

Write your name here

Surname

Other names

Centre Number

Candidate Number

**Edexcel GCE**

# Travel and Tourism

## Advanced

### Unit 7: Responsible Tourism

Tuesday 11 June 2013 – 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) and 2(b). 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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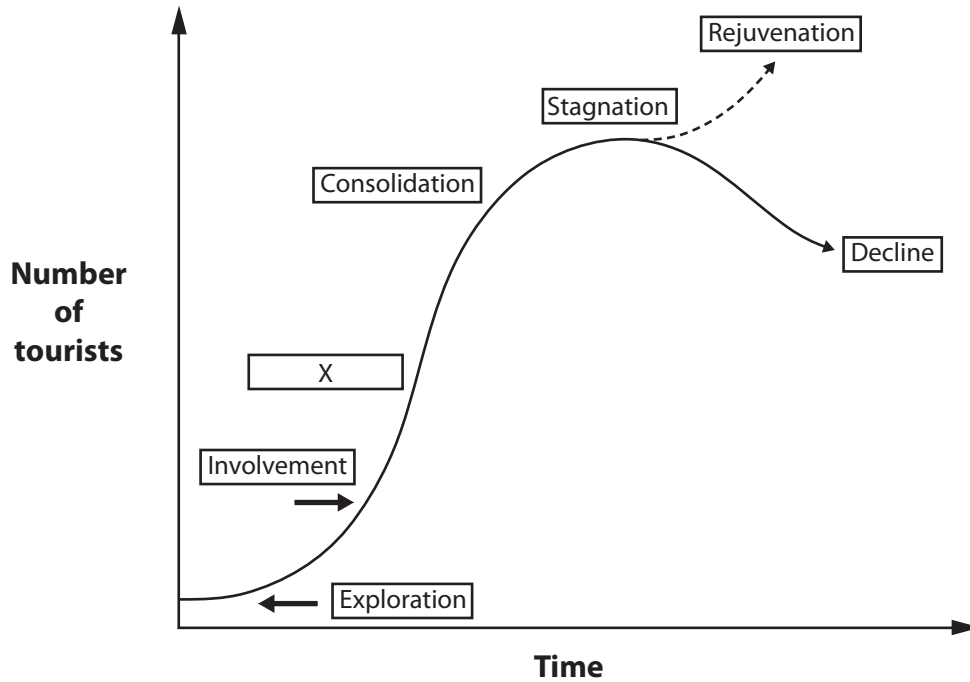


**PEARSON**

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

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

- 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: R.W. Butler, Tourist Area Life Cycle. 1980)

- (i) Identify stage X.

(1)

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

(3)

1 .....

2 .....

3 .....



### Incoming tourism

The UK attracts tourists from all over the world. One of the key growth areas is tourism from China which increased by 23% between 2009 and 2010. In 2010 the UK received 110,000 visitors from China who spent £184 million.

Research shows that most tourists from China knew of England and Scotland but few had heard of Wales.

Tourism is currently worth £3.3 billion a year to the Welsh economy.

- (b) Suggest **one** economic objective and **one** political objective the **Welsh government** might have when developing tourism.

(4)

Economic objective

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Political objective

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

**£50 million luxury resort in Wales aimed at Chinese tourists**

In 2011 China based developers, Maxhard Ltd, announced plans to build a £50 million resort at Pantglas Hall. Set in the heart of rural Carmarthenshire it is on the edge of the Brecon Beacons National Park. The area is a popular tourist destination known for its outstanding beauty, rivers, beaches and castles.



The Grade II listed tower, which is in a state of disrepair and unsafe.

There are good road links to Cardiff, 56 miles away, but many roads in the local area are small winding country lanes.

Pantglas Hall was once one of the largest country estates in South Wales. Built in the mid-19th century, the original mansion was destroyed by fire but its tower survived. The tower is now registered as a listed building by Cadw\* and forms the focal point of this beautiful site.

The new resort would feature a five-storey, luxury 100-bed hotel incorporating the Grade II listed tower.

The plans have been submitted to Carmarthenshire County Council.

In the village of Llanfynydd and the small market town of Llandeilo nine miles away, some residents and farmers have formed an opposition group – ‘Say No To Maxhard’ (SNTM).

\* Cadw – the Welsh equivalent of English Heritage.

(Source: <http://www.llanegwad-carmarthen.co.uk>, © Resort Development Organisation – RDO Ltd)

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

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

(4)

Organisation \ Sector	Public	Private	Voluntary
Carmarthenshire County Council	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maxhard Ltd	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cadw	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SNTM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



(ii) Describe the **role** of each of the following organisations in the proposed new tourism development at Pantglas Hall.

(9)

Cadw

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Carmarthenshire County Council

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'Say No To Maxhard'

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

## Pantglas Hall

### Background

There already is a small resort at Pantglas Hall that nestles in a quiet wooded valley. The 44 acre site includes a large lake. Wildlife is in abundance. Deer, foxes and badgers can be seen at dawn.

The existing 25 luxury Swiss style lodges are made of wood and blend into their surroundings. They are owned by individuals and rented out to holidaymakers. Their reviews show that the most important features are the 'peace and quiet' and 'beautiful surroundings'.



### The New Resort

The new £50 million resort would be built around the lake. Besides the hotel it would include a restaurant, pool, gym, spa, conference and wedding facilities, a three-storey 220 space car park and ten shops.



Although the existing lodges will remain, Maxhard plan to build a further 80 new holiday homes. These will be built in a modern urban style which the developers believe is 'what would be expected' by its international clientele.

The resort would have signs in English and Mandarin and the locally-recruited staff would need to be familiar with Chinese customs. It could create around 70 jobs for the area. The developer's architect said, "This is a serious application and we've already spent almost £500,000 on planning and consultation."



Artist's impression of the hotel development incorporating the Grade II listed tower from the original building.

When complete, the aim is to attract 20,000 tourists a year. Most visitors will travel to Pantglas Hall by coach or hire car.

(Sources adapted from: [www.llanegwad-carmarthen.co.uk](http://www.llanegwad-carmarthen.co.uk), [www.pantglas-hall.co.uk](http://www.pantglas-hall.co.uk), and [www.dailymail.co.uk](http://www.dailymail.co.uk))



\* (d) Analyse the possible positive and negative impacts of the planned new resort at Pantglas Hall.

(9)

Dotted lines for writing.

**(Total for Question 1 = 30 marks)**



**Read all of Question 2(a) before answering the question.**

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

**(2)**

Principle 1

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Principle 2

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**(ii) Explain how governments and tourism developers can meet each principle you have identified in 2(a)(i).**

**(8)**

Principle 1

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## Principle 2

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

### Tiger Tourism in India

Bengal tigers are threatened with extinction as their populations decline. The Indian subcontinent is the best place to see them in the wild.

#### Kaziranga National Park, Assam, India

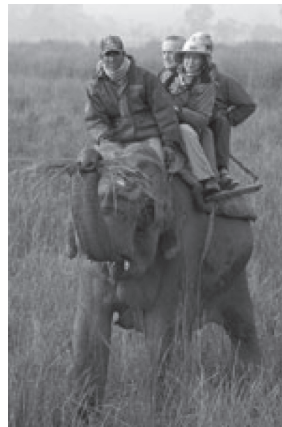
The relatively unknown national park of Kaziranga is an important tiger reserve. Located on the banks of the Brahmaputra River, this wide, flat plain covers some 430 square km of swamps, tall elephant grass and tropical forests.



#### Wildlife

The park contains large herds of Indian elephant, buffalo, wild boar and swamp deer. The river attracts birds such as pelicans and Pallas's fishing eagle as well as otters.

Many visitors come to the park hoping to see the Indian one-horned rhinoceros and the elusive Bengal tiger. While many rhinoceros can be seen in one day, it is more difficult to spot the tigers living in the thick forests.



The estimated 86 Bengal tigers in Kaziranga are under threat from poachers who kill them for money. Having tourists in the park makes it more difficult for the poachers to hunt them.

#### Local people

There has been some concern for the Karbi Anglong people, whose territory borders the park.

The Karbi are completely self-sufficient, growing a variety of crops including rice, maize and potato. They carve utensils from wood, spin cotton to make quilts and traditional clothes and make beautiful silver jewellery. Their rich culture includes numerous festivals, music and dance. They have been recognised as an important ethnic group in the hill areas of Assam although many live in desperate poverty.

A typical Karbi hut has a thatch roof and is built on a bamboo platform using timber posts. The platform is several feet above the ground.



(Source: [www.toftigers.org](http://www.toftigers.org), [www.lionscape.co.uk](http://www.lionscape.co.uk), [karbianglong.nic.in](http://karbianglong.nic.in))





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

**Don't ban tiger safaris!**

The Supreme Court of India is considering legislation that could ban tourism to all tiger reserves. The court says the ban is needed to protect tigers and stop their population decline. However, Travel Operators for Tigers (TOFT) claims banning tourism from the tiger reserves will in fact have many negative effects. The Indian Tiger Authority has appealed for strict guidelines if tourism is allowed to continue.

(Source adapted from: © Telegraph Media Group, 2012)

- (c) (i) TOFT is devising a 'Code for Tourism in Tiger Reserves' for the Forest Departments that manage the tiger reserves.

Suggest **six** guidelines to be included in the 'Code for Tourism in Tiger Reserves' that will help protect Bengal tigers. An example is given.

(6)

**Code for Tourism in Tiger Reserves**

Eg: No more lodges to be built inside the reserves.

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2 .....

3 .....

4 .....

5 .....

6 .....





**3** Tourism has many potential impacts on tourist destinations around the world.

(a) 'Regeneration of derelict areas' is a positive environmental impact of tourism.

Identify **two** examples of derelict areas which have been regenerated in the UK.

(2)

1 .....

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2 .....

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(b) In the less economically developed world (LEDW) 'staged authenticity' and 'leakage' are negative impacts of tourism.

Explain each of these terms. You may include an example to support your explanations.

(8)

Staged authenticity

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Leakage

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(c) The impacts of tourism can be managed through a number of different strategies.

(i) Explain how 'planning control' can minimise **negative environmental impacts** of tourism. You may include an example.

(4)

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(ii) Explain how 'implementing change as a result of environmental assessments' can minimise **negative environmental impacts** of tourism. You may include an example.

(4)

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**Question 3(d) starts on the next page.**



(d) *FarAway Travel is a fictitious organisation.*

You work for a UK tour operator, 'FarAway Travel', that provides package holidays to destinations in the less economically developed world (LEDW). FarAway Travel is keen to promote and support responsible tourism and has identified three key areas for improvement:

1. Information for customers
2. Transfers between arrival airport and resort
3. Accommodation

For each of the three areas, suggest ways that FarAway Travel can promote and support responsible tourism. Justify your suggestions.

(12)

Information for customers

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Transfers between arrival airport and resort

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Accommodation

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**(Total for Question 3 = 30 marks)**

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**TOTAL FOR PAPER = 90 MARKS**



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