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Pearson
Edexcel GCE

Centre Number

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Travel and Tourism

Advanced

Unit 7: Responsible Tourism

Wednesday 15 June 2016 – Afternoon
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.*
- Questions labelled with an **asterisk** (*) are ones where the quality of your written communication will be assessed
– *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.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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PEARSON

Answer ALL 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 before answering Questions 1(a) and 1(b).

The Lake District National Park

The Lake District National Park is in the north west of England and is the country's largest national park. The area is mainly rural and consists of mountains, forests, rivers and lakes, with just a few villages and small towns.

A number of different organisations are involved in the development of tourism within the national park. These include:

- Lake District National Park Authority (LDNPA)
- National Trust
- Lowther Estate, landowner
- Friends of the Lake District, a registered charity.

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1 (a) Identify the sector the following organisations belong to.

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

(4)

Organisation	Private sector	Public sector	Voluntary sector
Lake District National Park Authority	☒	☒	☒
Friends of the Lake District	☒	☒	☒
Lowther Estate	☒	☒	☒
National Trust	☒	☒	☒

(b) (i) Describe **one** role of the Lake District National Park Authority in developing tourism.

(2)

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(ii) Describe **one** role of Lowther Estate in developing tourism.

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(iii) Describe **one** role of the National Trust in developing tourism.

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Read the following before answering Question 1(c).

White Moss Common – Tourism development proposal

White Moss Common is located between Rydal Water and Grasmere in the Lake District National Park. It is a wooded area with a network of informal grassy footpaths. There is a small car park and a stone building containing the public toilets.

Lowther Estate owns White Moss Common and wants to create a visitor centre and ten new walking and cycle routes. Some routes will be accessible for wheelchair users and have level, surfaced footpaths. The proposals for the centre include a cafe, souvenir shop, visitor information, and cycle hire. Friends of the Lake District have criticised the proposals as an inappropriate over-development, leading to conflict with Lowther Estate.

White Moss Common – public toilets



(Source: http://www.thewestmorlandgazette.co.uk/news/cumbria/south_lakeland/grasmere/11407363.Concerns_over_welcome_hub_plan_for_White_Moss_Common_near_Grasmere/)

Friends of the Lake District is opposed to Lowther Estate’s proposals for White Moss Common because it has different tourism development objectives.

(c) Suggest **one** tourism development objective for White Moss Common for each organisation: (1)

(i) Friends of the Lake District

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(ii) Lowther Estate. (1)

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There is conflict between the objectives of Friends of the Lake District and those of Lowther Estate over the White Moss Common tourism development proposals.

(iii) Suggest **three** different ways to resolve the conflict over the White Moss Common tourism development proposals. Justify each suggestion.

(9)

Suggestion 1

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Justification

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Suggestion 2

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Justification

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Suggestion 3

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Justification

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Read the following before answering Question 1(d).

Tourism in the Lake District National Park

The Lake District National Park is a popular countryside area that receives over 15 million visitors each year. Visitors are attracted by the beautiful scenery and natural landscape that provide opportunities for a range of activities such as hiking, mountain biking, rock climbing, camping and sailing.

Tourism can have many potential positive and negative impacts. In the Lake District National Park tourism development is planned and tourism is managed.

*(d) Explain the **positive** environmental impacts of planned tourism development in countryside areas such as the Lake District National Park.

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(Total for Question 1 = 30 marks)



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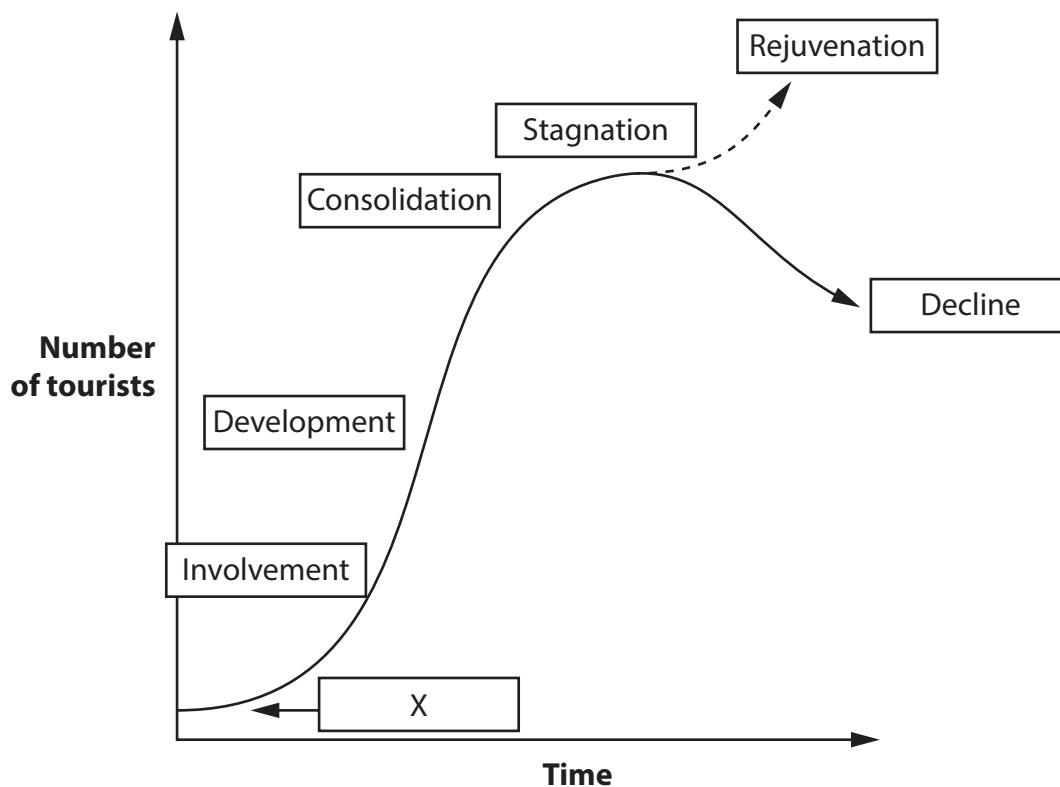


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2 The development of a tourist destination can be compared to the Tourist Area Life Cycle (TALC) model, which shows tourist numbers to a destination over time.



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

(a) (i) Using the diagram, name the stage of the TALC model labelled **X**. (1)

X

(ii) Identify **three** key characteristics of the decline stage. (3)

1

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3



Read the following before answering Question 2(b).

Myanmar (also known as Burma)



(Source: <http://www.lonelyplanet.com/maps/asia/myanmar/>)

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Myanmar

From 1962 to 2011 Myanmar was ruled by the military. There was very strong international disapproval of these rulers who were accused of abusing the human rights of the people who lived there. The country was isolated from the rest of the world and trade restrictions were imposed.

In a move from military rule, in 2010 the first general election in 20 years was held. A system of government by elected representatives was introduced and in 2011 a new government was installed.

In 2012 the European Union lifted all trade restrictions, although some EU countries were against this.

In September 2014 Myanmar opened its e-Visa application service. The government hopes this will encourage more tourists to visit the country.

(b) Suggest **one** political objective for developing tourism in Myanmar.

(2)

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

Growth of tourism in Myanmar

The best time to visit Myanmar is from October to March. November is the peak month for tourism. In 2010 Myanmar received 800,000 visitors, by 2013 this increased to two million.

The government, supported by overseas finance, has created a £320m tourism plan which aims to increase tourism arrivals to 7.5 million by 2020. The plan includes the expansion of airports and river cruise terminals and the building of new roads to visitor hotspots including Inle Lake.

In terms of accommodating more tourist arrivals, the government only allows foreign tourists to stay in officially approved hotels, hostels and private homes. In addition, there is a shortage of hotel rooms in the popular destinations and a lack of well trained staff.

A few specialist UK tour operators, including 'Exodus Travel' and 'Explore', offer sightseeing tours in and around Myanmar travelling by bus or bike, accompanied by local guides and dining in locally owned restaurants.

In 2014 travel specialist 'Adventure Myanmar Tours and Incentives' exhibited at the World Travel Market in London to help promote Myanmar as an overseas tourist destination.

(Source: adapted articles from: www.telegraph.co.uk/travel and *The Sunday Times Travel*, 6 June 2013)



(c) Myanmar has now reached the involvement stage of the TALC model. Justify this statement.

(6)

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In 2013 two million foreign visitors entered Myanmar. Around 900,000 of these arrived by air through the main international airport at Yangon (Rangoon). Of these visitors, 70% were from Asian countries and 17 % were from European countries.

*(d) Explain how the **appeal** of Myanmar as a tourist destination could change as it moves from the involvement stage towards the consolidation stage of the TALC model.

(9)

Dotted lines for writing the answer to question (d).



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Read the following before answering Question 2(e).

Myanmar – People and culture

Myanmar has a population of 60 million. Buddhism is the main religion and 90% of the population are Buddhists.

The country is the world’s largest exporter of teak wood and has significant reserves of oil and gas but these industries have been controlled by the military for years and corruption is widespread. As a result, Myanmar is one of the poorest countries in Asia and four-fifths of the population live in poverty.

Myanmar is one of very few countries in Asia not to adopt Western dress and there is a complete lack of commercialisation. The country is largely rural and densely forested. There are 5,000 miles of navigable river. Along the forested banks of the Irrawaddy River the local people live a simple life, harvesting crops.

The main tourist sites include Yangon (Rangoon), the temple city of Bagan, the stilt house villages and floating gardens on Inle Lake and the bustling city of Mandalay. The pristine beaches on the Andaman Sea and remote villages in the Shan highlands are popular but hard to reach.



Buddhists at prayer



A rural scene



The sacred Shwezigon Temple near Bagan covered in gold

(Source adapted from: www.telegraph.co.uk/travel)

(e) Assess the likely positive and negative impacts of tourism on the culture and people of Myanmar.

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(Total for Question 2 = 30 marks)



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3 (a) Tourism has many potential impacts on destinations across the world.

(i) Identify **two** negative **economic** impacts of tourism.

(2)

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(ii) Explain **two** reasons why pollution may have a negative environmental impact on popular tourist destinations.

(4)

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(iii) Explain **two** reasons why improving infrastructure for tourism can create economic benefits for a destination.

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(b) The impacts of tourism can be managed using a number of different strategies.

(i) Explain **two** ways that 'environmental audits' can minimise the negative impacts of tourism.

(4)

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(ii) Identify **one** strategy that can be used to maximise the positive impacts of tourism.

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(c) Using a destination you have researched or studied, other than the Lake District and Myanmar, explain how the impacts of tourism have been managed.

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

(9)

Destination

Explanation



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Tourism that is responsible is the aim of many tourist destinations in countries across the world, particularly those in the less economically developed world (LEDW). Government bodies, developers and planners now incorporate the principles of responsible tourism into their tourism plans.

(d) Outline **one** way each of the following three principles of responsible tourism may be achieved in the LEDW.

(i) **Principle** – To promote the conservation of natural and cultural heritage

Suggestion

(2)

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(ii) **Principle** – To promote respect between locals and tourists

Suggestion

(2)

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(iii) **Principle** – To minimise the negative economic impacts of tourism

Suggestion

(2)

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(Total for Question 3 = 30 marks)

TOTAL FOR PAPER = 90 MARKS

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