

Write your name here	
Surname	Other names
Centre Number	Candidate Number
Edexcel GCE Travel and Tourism Advanced Unit 7: Responsible Tourism	
Wednesday 19 January 2011 – Morning Time: 1 hour 30 minutes	Paper Reference 6993/01
You do not need any other materials.	Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 90.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*
- Quality of written communication will be taken into account in the marking of your responses to questions 1(d)(ii) and 2(b). These questions are indicated with an **asterisk** (*)
– *you should take particular care with your spelling, punctuation and grammar, as well as the clarity of expression, on these questions.*

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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

Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

Read the following information on Liverpool before answering Question 1(a).

Liverpool is located on the north west coast of England where the River Mersey flows into the Irish Sea.

Liverpool is a city with a proud seafaring, sporting and musical history and was a major port for transatlantic voyages to the Americas and beyond.

Following the collapse of both the shipbuilding industry and transatlantic sea crossings, Liverpool fell into industrial decline. It became a run-down industrial shipping port, one of the most deprived parts of the UK with high unemployment, low wages, high crime rate, a poor media image and a dockland waterfront of derelict warehouses, empty buildings and polluted waters. In the 1980s the city of Liverpool offered little in terms of a tourist destination. Some visitors came to trace the history of the 1960s pop group, The Beatles, whose fame began in Liverpool. With its two premier league football teams and the internationally famous Grand National horse race at Aintree the city also attracted sports fans.

- 1 (a) Suggest **one** economic and **one** political objective of tourism development for Liverpool City Council.

(4)

Economic objective

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Political objective

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Read the following information before answering Question 1(b).

The Mersey Partnership

The Mersey Partnership (TMP) is the region's official tourist board. TMP has run campaigns with Ryanair, Virgin Trains and the Northwest Development Agency (NWDA). TMP also works with Liverpool city council and other local authorities. Established in 1993, TMP is at the heart of the regeneration of Merseyside.

TMP represents 410 businesses across Merseyside. Members include:

Accommodation providers, e.g. Radisson SAS Hotels and Resorts, Crown Plaza and Novotel.

Attractions, e.g. The award winning Echo Arena & BT Convention Centre opened in January 2008.

Sport and leisure organisations, e.g. Aintree Racecourse which recently completed a £35 million redevelopment programme.

(Source: adapted from www.liverpool.com/merseywise © The Mersey Partnership)

(b) Many different organisations are involved in tourism development in Liverpool.

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

Put a cross ☐ in the correct box for each organisation.

(3)

Organisation \ Sector	Private	Public	Voluntary
The Mersey Partnership	☐	☐	☐
Northwest Development Agency	☐	☐	☐
Radisson SAS Hotels and Resorts	☐	☐	☐

(ii) The Mersey Partnership is the official tourist board for the Liverpool area. Identify **two** of its roles in tourism development.

(2)

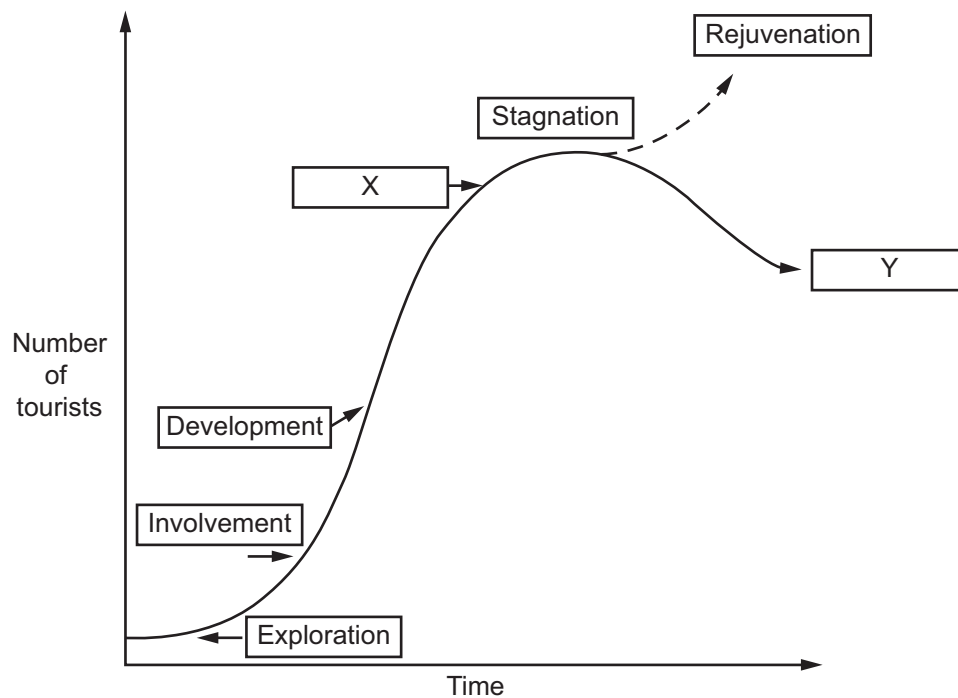
Role 1

Role 2



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- (c) The development of a tourist destination, like Liverpool, can be compared to the Tourist Area Life Cycle (TALC) model which shows tourist numbers to a destination over time.



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

- (i) Using the diagram, name the stages of the TALC model labelled **X** and **Y**.

(2)

Stage **X**

Stage **Y**

- (ii) Identify **three** characteristics of stage **X**.

(3)

1

2

3



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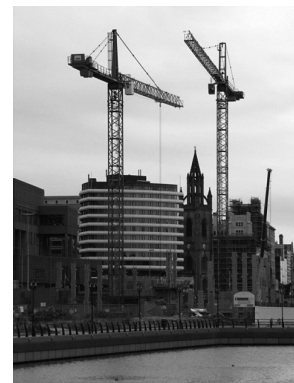
Read the following information before answering Question 1(d).

Liverpool Skyline



Over the last 20 years, Liverpool has combined urban regeneration with ambitious tourism development projects aimed at building upon its seafaring, musical and sporting heritage and regenerating its derelict waterfront.

The plan to reinvent itself into a cosmopolitan, modern, vibrant city with a stunning new waterfront and new attractions seemed to have worked as Liverpool was named European Capital of Culture for 2008. The European Capital of Culture programme featured more than 7,000 events, many of them free, and many world premieres. The year helped generate £800 million, attracting 3.5 million first time visitors to the city with most cultural attractions recording a 30% rise on 2007 attendances.



Prince's dock – new development

Some key tourism development projects central to the city's ongoing regeneration programme include:

1. Pier Head – Liverpool Cruise Liner Facility and Museum of Liverpool Life



The £19 million cruise liner facility opened in September 2007. Now, the biggest liners in the world can practically sail into the city centre. The facility is a major economic boost for the region due to the spending potential of cruise liner passengers who can disembark to enjoy the delights of Liverpool. Thirteen vessels carrying over 16,000 passengers came to the city in 2008, generating in excess of £1.6 million to the city's economy.

The £65 million Museum of Liverpool will be the major new visitor attraction at the Pier Head area. It is expected to attract up to 750,000 visitors and will provide a venue for world-class exhibitions.



2. Liverpool Arena & Convention Centre (ACC)

The award winning Echo Arena & BT Convention Centre opened in January 2008 on the stunning Mersey River waterfront. It cost over £146 million and comprises:

- a multi-purpose indoor arena capable of accommodating 10,000 concert goers
- a state of the art conference centre accommodating 1,350 business people.

Over 700,000 people passed through the doors during the first year, bringing an estimated £200 million to the local economy.



3. Accommodation

Major refurbishments such as at the Britannia Adelphi Hotel and the opening of new hotels such as Jury's Inn have increased the provision of quality accommodation for the luxury/business market.

(Source: adapted from www.liverpool.gov.uk, © Mark Craig. Images taken from www.visitliverpool.com, © ACC Liverpool, home to BT Convention Centre and Echo Arena.)



(d) Liverpool could be said to have reached the stage of rejuvenation in the TALC model.

- (8)

- * (ii) To what extent do you agree that the rejuvenation of Liverpool and the increase in tourism have brought **mainly positive** impacts to the **people** who live in the city?

In your answer you should refer to:

- economic impacts
- socio-cultural impacts
- environmental impacts.

(8)

(Total for Question 1 = 30 marks)



2 (a) One of the principles of responsible tourism is to 'minimise the negative economic, socio-cultural and environmental impacts of tourism'.

(i) Describe **two** other principles of responsible tourism.

(4)

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(ii) Suggest how each principle you have described could be achieved.

(6)

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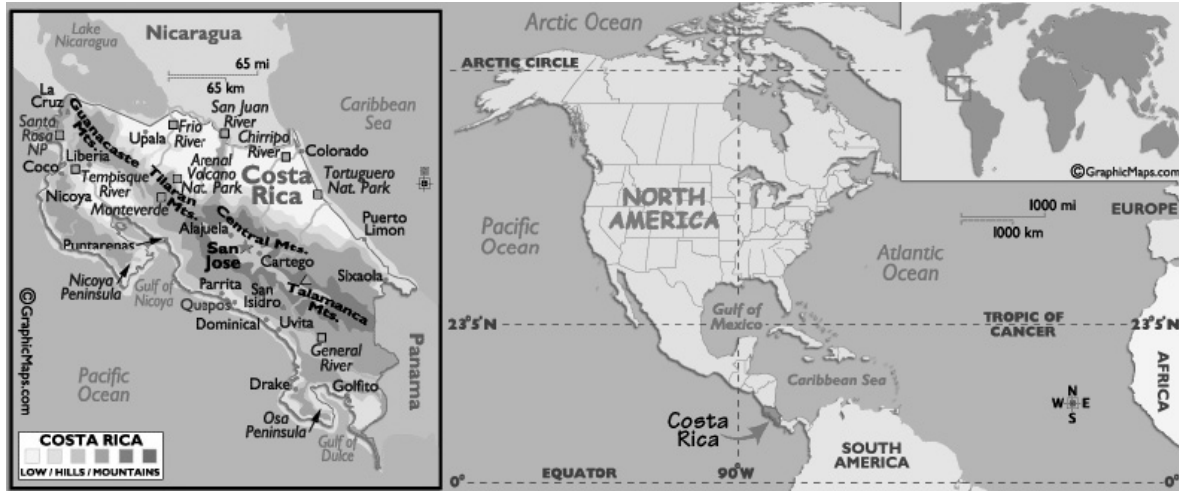
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Read the following extracts before answering Question 2(b).

Costa Rica



Situated in Central America, tiny Costa Rica is a land of abundant natural attractions with a climate that supports a rich and varied flora and fauna. From its west coast on the Pacific Ocean to its east coast on the Caribbean Sea, it is only 118 kilometres at the narrowest point. Along its central ridge rise high mountains and volcanoes reaching heights of 3,820 metres. It has more rivers and volume of water per square kilometre than any other country in the world except New Zealand. There is lush vegetation with 1200 species of orchids. Nearly 27% of the country is protected within National Parks.

Tourism in Costa Rica

Since 1999, tourism earns more foreign exchange than the total income Costa Rica receives from the export of bananas, pineapples and coffee. In 2008 Costa Rica received over 2 million foreign visitors and tourism brought in £1.4 billion. The main purpose of visiting Costa Rica is for 'sun, sea and sand' holidays, closely followed by flora and wildlife watching.



The following extract is from GoGreen Wildlife Adventure Holidays. GoGreen is a fictitious tour operator.

14 day Adventure Holiday Costa Rica: Coast to Coast - £1,999.00 per person

Transport: Bus/Riverboat/4WD.

Group Size: Approx. 12 to 16.

Accommodation: we do not use hotel chains, all accommodation is provided by small local businesses or families.

Tour Staff: GoGreen Tour Leader plus driver, boatmen and some local guides.

Sample

Day 3. Boat & drive to Monteverde

Today we use the exciting combination of boat and jeep to cross the Laguna (Lake) de Arenal to Monteverde.

Day 4 & 5. In Monteverde

The famous, but now very rare, Resplendent Quetzal bird can be seen in Monteverde Cloud Forest Reserve, one of the last remaining places in Central America where its habitat has been preserved. The best months are March and April, the breeding months. We include a morning guided walk searching for a glimpse of the Resplendent Quetzal. Then you can spend the rest of the day exploring the reserve, walking the paths that wind their way through gigantic ferns and giant trees dripping with lichen and moss. Optional activities include the Canopy Tour, sliding down wires through the canopy, exploring the forest on suspension bridges strung at canopy height, or the fascinating Night walk.



(Image taken by Martin Shields <http://www.gettyimages.com>)



*(b) Use the information provided to analyse the **environmental impacts of wildlife adventure tourism activities** in places containing important rare species and valuable habitats, such as Costa Rica. In your answer you should consider both positive impacts and negative impacts.



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

Responsible tourism - Adventure Holiday Costa Rica: Coast to Coast

GoGreen has been awarded a Responsible Tourism Award. The holiday to Costa Rica includes three examples of how the company supports responsible tourism:

1. Rainforest Alliance

GoGreen is partners with the Rainforest Alliance Costa Rica which works with local hotels and suppliers to promote best management practices that will help local business reduce negative impacts and obtain a certificate in sustainable tourism. Through training and workshops, the Rainforest Alliance encourages the tourism industry to conserve local environments and contribute in a positive way to their local communities. GoGreen supports the Rainforest Alliance by agreeing that a minimum of 50% of accommodation used on this tour will be in properties working towards sustainable tourism.

2. Carbon Offset

The biggest environmental impact of your holiday with GoGreen is the carbon dioxide (CO₂) generated by your flights. As a responsible tour operator, we have included in our tour prices the costs of offsetting CO₂ emissions from all international and domestic flights included in the tour. Our chosen offset partner is Climate Care. If you are making independent flight arrangements to join one of our tours, may we urge you to take responsibility for your CO₂ emissions by offsetting through Climate Care, or a similar offsetting scheme.

3. Caribbean Conservation Corps in Tortuguero National Park, Costa Rica

We support the Caribbean Conservation Corps in Tortuguero National Park by visiting it every trip and encouraging people to help clean up the beach where turtles lay their eggs. Proceeds from the entry fees to Monteverde Cloud Forest Reserve help to protect the highly endangered habitat of the Resplendent Quetzal bird, of which only 300 pairs remain in the world.



- Rainforest Alliance
- Carbon Offset
- Caribbean Conservation Corps in Tortuguero National Park.



GoGreen is producing a Responsible Tourist Code to issue to all its holidaymakers. It needs three statements to include in its code that will help promote the principles of responsible tourism.

- (d) Suggest **three** statements and, for each, explain to the holidaymaker **why** it would help them to be a responsible tourist.

(6)

Responsible Tourist Code

Suggestion 1

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Explanation

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Suggestion 2

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Explanation

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Suggestion 3

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Explanation

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(Total for Question 2 = 30 marks)



3 Tourism has many potential impacts on tourist destinations. Tourism may impact on the economy and the environment, and it may have socio-cultural impacts on host populations. Some of these impacts are positive, others are negative.

(a) (i) Describe **one** positive economic impact of tourism.

(2)

(ii) One negative socio-cultural impact of tourism is '*Staged Authenticity*'. Explain the term '*Staged Authenticity*'. You may include an example to support your explanation.

(4)



(iii) One negative economic impact of tourism is '*Leakage*'. Explain the term '*Leakage*'. You may include an example to support your explanation.

(4)

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(b) Impacts of tourism can be managed through a number of different strategies.

- (i) One strategy used to **maximise positive socio-cultural impacts** is '*Widening access to facilities*'. Explain the term '*widening access to facilities*' and suggest how this can be achieved.

(6)

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- (ii) One strategy used to **minimise negative environmental** impacts is to use the results of an '*environmental audit*'. Explain the term '*environmental audit*' and suggest how this can be achieved.

(6)

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- (c) Using your own research or an example studied in class, explain how the impacts of tourism have been managed at a destination. To show evidence of research you should include specific details.

(8)

Destination

Explanation

(Total for Question 3 = 30 marks)

TOTAL FOR PAPER = 90 MARKS

