

Answer ALL the questions. Write your answers in the spaces provided.

Read the following information before answering Question 1.

Bournemouth is situated along the south coast of England in the county of Dorset. With its mild climate and seven miles of golden sands, Bournemouth has attracted tourists since the early 1800s. Its growth as a seaside resort resulted from the popularity of the health giving benefits of sea water and sea air and also its spa waters. In 1870 the railway arrived, linking Bournemouth to London and in 1885 the first spa hotel was built.



Location of Bournemouth

(Source: adapted from www.bournemouth.co.uk)

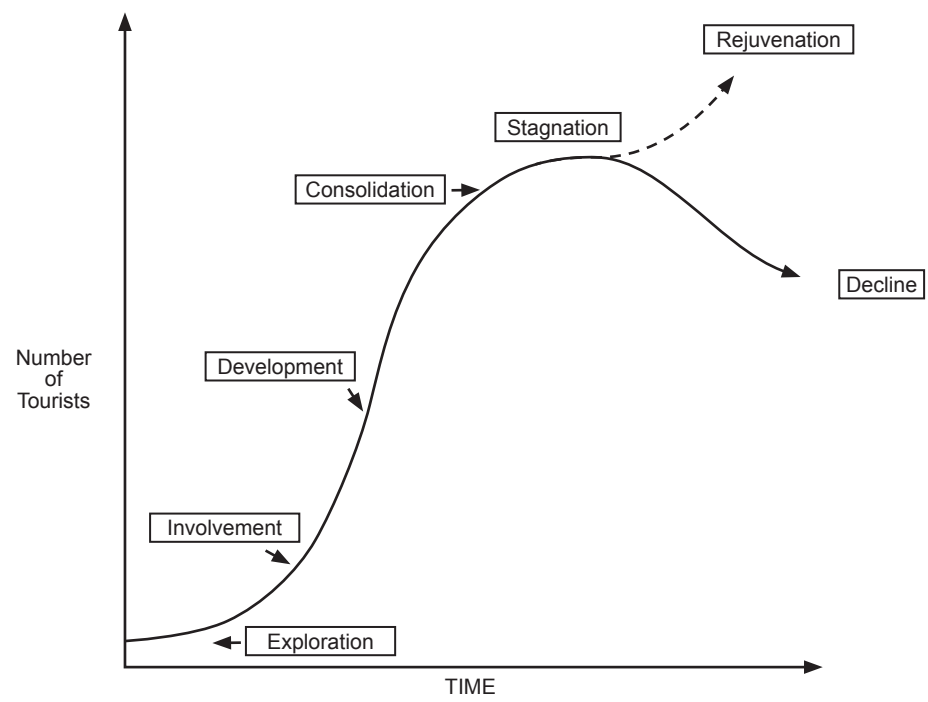


Bournemouth beach and pier

(Source: www.bournemouthtourism.com/pictures.htm)



1. (a) The development of a tourist destination can be compared to the tourist area life cycle (TALC), a model which shows tourist numbers to a destination over time.



(Source: adapted from R. W. Butler, Tourist Area Life Cycle, 1980)

(i) Name the stage of the TALC model Bournemouth was at in 1850.

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(ii) Identify **three** characteristics of this stage.

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During the 1990s, Bournemouth was faced with increasing competition from package holidays to overseas destinations, visitor numbers were falling and some areas of the resort had become neglected. Bournemouth Borough Council formed several partnerships to overcome the challenges and received £20m from the private sector. Partners include Brewers Fayre and IMAX cinema. The council also works in partnership with the South West of England Regional Development Agency and South West Tourism.

(Source: adapted from www.bournemouth.co.uk)

(b) Bournemouth Borough Council is in partnership with South West Tourism and IMAX cinema to develop tourism.

(i) Identify the sector to which each of the following organisations belongs.

Put a cross (☒) in the correct box for each organisation.

Organisation \ Sector	Public	Private	Voluntary
South West Tourism	☒	☒	☒
IMAX cinema	☒	☒	☒
Bournemouth Borough Council	☒	☒	☒

(3)

(ii) Identify **one** role of South West Tourism in developing tourism.

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(iii) Explain the difference between the **roles** of Bournemouth Borough Council and IMAX cinema in developing tourism in Bournemouth.

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With nearly two million staying visitors, and over four and half million day visitors every year, Bournemouth is a top international resort. The tourist industry is vital to the town's economy. It earns in excess of £500 million every year and one in six people is employed in tourism.

(Source: adapted from www.bournemouth.co.uk)

- (c) Tourism brings many positive economic impacts to Bournemouth. One economic impact of tourism is the 'multiplier effect'.

Explain what is meant by the 'multiplier effect'. You could include an example in your response.

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Read the following information before answering Questions 1(d) and 1(e).

By 2015, Bournemouth aims to be ‘acknowledged as the UK’s premier resort for leisure, business and educational tourism’.

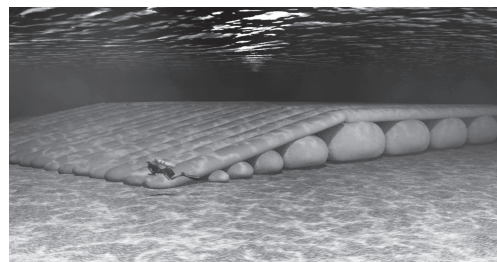
Boscombe Spa Village Scheme

One development that Bournemouth Borough Council hope will help achieve this aim is taking place in Boscombe, two miles outside Bournemouth. Boscombe has suffered from years of neglect and decay and is mainly visited by retired people. The Boscombe Spa Village Scheme is tourism development on a big scale, costing £10m.

There are three elements to the scheme:

1. Boscombe pier
 2. Europe’s first artificial surf reef
 3. Overstrand project
1. Boscombe pier is grade II listed and has been completely refurbished to a high standard and includes a glass-fronted café, art displays and a Mediterranean style public square in front of the pier entrance. The surrounding area and gardens have also been relandscaped to create a stunning public space with water features, children’s play areas and a new mini golf course.

2. Central to the Boscombe Spa Village Scheme is the creation of Europe’s first artificial surf reef at a cost of £3m. Upon completion, it will be one of only five in the world. Sand-filled bags will be submerged between Bournemouth pier and Boscombe pier to create waves up to 4 metres high. This will double the number of good surfing days to more than 150 each year.



Artificial reef

Bournemouth has a big catchment area that includes surfers who live in London and the south-east, for whom a day trip to the best surfing beaches in Cornwall is impossible. With the growing popularity of surfing, Bournemouth Borough Council hopes to attract up to 10,000 surfers each year. Research shows that surfers spend 8% more money than traditional holidaymakers and the council estimates the reef will bring in an extra £3m a year into the area and create 90 new jobs.



Surfing



Bournemouth Surf Club



3. The Overstrand project is transforming a neglected and empty building on the seafront. The redevelopment will include the creation of 59 'super surf pods' available to buy or rent. Planned to be the most desirable in the UK, they will be modern and unique with great views of the sea and reef. The building will also include a high quality café and restaurant overlooking the beaches, a lifeguard station, showers, toilets and changing facilities and surf related shops.



Surf pod

(Source: adapted from www.bournemouth.co.uk, 9 October 2008)

Through the Boscombe Spa Village Scheme, the council hopes to increase Bournemouth's reputation as a destination for the 'young and funky'. House prices in the area have risen by a third since the scheme started.

Not everyone agrees with the scheme and objections to the artificial reef have been raised. There are concerns that the reef will cost £100,000 a year to maintain and will only last 25 years. Some are worried that the environmental impact of the reef is as yet unknown. The surfing community and residents have also expressed fears of overcrowding.

(Source: adapted from www.guardian.co.uk, 17 July 2008)

- (d) In 2008 Boscombe reached the stage of rejuvenation in the tourist area life cycle (TALC) model.

Using the information in the case study, explain how Boscombe has reached this stage.

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2. (a) (i) Describe **two** principles of responsible tourism.

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(ii) For **each** principle described, explain how it could be achieved.

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Read the following information before answering Question 2(b).

Nepal is a tiny kingdom, situated between India and Tibet. The mountains of the Himalaya run along its northern border and some of the country's most rare and beautiful animals live in this region, including the snow leopard. The floodplains of the Terai lowlands are a rich habitat of tall grasslands and forest, where elephant, deer, the Royal Bengal Tiger, crocodiles and wild buffalo can be found. 18 percent of the land is protected by nine national parks and four wildlife reserves.

Nepal is a less economically developed country (LEDC) and one of the poorest countries in the world. The people who live there exist mainly by living off the land, tending their livestock and crops.

The Annapurna region is located in Central Nepal, and includes some of the world's highest and most beautiful mountains. Annapurna I, at 8091 m (26,538 ft) is the tenth highest summit in the world. It is no surprise that the Annapurna region is Nepal's most popular trekking destination. In addition this area boasts the Kali Gandaki, the world's deepest gorge.

Until recently, tourism has mainly focused on backpackers who come to trek the high mountain passes, or climb the high mountains. A few specialist tour operators provide escorted treks and tours. Some locals offer simple guest accommodation and teahouses and others are employed as guides or porters. The Nepalese government is keen to increase adventure tourism to the Annapurna region.



(Source: www.welcomenepal.com)



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(b) (i) Suggest **one** socio-cultural objective of tourism the Nepalese government might have.

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(ii) Describe **two negative** socio-cultural impacts of tourism in less economically developed countries, such as Nepal.

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Read the following article before answering Question 2(c).

Golfers threaten Nepal peace

Falling trekker numbers and a desire to attract high-spending thrill-seekers and golfers are putting one of the world's classic trekking routes under threat, conservationists have warned.

Nepalese authorities want to open up the Annapurna region to activities such as heli-skiing, whitewater rafting, spa relaxation and golf, as a new road opens the Himalayan beauty spot to mass tourism.

'After the construction of the road, the number of trekkers will be reduced,' said Aditya Baral, Nepal's senior foreign-affairs adviser. 'We are trying to create man-made tourism attractions, such as theme parks and adrenaline sports like bungee jumping and rafting.' Supporters of the project say that the redevelopment of the area is crucial to the survival of businesses in the valley, but conservationists and trekking companies are angry. 'With fast roads and expensive hotels, there will be no need for guides, porters or teahouses,' said guide Tsering Sherpa.

(Source: adapted from The Sunday Times, 24 August 2008)



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(c) To what extent do you agree with the view that the proposed development of the Annapurna region will bring mainly negative impacts? Give reasons to justify your response.

In your response you should refer to likely impacts on:

- the environment
- the local people.

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(d) Describe in detail a tourism development proposal for the Annapurna region that would meet the principles of responsible tourism.

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Q2

(Total 30 marks)

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3. (a) Tourism has many impacts on tourist destinations around the world. Some of these impacts are positive whilst others are negative.

(i) Describe **one** negative environmental impact of tourism.

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(ii) Describe **one** positive socio-cultural impact of tourism.

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(b) Using your own research or an example studied in class, explain how tourism has resulted in socio-cultural impacts at a destination.

In your response, you could refer to negative and/or positive socio-cultural impacts.

Name of destination

Explanation

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(c) The challenge for governments and local authorities is to manage the impacts of tourism so that negative impacts are minimised and the positive impacts are maximised. A number of management strategies can be used to achieve responsible tourism.

(i) Explain how 'staff training and development' can help to **maximise** the positive socio-cultural impacts of tourism.

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(ii) Explain how 'planning control' can help to **minimise** the negative environmental impacts of tourism.

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(d) Using your own research or an example studied in class, explain how the impacts of tourism have been managed at a destination.

Name of destination

Explanation

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(e) A number of UK based tour operators offer package holidays to destinations in the less economically developed world (LEDW) such as Nepal. These destinations may be especially vulnerable to the negative impacts of tourism.

Suggest ways that tour operators could help destinations to achieve responsible tourism.

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Q3

(Total 30 marks)

TOTAL FOR PAPER: 90 MARKS

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