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Edexcel GCE

Centre Number

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Travel and Tourism

Advanced

Unit 7: Responsible Tourism

Wednesday 14 June 2017 – 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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Answer ALL 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 .

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

Hastings Castle

Hastings is a seaside town in East Sussex on the south east coast of England. The town offers tourists a variety of attractions including the medieval Old Town and the Grade II listed pier on the seafront. Bodiam Castle is nearby and owned by the National Trust.

In 2016 it was the 950th anniversary of the Battle of Hastings, which Tourism South East and Hastings Borough Council were keen to celebrate.



View of Hastings from Hastings Castle



Bodiam Castle

(Source: www.visitsussex.org/page/hastings/www.englandforever.org/bodiam-castle.php)

- 1 (a) Identify the sector to which each of the following organisations belong.

Put a cross in the correct box for each organisation.

(4)

Organisation	Private Sector	Public Sector	Voluntary Sector
National Trust	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hastings Borough Council	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Historic England	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourism South East	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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(b) (i) Explain **one** role of the National Trust in developing tourism in Hastings.

(2)

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(ii) Explain **one** role of Hastings Borough Council in developing tourism in Hastings.

(2)

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(iii) Explain **one** role of Historic England in developing tourism in Hastings.

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(iv) Explain **one** role of Tourism South East in developing tourism in Hastings.

(2)

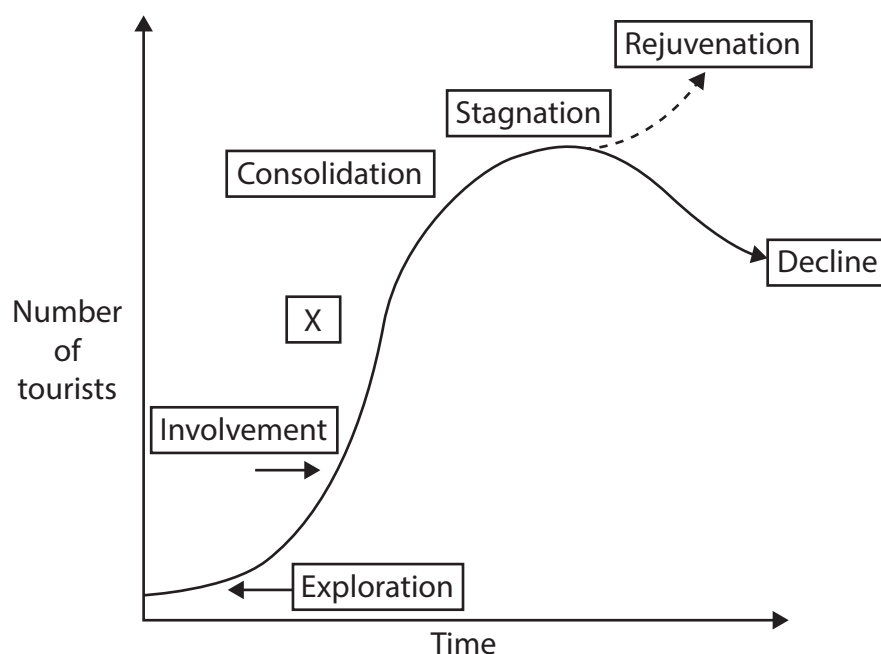
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The development of a tourist destination can be compared to the Tourist Area Life Cycle (TALC) model, which shows tourist numbers to a destination over time.



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

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

X

The Involvement stage is another stage of the TALC model.

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

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

Revival of Hastings

In 2011 efforts were made to rejuvenate Hastings as a seaside resort.

Pier

The Grade II listed pier opened in 1870. By 2011 it had suffered from years of neglect, storm and fire damage and has been closed since 2008.

In 2012 plans were made to rebuild the pier at a cost of £14 million. The money was raised from grants and contributions from residents. The aim was to create “the coolest-looking pier in the world”.



Architect's proposed design for the rebuilt pier at Hastings

The pier was re-opened in May 2016 and it will host concerts, a film festival, farmers' markets and urban sports. It is expected to attract 325,000 visitors in the first year and contribute £1.2 million to the local economy.

Investment

Hastings Borough Council has been given £500,000 of government money to improve the seafront and visitor attractions including bike hire, information walks and landscaping. It will create 260 jobs.

New developments

Hastings is becoming known for new events such as the International Jazz Festival. It is also the location for a popular TV drama series Foyle's War, which showcases the unspoilt beach and winding streets of the Old Town.



Tourism in Hastings – visits, spend, employment 2011–2014

Tourism in Hastings	2011	2014
Day trips	3 million	3.2 million
Value of tourism	£173 million	£264 million
Tourism related jobs	5,000	5,500
Increase in overseas visitors	1.8%	6.9%

(Source: adapted from www.hastingsobserver.co.uk, www.gov.uk,
www.hastings.gov.uk, www.bbc.co.uk, www.visitsussex.org)

*(ii) Evaluate the potential impacts of the **rejuvenation** stage of the TALC model for seaside resorts such as Hastings.

(8)



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2 Many governments and tourism planners aim to follow the principles of responsible tourism development.

(a) Identify **three** of the principles of responsible tourism development.

(3)

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Map showing location of Malawi



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Malawi

Malawi lies landlocked in southeast Africa bordering Tanzania, Mozambique and Zambia. It is a safe, stable and peaceful country. The Malawian people are friendly and welcoming.

The population of 15 million people mainly live in rural areas and are self-sufficient, relying on the maize they grow. Life expectancy in Malawi is 58 years. Around 14% of children under the age of five are underweight. Three quarters of Malawians live below the international poverty line and few have access to healthcare.

The country's industry is based on agriculture with exports including sugar, tea and tobacco, although global demand for this is falling. These products bring in more than 80% of the country's export earnings.

(Source: adapted from www.our-africa.org/malawi/facts-figures)

The Malawian government is attempting to develop the country's considerable potential for tourism.

- (b) (i) Suggest **one** economic objective for developing tourism in Malawi. Justify your answer.

(2)

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- (ii) Suggest **one** socio-cultural objective for developing tourism in Malawi. Justify your answer.

(2)

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

Tourism development in Malawi

- The main airport is in the capital city of Lilongwe. There are no direct flights from the UK to Lilongwe.
- Half of the country's roads are unpaved and travelling around is not easy.
- The electricity supply in Malawi is unreliable and only 8% of households are connected to the network.
- The main cities have some hotels although few meet international standards. Most tourist accommodation is basic and in small lodges.
- In 2012 Malawi received 770,000 foreign visitors. Of these arrivals 75% were from other African countries and 14% from Europe.
- Business was the main reason foreign visitors travelled to Malawi.
- 30% of arrivals travelled for a holiday to see the country's unspoilt natural beauty.
- In 2014 tourism contributed 5% to Malawi's economy and provided 4% of all jobs.

(Source: adapted from www.our-africa.org/malawi/tourism-communications,
www.idc.co.za/images/Content/tourism_report_2012.pdf)



(c) 'Malawi is at the exploration stage of the TALC model.'

Justify this statement.

(6)

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Read the following before answering Question 2(d).

The tourism potential in Malawi

The main appeal for tourists to Malawi is its stunning scenery, rich biodiversity and pleasant climate.

Malawi's landscape ranges from wooded hills and grasslands, to low-lying wetlands and high outcrops of rock rising up from nowhere.

Malawi has five national parks and four wildlife reserves, which offer a variety of flora and fauna. Tourism activities include mountaineering, horse riding, and skiing.

Lake Malawi runs almost the entire length of the country. It is a freshwater lake with 800 species of fish, some found nowhere else in the world. Crystal clear waters and fine sandy beaches are a major attraction and the lake provides a range of snorkelling, scuba diving and water-sport activities. On the southern shore of the lake is Cape Maclear, a UNESCO World Heritage Site.



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Tourism in Malawi is predicted to rise 12% year on year and its tourism potential is vast. Already there is a high demand for high quality hotels along the shores of Lake Malawi.

*(d) (i) Analyse the possible negative impacts of unplanned tourism development on Lake Malawi and the surrounding area.

(9)

Area with horizontal dotted lines for writing the answer.



(ii) Recommend **two** ways the Malawian government could reduce the negative impacts you have identified in 2(d)(i). Justify your recommendations.

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

(i) Explain **one** reason why 'staged authenticity' is a negative socio-cultural impact of tourism.

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(ii) 'Staged authenticity' is one negative socio-cultural impact of tourism, give **two** others.

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(iii) Explain **one** reason why 'leakage' is a negative economic impact of tourism.

(2)

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P 4 8 7 4 2 A 0 1 9 2 4

(b) Other than Hastings and Malawi, describe the impacts of tourism on a destination you have researched.

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

(6)

Destination

Description of impacts



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

(i) Explain **one** way that introducing park and ride schemes can help manage the impacts of tourism.

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(ii) Explain **one** way that visitor centres can help manage the impacts of tourism.

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(iii) Explain **one** way that visas can help manage the impacts of tourism.

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(d) Apart from the examples given in 3(c), explain **two** other ways to manage the positive impacts of tourism.

You should include specific details to show evidence of your research.

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(e) WillowTravel provides package holidays to destinations in the less economically developed world (LEDW) and is keen to promote and support responsible tourism. Two areas for improvement have been identified:

- Information for package holiday customers
- Transfers between airports and resorts

For each area, recommend **two** ways that WillowTravel could promote and support responsible tourism. Justify your answers.

(8)

Information for package holiday customers

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Transfers between airports and resorts

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(Total for Question 3 = 30 marks)

TOTAL FOR PAPER = 90 MARKS



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