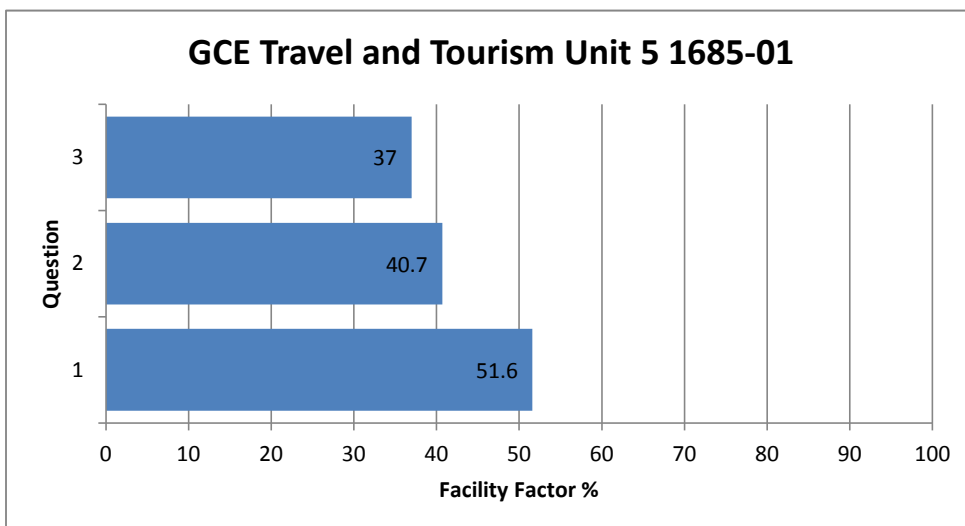


GCE Travel and Tourism Unit 5 1685-01

All Candidates' performance across questions

 <i>Question Title</i>	<i>N</i>	<i>Mean</i>	<i>S D</i>	<i>Max Mark</i>	<i>FF</i>	<i>Attempt %</i>
1	574	16.5	4.5	32	51.6	100
2	574	13.8	4.9	34	40.7	100
3	574	12.6	5.4	34	37	100

1. Study **Figure 1 of the Resource Material** which shows extracts of a report about tourism on Easter Island.

Sustainable tourism can be defined as tourism attempting to make as low an impact as possible on the environment and local culture, while helping to generate future employment for local people.

- (c) Discuss how a range of sustainable tourism practices might reduce the *negative impacts* of tourism development on Easter Island. Give examples to support your answer. [10]

*1

(C) Sustainable tourism is very important in tourism destinations like Easter island. With the increase of tourists, the island is beginning to struggle. There is not enough public transport on the island so ~~they want~~ to reduce hire cars they could introduce more regular buses and give timetables to tourists so they know when they run. They could also promote the use of bikes, so tourists can bike around the island or walk. The island would need to create footpaths & create a cycle route and this will help reduce CO₂ emissions and promote ~~the~~ healthy

Question
number

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C	living. The island can do other things such as educating the tourists about their culture and what they can do to protect their environment whilst visiting the island. They could do this with the use of leaflets, handouts and presentations given by locals. This would enhance the understanding of the tourist and perhaps help sustain the island.

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19/

* 1 c. There are a number of different sustainable tourism practises that could be put in place upon Easter Island. One of these may be providing information on how to reduce their negative impact on the island, for example

1c
(cont)

educating tourists on where to stay that may provide them within walking distance to attractions. By providing this information it will eliminate the need for tourists to use vast amounts of transport and therefore reducing their polluting effect.

Another sustainable tourism practise that may be used is to offer alternative modes of transport to the island, for example improving the cruise ships tender systems as to reduce the number of daily trips made. This will help to not only reduce the water pollution but also limit tourism numbers, through larger less frequent visits.

To add further to sustainable activities on ~~the~~ Easter Island tourism ~~the~~ promoters may encourage the purchase of local goods and crafts. This will help to exploit the culture of the indigenous people, as well as providing them a suitable, sustainable income.

To promote another sustainable practise on Easter Island locals may initiate projects such as conserving fauna and habitats within the local area. They can then educate tourists on these practises so they are more aware of their impact on the island and why it should be preserved for future generations of tourists.

Question
number

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1c	is a high valued destination with peop tourists
cont.	coming from America, Asia and Australia to view
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Question
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✓
5

2. Many MEDW tourism destinations, such as the UK, host a range of major events which attract large numbers of leisure and business tourists for a short period of time.
- (b) (i) Outline the different types of major events hosted within the UK. Give named examples to support your answer. [8]
- (ii) Discuss the possible *negative economic* and *social impacts* that MEDW tourism destinations might experience as a result of hosting a major event. [8]

*2
B

(i) The UK attracts millions of tourists from all over the world. Major events in the UK include festivals such as Reading, V, Glastonbury and many more. Glastonbury attracts people world wide

25

i) and it appeals to the music market. It attracts leisure tourists who like music, camping, street food and festival life. Big conference events attract business tourists for a short amount of time and bring business from all over the world. Events to do with the Royal family e.g. The Jubilee, Royal weddings and birthdays attract thousands of tourists that stay in London for a short weekend. This major event also means tourists will spend money in hotels, restaurants and other attractions which helps the economy. Events such as Food festivals, outdoor activities like walking in Snowdon, Carnivals in Wales will attract leisure tourists.

26

* ii) MEDW destinations such as Ayia Napa in Cyprus host a Summer season to young people and is known as a 'clubbing holiday'. This lasts from June - September. This can have negative social impacts because some locals leave their home due to the amount of noise and bad behaviour. These type of tourists are not benefitting the local economy as hotels are foreign owned and most of the nightclubs and bars are too. They do not visit other local attractions and explore Cyprus. Leakage is a big problem as tourists spend money in places that are owned by companies in America example so all the money goes back to that country and doesn't benefit Cyprus economically. L1
Cambridge will be hosting the 'Tour de France' for one day as cyclists will be going through Cambridge on their journey. This may cause resentment from locals about the increase of tourism & blocked roads that people may need to get to work. It can cause social separation & it's important that they benefit locals for the triangular relationship to work & for the event to be

the area such as waitresses in bars, ⁴
tour guides, bus drivers, jobs at attractions ⁴
and much more. There will be jobs that weren't
there before as they need to develop the city
to benefit tourists. So adding new bars, cafes,
toilets, attractions, hotels, B&B's etc. ⁴

⁴ Hotel workers, cleaners, receptionists.

This will benefit the local people too as they
will be earning more money which reduces
resentment. Tourism will also increase ⁴

foreign currency earnings as the destination
will be receiving tourists worldwide. Because ⁴
it's been named the capital of culture it

will bring in more tourists that want to see
why it's been named that. This will increase
visitor spending and benefit the local economy.
Leakage will be kept to a minimum as

cafes, hotels & bars will not be foreign
owned which means money will stay in their
economy. It will also benefit the economy as

they will be making money all year round as
it's a destination that can be enjoyed in
all 4 seasons unlike hot countries that bring
tourists only in the summer e.g. France.

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Another major UK event would be the Highland Games held in Scotland, that attracts thousands of leisure tourists looking for a less serious sporting event.

Other major events that are hosted within the UK is the number of film premieres held within the capital. Numerous business tourists will follow film premieres as to ~~also~~ promote various products but to also enjoy what the surrounding area has to offer.

* b ii. A possible negative economic impact major events may have on an MEDW destination is unstable economy, this will be from the high increase in spending and demand leveling out after the event for example during the 2012 London Olympics spending would've increased for a short time. However post-olympics this would have unsettled the economy due to money being reduced again.

A negative social impact that a major event may have on an MEDW is the increase in crime rates. With the rise in ~~the~~ tourists in one area for a major event, petty crime such

as pick pocketing will increase. For example at Glastonbury festival, crime rates will be high due to a high concentration of tourists in one place making it ~~inevitable~~ inevitable.

Another ^{economic} damaging effect major events have on MEDW's is that employment levels will rise during the event but subside again post event. This will cause unemployment levels to drop and then rise high again, creating an unbalanced effect on the multiplier effect. An example of this would be that during the 2014 Brazil World Cup, which is an emerging MEDW, employment will rise improving local wages but then drop again leaving locals back close the poverty line. ~~£~~

Another negative social effect that MEDW's suffer from having held major events is the contingency or legacy of the area being ignored. This then leads to derelict sites, making the destination a poor tourism attraction. This will therefore also drive ~~per~~ locals out of the area as they are no longer fulfilled by the events purpose,

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3. In order for Riga to be successful as a European Capital of Culture it is important that different sectors of the travel and tourism industry work together.
- (c) Explain how the different sectors of the travel and tourism industry might work together in order to ensure the success of the events planned for Riga in 2014. [8]

*
3 (c) There are many events planned for 2014 and it is important that the private sector, public sector and voluntary sector work together to ensure Riga is successful. The private sector aims to make a profit whilst the public sector want to make the destination safe & enjoyable and they put in policies and finally the voluntary sector conserve & preserve the area. All three sectors balance each other well as they all aim to achieve different things. but it works well for a destination. The private sector will deal with the events financially and

ensure the events are going to benefit the economy & that they won't lose money. For example hotels will need to promote and offer special prices so tourists book to stay there. Hotels may work with attractions to offer deals or cheaper entry if they stay at ^{the} hotel. The public sector will ensure the destinations safe and policies are put in place. The local ^{and} national government will work with attractions and hotels to ensure they are at a good enough standard to encourage visitors to return. The voluntary sector will provide charities to protect and conserve the environment during this busy time for tourism. For example ~~ensuring~~ ^{there} working with local tourist boards about free buses to the events, or guided walks ^{so} tourists know where to go. They will also ensure there are volunteers at the events to help clean up litter and to guide people in the right direction. Overall, all three sectors will work together to ensure the events are benefitting the local economy, people are enjoying themselves and ~~experiencing~~ Riga and the environment is being protected at the same time.

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