

Write your name here

Surname

Other names

Centre Number

Candidate Number

Edexcel GCE

Travel and Tourism

Advanced

Unit 7: Responsible Tourism

Tuesday 12 June 2012 – 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(c) and 2(c). These questions are indicated with an **asterisk (*)**
– *you should take particular care on these questions with your spelling, punctuation and grammar, as well as the clarity of expression.*

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 before answering Question 1.



'Royal Shakespeare Company opens new £112m theatre to the public'

The tourist town of Stratford-upon-Avon, in the county of Warwickshire, is a unique destination attracting more than 1.2 million visitors every year. It is known around the world as the place where William Shakespeare was born in 1564. Shakespeare is best known for writing plays such as Macbeth and Romeo and Juliet.



Tourists visit Stratford-upon-Avon to enjoy its rich culture and heritage. Shakespeare's plays are performed at the Royal Shakespeare Theatre owned by the Royal Shakespeare Company (RSC). Visitors also come to see the historical buildings



associated with Shakespeare. These include the cottage in which he was born. This cottage and other important buildings are looked after by a charity called the Shakespeare Birthplace Trust. They also run courses and give lectures on Shakespeare's life.

In 2005 Heart of England, the regional tourist board for the area, suggested that there were signs that visitor numbers to Stratford-upon-Avon were no longer increasing.

In 2006 the 'World Class Stratford' multi-million pound programme was launched to develop tourism and agree the '2020 Vision for Stratford'.

'World Class Stratford' is a partnership between Stratford District Council, Warwickshire County Council, the Royal Shakespeare Company and key organisations in the private sector. It is supported by the regional development agency – Advantage West Midlands.



(Source: adapted from www.worldclassstratford.net, www.rsc.org.uk, © D Mesher 2011, www.stratford-upon-avon.co.uk)



1 (a) (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 | Public | Private | Voluntary |
|------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| Heart of England | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Stratford District Council | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Shakespeare Birthplace Trust | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |

(ii) Describe the **role** of each of the following organisations in developing tourism in Stratford-upon-Avon.

(6)

Heart of England

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Stratford District Council

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Shakespeare Birthplace Trust

The proposals for 'World Class Stratford' received a mixed reaction. Some local businesses and local residents did not support plans for increased tourism development and this led to some conflicts.

- (iii) Explain why some local businesses and/or local residents might be opposed to the proposals to increase tourism in Stratford-upon-Avon.

(3)

- (iv) Explain how such conflicts could be overcome by Stratford District Council.

(3)



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Read the following information before answering Questions 1(b) and 1(c).

Tourism Issues – Stratford-upon-Avon 2005

- In 2005, Stratford-upon-Avon was a well-established destination that relied on tourism.
- Stratford-upon-Avon and the surrounding area received a high of 17.1 million day trippers. Many of these had been before.
- Visitor spend was low as very few visitors stayed overnight. Those that did contributed to half the total spending of £1.4 billion.
- Local hotels and guest houses were considered shabby and old fashioned.
- Tourism supported 34,587 jobs but Stratford District Council was concerned about the low rates of pay that employment in tourism offered.
- Souvenir shops had replaced shops selling everyday essentials.
- The town had poor rail links and connections between the railway station and the town were limited.
- Roads were congested and there was a high volume of traffic in the town centre.
- Visitors complained there was nothing to do in the evenings.
- Stratford was considered an expensive destination to visit.
- The pedestrianised area of Henley Street was dreary, had nowhere for visitors to sit, no shade and nowhere to shelter from the rain.
- Most of the people who visited didn't stay long enough in Stratford-upon-Avon to go to the theatre.
- Overall, Stratford-upon-Avon was seen as offering poor value for money and the quality of services was unsatisfactory.

(Source: based on information from www.guardian.co.uk and www.stratford.gov.uk)



(b) 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.

Suggest the stage of the tourist area life cycle model that Stratford-upon-Avon had reached in 2005. Give reasons to support your choice. You should refer to the characteristics of the stage in your answer.

(7)

Stage

Reasons



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2 (a) 'To promote respect between tourists and locals' is one principle of responsible tourism.

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

(4)

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(ii) For each principle of responsible tourism you have described suggest how it could be achieved.

(6)

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

Romania



Romania is a country in Eastern Europe with a rich and bloody past. After World War II Romania came under communist rule. Romania joined the European Union in 2007.

There is widespread poverty in some parts of the country and the recent global recession hit the country so hard that they had to borrow millions of pounds.

Romania is one of many former communist countries that are now emerging as tourist destinations for western Europeans, although safety and security issues are a concern for some. With its colourful history and its beautiful capital city, Bucharest, Romania has been attracting visitors from overseas for some years. Coastal resorts have sprung up along the Black Sea coast and tourism development is being encouraged.

The number of foreign visitors to Romania in 2009 was 7.75 million.

(Source: based on information from www.bucharestlife.net)

The Romanian Minister of Tourism and Regional Development is keen to develop tourism.

(b) (i) Identify **two political** objectives for developing tourism in emerging tourist destinations such as Romania.

(2)

1

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(ii) Identify **two economic** objectives for developing tourism in emerging tourist destinations such as Romania.

(2)

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Read the following information before answering Questions 2(c) and 2(d).

Danube Delta

The Natural Environment



The Danube Delta is the largest continuous marshland in Europe and includes the greatest reed beds in the world. It is a UNESCO Natural World Heritage site and has the third largest biodiversity in the world, exceeded only by the Great Barrier Reef and the Galapagos islands.

Dalmatian pelican

The Delta is made up of lakes, waterways, meadows, sandy riverbanks and wooded areas. There are floating islands where otters and rare wild cats can be found. Over 176 species of birds breed here, the most important being the pygmy cormorant



Important feeding/breeding grounds for pelicans

and the Dalmatian pelican. The globally threatened red-breasted geese come to spend the winter on the Delta. It is a vital stop-off for birds migrating between Eastern Europe and Africa. It is an exceptional ecosystem currently supporting endangered flora and fauna.

Development of Tourism

Since Romania joined the EU in 2007 the precious Delta is coming under increasing pressure from development – infrastructure projects (such as road upgrades), tourist complexes and tourist activities. Hotels have been constructed on floating islands. Tourists can now hire motorboats and canoes to explore the Delta's waterways.

New proposals include a tourist resort along 11.5 km of coastline and sand extraction and tourist development at Sulina beach in the southern part of the Delta. The government has been accused of allowing illegal development and ignoring the protected status of the Delta.



Tourists Fishing



New Hotel

(Source: adapted from © Sebastian Bugariu, www.birdlife.org, www.whc.unesco.org and www.romaniatourism.com)



(d) The Romanian Minister of Tourism and Regional Development is producing guidelines for responsible tourism development in the Danube Delta.

(i) Suggest **four** statements that could be included in the 'Guidelines for responsible tourism development'

(4)

Guidelines for responsible tourism development in the Danube Delta

Suggestion 1

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Suggestion 2

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Suggestion 3

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Suggestion 4

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(ii) Explain how these guidelines would help Romania develop tourism responsibly in the Danube Delta.

(4)

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(Total for Question 2 = 30 marks)



3 (a) Tourism has many potential impacts on tourist destinations in the Less Economically Developed World (LEDW). Tourism may impact on the economy, the environment and it may also have socio-cultural impacts. Some of these impacts are positive whilst others are negative.

(i) Describe **one** negative economic impact of tourism in the LEDW. (2)

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(ii) Explain **two** negative socio-cultural impacts of tourism in the LEDW. (8)

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Impact 2

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(b) The impacts of tourism can be managed through a number of different strategies or methods. These include maximising the positive impacts and minimising negative impacts.

(i) This question focuses on maximising **positive socio-cultural** impacts of tourism.

Choose either:

Method A: Investing Income in Community Projects

or

Method B: Widening Access to Facilities

Explain how the method you have chosen can **maximise positive socio-cultural impacts** of tourism.

(4)

Indicate which question you are answering by marking a cross . If you change your mind, put a line through the box and then indicate your new question with a cross .

Chosen method:

Method A

Method B

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(ii) This question focuses on minimising the **negative environmental** impacts of tourism.

Choose either:

Method C: Environmental Audit

or

Method D: Visitor and Traffic Management

Explain how the method you have chosen can **minimise negative environmental impacts** of tourism.

(4)

Indicate which question you are answering by marking a cross in the box ☒. If you change your mind, put a line through the box ☒ and then indicate your new question with a cross ☒.

Chosen method:

Method C

Method D

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For Questions 3(c)(i) and 3(c)(ii) you need to select one destination you have researched or studied in class to answer both questions.

- (c) (i) Using a destination you have researched or studied in class, give details of the impacts of tourism at the destination.

In your answer you should include details to show evidence of your research.

(6)

Destination

Description of impacts



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