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Edexcel GCE

Centre Number

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Travel and Tourism

Advanced

Unit 7: Responsible Tourism

Wednesday 13 June 2018 – 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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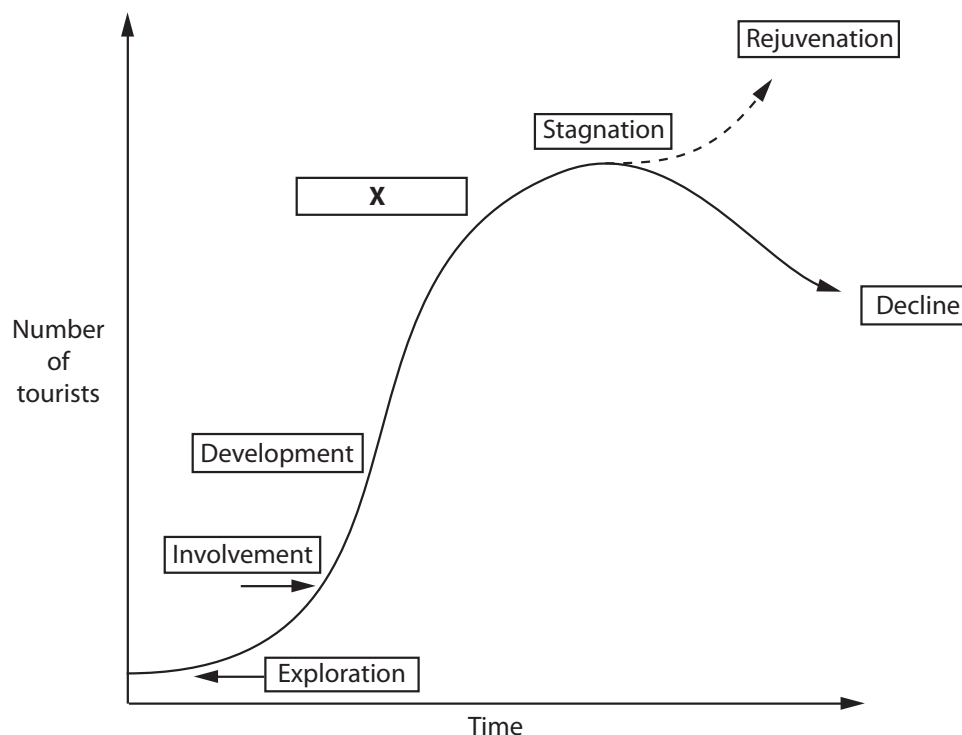
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Answer ALL questions. Write your answers in the spaces provided.

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 ☒.

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

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

(1)

- (ii) Give **three** key characteristics of the **development** stage of the TALC model.

(3)

- 1
2
3



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

Stratford-upon-Avon

Stratford-upon-Avon attracts more than 1.2 million visitors each year. Tourists visit the town to enjoy its rich culture and heritage.

Stratford-upon-Avon is known around the world as the place where William Shakespeare was born in 1564. He is best known for writing plays such as Romeo and Juliet. These plays are performed by the Royal Shakespeare Company (RSC) at the Royal Shakespeare Theatre. Visitors also come to see the historical buildings associated with Shakespeare. These include the cottage in which he was born. This cottage and other buildings are the responsibility of Shakespeare Birthplace Trust, a charity. They also give lectures on Shakespeare's life.

A few years ago, the regional tourist board for the area, Heart of England, reported that the visitor numbers to Stratford-upon-Avon were no longer increasing.

(Source: adapted from www.worldclassstratford.net, www.stratford-upon-avon.co.uk)

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

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

(3)

Organisation	Public sector	Private sector	Voluntary sector
Stratford District Council	☒	☒	☒
Heart of England	☒	☒	☒
Shakespeare Birthplace Trust	☒	☒	☒

(ii) Describe **one** role of Heart of England in developing tourism in Stratford-upon-Avon.

(2)

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(iii) Describe **one** role of Shakespeare Birthplace Trust in developing tourism in Stratford-upon-Avon.

(2)

One of Stratford District Council's roles in developing tourism is to form partnerships with other organisations.

(iv) Describe **one other** role of Stratford District Council in developing tourism in Stratford-upon-Avon.

(2)

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

Tourism in Stratford-upon-Avon in 2005

- In 2005 Stratford-upon-Avon 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-upon-Avon 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 had 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: adapted from www.guardian.co.uk and www.stratford.gov.uk)



A multi-million pound programme, 'World Class Stratford', was set up in 2006 to agree the '2020 Vision for Stratford'. 'World Class Stratford' is a partnership between Stratford District Council, the Royal Shakespeare Company and other organisations. The aim of this programme is to help rejuvenate the town.

(d) Analyse the possible impacts of rejuvenation on Stratford-upon-Avon.

(9)

(Total for Question 1 = 30 marks)



- 2 (a) Give **two** political objectives of tourism development.

(2)

1

2

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

Tourism in Assam, India

The Karbi Anglong people live close to the border of a national park in Assam, India. The park is becoming increasingly popular being one of the few places in the world where visitors can view tigers in their natural habitat.

The Karbi Anglong people 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 make silver jewellery. They have been recognised as an important ethnic group although many live in extreme poverty.

(Sources: adapted from www.toftigers.org, www.lionscape.co.uk, karbianglong.nic.in)

- (b) Explain the possible negative socio-cultural impacts on the Karbi Anglong people as tourism continues to increase.

(6)

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

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 fish eagles.

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 National Park are under threat from poachers who kill them for money. Having tourists in the park makes it more difficult for poachers to operate.

Tourism

Tiger safaris are available in jeeps along the reserve's dirt roads. Tourists can also go on safaris riding elephants. Tourists are accompanied by local people who act as spotters and armed guides. Tigers are used to being followed and have no fear of humans. It is also possible to view wildlife with a cruise along the Brahmaputra River or on a boat safari.



Accommodation

Diphlu River Lodge and Infinity Resorts Kaziranga offer guests luxurious accommodation and a range of activities.

(Source:
©Dinodia Photos /
Alamy Stock Photo)

(Sources: adapted from www.toftigers.org, www.lionscape.co.uk, karbianglong.nic.in)



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*(c) Analyse the possible environmental impacts of tourism on Kaziranga National Park.

(8)

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

Don't ban tiger safaris!

The Supreme Court of India has considered legislation that could ban tourism to all tiger reserves. The court claimed the ban was needed to protect tigers and stop their population decline. However, Travel Operators for Tigers (TOFT) claimed banning tourism from the tiger reserves would have many negative effects. There have been appeals for strict guidelines if tourism is allowed to continue.

(Source: adapted from Telegraph Media Group)

(d) (i) TOFT is devising a 'Code for Tourism in Tiger Reserves'.

Suggest **six** guidelines that might 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

Example: Do not build any more lodges inside the reserves.

1

2

3

4

5

6



- (ii) Explain how **four** of the guidelines you suggested in (d)(i) would help to protect the Bengal tiger population.

(8)

Guideline 1

Guideline 2

Guideline 3

Guideline 4

(Total for Question 2 = 30 marks)



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

(i) Give two **positive economic** impacts.

(2)

1

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2

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(ii) Give two **positive socio-cultural** impacts of tourism.

(2)

1

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2

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One strategy for managing the impacts of tourism is 'retention of visitor spending'.

- (b) (i) Explain how 'retention of visitor spending' can maximise the positive impacts of tourism.

(4)

Another strategy for managing the impacts of tourism is 'widening access to facilities'.

- (ii) Explain how 'widening access to facilities' can maximise the positive impacts of tourism.

(4)



For Question 3(c) you need to select one or more destinations you have researched, other than Stratford-upon-Avon and Assam, India.

- (c) Explain how the impacts of tourism have been managed at one or more destinations you have researched.

Your response should include specific details to show evidence of research.

(8)

Destination(s)

Explanation



Le Savoir

Le Savoir is a hotel chain proposing a new development on a tropical island in the Indian Ocean. The island has a small population. The people live off what they can gather from the land and sea.

The tourism development proposal will be built close to an unspoilt palm-fringed beach and coral reef. It will consist of a luxury hotel, three restaurants, spa facilities, pools and will offer water sports activities.

Le Savoir aims to follow the principles of responsible tourism for this development.

(d) Recommend how Le Savoir could achieve responsible tourism in this development. Justify your recommendations.

(10)

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(Total for Question 3 = 30 marks)

TOTAL FOR PAPER = 90 MARKS



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