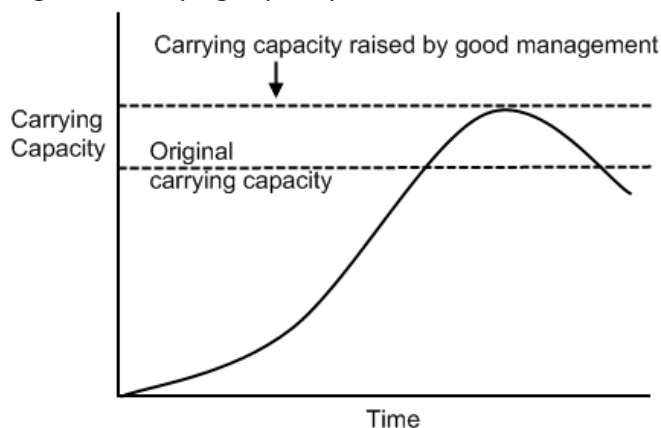


Golf course, farmers markets	Horse-riding, hiking	Wild camping, adventure
Tamborine Mountain, Australia Crete, Greece	Lulworth, UK Tortuguero NP, Costa Rica Machu Picchu, Peru	Everest Antarctica

There was also been a change in types of leisure and tourism activities people participate in. While people still participate in passive leisure pursuits e.g. relaxing at home demand for active

leisure pursuits has risen e.g. mountain biking and non-competitive swimming. There is also a growing range of tourism activities from visiting natural places locally like Lulworth Cove to more active holidays involving walking and hiking, to distant polar bear watching in Antarctica. Inevitably this shift in level and nature of leisure and tourism is going to have an effect on locations. This report will consider the extent to which changes in leisure and tourism may have caused the carrying capacity of some areas to be exceeded; the concept of carrying capacity is shown in Figure 2.

Figure 2: carrying capacity model



If an area of leisure and tourism is managed effectively then the carrying capacity of an area will not be exceeded. In some areas pressure from tourism and leisure is so great that areas are being 'loved to death'.

This report will explore the extent to which threats are posed, in a range of contrasting locations, and how far the threats have increased and changed over time.

Research and methodology

Throughout this report a range of sources have been used to collect information and data including books, articles and websites. An article found in the Annals of Tourism, 2001 was used to provide interesting data on Tamborine Mountain in Australia. The fact that this was peer-reviewed made it a reliable source and the information could be checked and backed up using other sources of research to ensure the data was valid e.g. Websites such as the Tamborine Mountain Tourism Council.

Geofile Online provided a very useful article written by Kim Adams in 2008 on the effects and threats caused by tourism in Machu Picchu, Peru. Kim Adams is an expert in the field and therefore the data from this source could be trusted and was reliable.

Geography A2 textbook Byrne et al 2009 was written for students and provided relevant and focused case studies as well as key information and definitions.

Websites such as the World Travel and Tourism Council were always checked using other sources and care was always taken using websites to ensure the data was as up to date as possible.

Newspapers such as The Times were also used but it needs to be recognized that newspapers, like websites can be bias and possibly unreliable and / or one sided. This might limit the accuracy of the data.

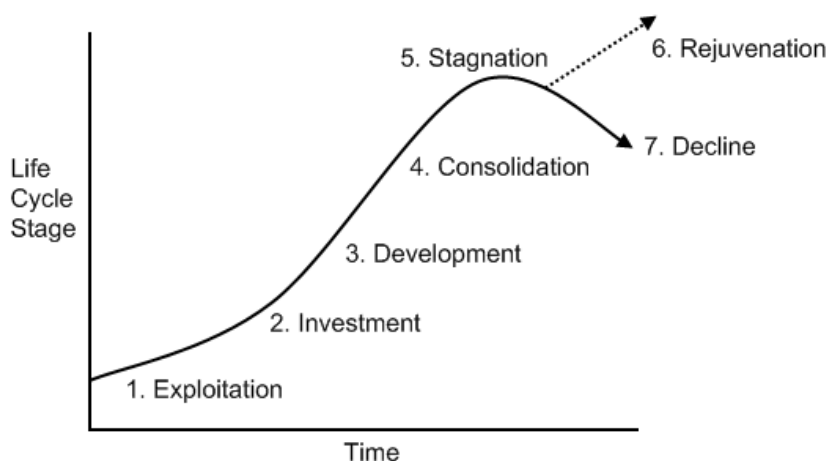
Main Analysis

Increasing and changing threats in High Income Countries.

Crete is a Greek island situated to the south of Greece in the Mediterranean Sea. Tourism here mainly developed in the 20th Century. Initially Crete was a stop-over island on cruises so in the 19th century the threats posed by tourism were very small. However annual visitor numbers have increased from a 500,000 in 1983 to the early 1990s to over 2.5 million by 2003. Numbers were affected by the global financial crisis but remain above 2 million.

Research carried out by the Hellenic Open University in 2005 shows that on the Butler Life Cycle Model (Figure 3) Crete had a long exploration stage due to lack of infrastructure and also the impact of the civil war so that large tourism only began after 1949. Heraklion airport opened to international flights in 1972 which dramatically increased arrivals. Crete is now in the stagnation phase and if current threats are not managed it could decline. Threats include large scale economic leakage from the island as money flows into tour operators outside Greece. This weakens Crete's ability to be self reliant as they depend on tourism to support the economy. Much of Crete is still rural e.g. the areas surrounding Sitia on the east of Crete. Beaches and rural areas need to be protected to prevent what remains of unspoilt rural Crete being urbanized in the same way as the over-popular north coast. Crete's carrying capacity is in danger of being exceeded by the continued spread of mass tourism which would ultimately make the destination less popular.

Figure 3: Butler Life Cycle Model



The threat to rural Crete has increased enormously over time since the era of mass tourism began in the 1970s and a once very rural island has been increasingly developed. This has brought economic gains but also cultural costs as the island is not longer isolated and even the

remaining traditional rural parts are under threat as tour companies look to develop areas away from increasingly unattractive resorts like Malia. The main threat now is really a lack of management in remaining unspoilt rural areas which could lead to their gradual loss.

Visitors to the Jurassic Coast in the UK are different to those who visit Crete as there is a mix of short leisure activities and tourism stays. This is a rural coastal area with historic and natural sights and a famous coastal path and places like Lulworth Cove. Statistics from the Lulworth Estate and Dorset County Council show that visitor numbers have increased by 80,000 in the last decade as the Jurassic Coast World Heritage Site designated in 2001 has made the area increasingly well known. Ironically the area's UNESCO and AONB status has contributed to the current pressures on the area, and the global economic downturn has made 'staycation' holidays more popular increasing the pressure in some UK destinations.

Fieldwork forms part of the research for used to investigate this area. During fieldwork the Lulworth Visitor Centre was found to be very full, and it provided evidence of a recent increase in B&B provision in the area. Research showed the car parking capacity in the area to be 500 cars but on some very busy days over 1000 vehicles, 15 coaches and 40 boats swarm into the area. Lulworth's carrying capacity has been exceeded with cars parking in fields, on verges and paths being eroded and vegetation degraded. One of the threats today is whether the areas popularity can be managed as the usual ways of managing such as litter bins, signs, car parking charges and co-operation by visitors to treat the area with respect may not be enough.

Nearby West Bay has recently seen a surge in visitor numbers due to being featured in the ITV series 'Broadchurch' and visitors seek out the locations in the series. This also happened with Rosslyn Chapel south of Edinburgh which was featured in 'The Da Vinci Code'. This sort of media exposure can change the numbers of visitors and what visitors do in an area very quickly. The impact can be a positive economic one but the danger is that areas unprepared for large influxes of tourists are quickly overwhelmed.

In Australia the Tamborine Mountains sit in the rural-urban fringe of Golden Coast in the east of Australia. Like the Jurassic Coast and Crete, visitor numbers have increased attracted by the cafes and restaurants for leisure and people visiting numerous antique shops.

Sub-conclusion:

In high income countries the examples of Crete, Lulworth / Jurassic Coast and Tamborine mountain show that visitor numbers have often increased dramatically due to increased leisure time (Lulworth and Tamborine Mountain), long distance tourism due to air travel (Crete) and specific factors like media exposure. In many cases the main threat is the exceeding of an areas carrying capacity and either or both of economic decline or environmental decline. In many cases the environmental threats increase as the mass tourism stage of the Butler Model is reached but the threats can turn to an economic one if areas begin to stagnate and decline due to over-exposure.

Middle and low income country threats

In Middle and Low income countries that main threat comes from tourism and not leisure. This is because most visitors are foreign and often on extended holidays, whereas local people are mostly employed and lack much leisure time.

The major threat is that areas can very rapidly develop into tourist hotspots and this is made possible by the global travel industry, global media and global tour operators and holiday companies. A good example is Tortuguero National Park in the Limon province of Costa Rica. It opened in 1975 and in 1980 only 240 people visited. However it now welcomes close to 100,000 people per year. There are problems in the area such as litter, poaching of green sea turtles and issues such as trampling. However, management has adapted to the rise in visitor numbers so rules in place include visitors being accompanied by a guide (who can educate them), flash photography being banned as it scares wildlife.

More famous and iconic destinations show the dangers of using tourism as a way to earn income when other considerations are disregarded. Machu Picchu is an Inca settlement in the Andes Mountains and is an iconic site on many peoples 'must see' list. From being uncovered from the undergrowth only 100 years ago the popularity of the site has grown to the point where in 2008 UNESCO stated *"grave concern over governance of the property and noted urgent problems with deforestation, the risk of landslides, uncontrolled urban development and illegal access to the sanctuary."* In 2002 about 300,000 people visited but this had risen to 1 million by 2011. Once only accessible to a few hardy travelers the site has been opened up to mass tourism. One of the main recent trends has been the rise in tourists from China and other BRIC countries. This has the potential to vastly increase tourist numbers in increasingly accessible iconic sites like this. This has dramatically changed the threats which now include erosion by metal walking poles, serious pollution in the Urubamba River from hotels and tourism businesses and helicopters buzzing around the site posing a threat to wildlife and the tranquility of the area. Plans to build a cable car risk turning the site into a theme park and could increase the landslide risk in the area (Kyoto University research).

Sub-conclusion

Low and Middle Income countries often suffer from a lack of money to manage tourism successfully and can see tourism as a way to quickly earn money. This can seriously threaten the resource they are relying on to attract tourists, although it can be successfully managed as seen Costa Rica. Lack of research might also make it difficult to recognize when carrying capacity is being exceeded and what management options to put in place.

Threats in Wilderness areas

A major recent change to tourism is the growth of visitors to Wilderness areas. Until recently these were places only visited by scientists and explorers but globalization of the travel industry, advances in clothing and survival technology, rising incomes and the development of adventure and extreme tourism has made it possible.

In 1990 only about 50 people climbed Everest, but 500 did in 2010. In 1990 only around 2000 tourists landed on Antarctica but 20 years later this was close to 30,000. Both of these locations were once thought of as 'pristine wilderness' but they are now tourist destinations. The threats are that areas which were once almost free of people are now regularly visited and this can

bring the risk of alien species introductions as well as the more usual threats of litter and erosion. In the case of Antarctica there is the added complication of management being run under the Antarctic Treaty system which is very different to a government or local council being in charge. As the areas are so isolated it relies on tour operators and guides self-policing which is risky.

Conclusion

This report has covered a range of locations for both leisure activities and tourism and in locations at different levels of economic development.

It is clear that in general there has been an increase in the amount of leisure and tourism as well as a change in the nature of tourism. In developed countries the main threat comes from mass tourism in established areas such as Crete when tourism numbers grow beyond the carrying capacity of the area and the area risk stagnation and decline as few of the original attractive features of the area remain. The threat from vastly increased leisure time e.g. Lulworth and Tamborine Mountain is a developed world threat that requires careful management.

In the developing world the threat is from a rapidly globalizing world which means once exotic destinations are now common places to go. Numbers of mostly foreign visitors, increasingly from the BRICs, can increase very rapidly as areas are opened up like Machu Picchu and the risk is that developing countries 'cash in' on this and the area is rapidly degraded. Costa Rica shows that this can be managed in fragile areas but it is likely to mean lower income from tourism. A major change is that once 'off limits' places like Antarctica and Everest are now on the tourist trail but are very fragile and high risk locations. Because they are very isolated they are very hard to manage and have to rely on the care of visitors which is not always going to happen. Developing countries will be less good at managing the risk of increase leisure and tourism because in general they lack the money and experience to do it, and the will to enforce rules as this might reduce income.

Mark scheme section	Strengths	Areas for improvement	Mark scheme level
Introducing, defining and focusing on the question (10)	<ul style="list-style-type: none"> • Does differentiate between leisure and tourism; definitions • Provides useful contextual background (verging on too much) • Uses models to provide some structure 	<ul style="list-style-type: none"> • The nature of the argument / direction might be outlined more fully 	9-10 marks (Level 4)
Researching and methodology (15)	<ul style="list-style-type: none"> • Some range of sources researched; relevant and mostly up to date • Valid comments of sources • Includes concepts / theory • Range of rural areas considered 	<ul style="list-style-type: none"> • Mostly rural focus; Crete is open to interpretation but rural aspects are mentioned • Methodology a touch brief 	12-15 marks (Level 4)
Analysis, application and understanding (20)	<ul style="list-style-type: none"> • Accurate data • Range of places and threats explained with some focus on change; moves beyond just numbers • Comparative at times 	<ul style="list-style-type: none"> • A little bit descriptive at times 	17-20 marks (Level 4)
Conclusions and evaluation (15)	<ul style="list-style-type: none"> • Clear ongoing evaluation which does draw threads together • Good recall in the main conclusion • Recognises complexity – it is not just about visitor numbers 	<ul style="list-style-type: none"> • Some themes e.g. role of media are not returned to in the main conclusion • Could return to models stated in the Introduction more fully 	12-15 marks (Level 4)
QWC (10)	<ul style="list-style-type: none"> • Terminology used is good • Logical structure and sub-sections • Diagrams used effectively 	<ul style="list-style-type: none"> • Only occasional in-text referencing 	9-10 marks (Level 4)