

Tuesday 12 June 2012 – Morning

A2 GCE APPLIED TRAVEL AND TOURISM

G728/01/RB Tourism Development

RESOURCE BOOKLET

Duration: 2 hours

To be opened on the day of the examination



INFORMATION FOR CANDIDATES

- Use the case studies to answer the questions.
- This document consists of **8** pages. Any blank pages are indicated.

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Cornwall Tourist Information

In the last decade Cornwall has emerged as one of the world's iconic destinations. From the dramatic coastline of the north to the sheltered bays in the south, from ancient moorland to soft river estuaries, surfers, walkers, sailing buffs, food lovers and visitors simply seeking a break from a hectic world have discovered a fascinating, vibrant culture, first class accommodation, food to die for and a naturally thrilling adventure playground.

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You will find a local Tourist Information Centre (TIC) in each of Cornwall's main towns. The helpful staff can give information on places to stay, local attractions and events and those ever useful directions. For more information tourists should go to the official Cornwall Tourism Board website www.visitcornwall.com.

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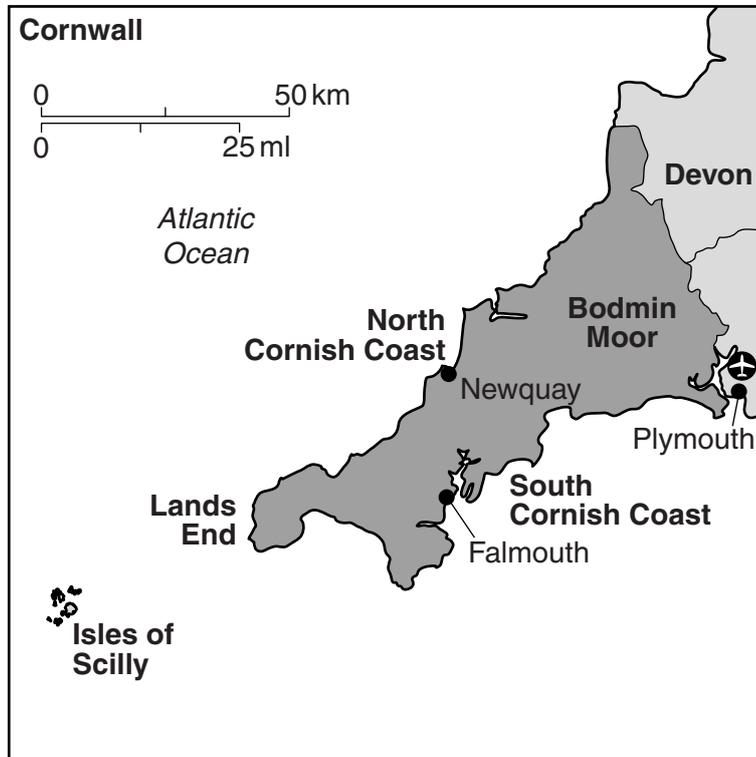


Fig. 1a

Cornwall's AONB Management Plan 2011–2016

The unique landscape, natural beauty and cultural heritage of the Cornwall AONB is central to Cornwall's tourist economy and is the star attraction for Cornwall's visitors. The Cornwall AONB represents the finest parts of Cornwall in terms of the landscape resource and the sustainable management of these landscapes and it is, therefore, essential to a long term prosperous future for Cornwall's tourism industry and economy. 15

Historically the tourism industry has focused on summer visitor numbers, but over the last 20 years, the emphasis has shifted to attracting more visitors to appreciate Cornwall's qualities throughout the year, creating successful 'shoulder' seasons which sustain better quality employment and spread the total number of visitors. This shift in emphasis is highly compatible with the purposes of the AONB, as much of this quality experience relies on the quality of the cultural heritage and natural capital of the AONB. 20

The AONB is integral to the tourist economy

The landscape is the main asset in Cornwall, attracting 4.6 million visitors annually with a spend of £1.2 billion, supporting 38 000 jobs, 18% of all employment. Statistics from VisitCornwall's visitors' survey suggests that over 80% of those visits are motivated by the high quality coast and countryside. 25

Aims of the AONB

- A tourism industry which recognises the value of a high quality landscape to its business, with the AONB playing a central role and which looks to attract sustainable visitors, in sustainable numbers through the year. 30
- A visitor and tourist provider which respects the landscape and environment of the Cornwall AONB and does everything possible to minimise its own impact.
- A tourism industry which values the landscape as its key asset and is in harmony with its landscape and environment, seeking to support other Cornish industries which enhance local distinctiveness, e.g. the local food sector. 35

The current picture

- Given the relatively unpopulated nature of the AONB within Cornwall as a whole, a significant proportion (23%) of businesses awarded 'Gold' in the Green Tourism Business Scheme (GTBS) are located within the AONB. 40
- The National Trust (NT) owns a significant amount of countryside and coast within the AONB and its properties receive a large number of visits each year. 80% of coastal car parks in NT ownership are located within the AONB. In terms of properties, eight out of 14 NT property holdings in Cornwall are within the AONB.
- VisitCornwall reports that tourism spend in Cornwall more than doubled between 1996 and 2006 to a peak of £1.4 billion, reducing to £1.2 billion in 2008. 45
- A report commissioned from South West Tourism for the Cornwall AONB looked at tourism-related spend within the AONB. Overall tourism-related spend was £315 million in 2001 and £370 million in 2003, an increase largely attributed to an increase in domestic tourism. The study shows that the Cornwall AONB outperforms the South West region in terms of the domestic market, with a 20% increase in the domestic spend between 2001 and 2003, compared with only 9% in the South West as a whole. The estimated number of tourism-related employment also rose over the period. 50

Tourism development

Increasing numbers of tourists and their changing expectations and desires in terms of their experience are likely to increase the pressure for tourism development, particularly in coastal areas; such as the redevelopment of the coastal caravan sites, new cafes, shops and bars, further car parks and other tourist infrastructure such as toilet facilities. All have the potential to negatively impact on the AONB landscape. Equally, the NT's restoration of less popular locations such as Kynance Cove, Lizard Point and Bedruthan Steps demonstrates how conservation and intensive access can be reconciled and sustained with planned management and targeted resources.

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Fig. 1b

Tourism Crisis in Greece 2010

The tourism crisis in Greece continues to deepen as visitor numbers decline sharply. The Greek tourism industry faces further threats with hotels and tourism-related businesses continuing to collapse.



In the spring of 2010 the scenes in Greece, a MEDC, were very strange. Hotel occupancy was almost zero, restaurants were empty and all major tourists' sites had few tourists despite the start of the tourist season in Greece.

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Major hotel chains had reported less than 30% occupancy at the time when usually all major hotels in Greece should have been completely booked. Room prices had gone down and they continued to slide further, but with no sign of bookings for the near future. Hotel staff were eagerly waiting for customers, hoping for the phone to ring for bookings but the nightmare continued.

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Experts say that violence in Greece has taken its toll on the tourism industry. According to the Association of Greek Tourism Enterprises (SETE) the 24 hour general strike in early May 2010 resulted in more than 5 800 booking cancellations in Athens alone.

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Experts believe that Greece's tourism industry failed to assure tourist safety in the country. There were major security concerns for tourists in Greece, even though the situation was not as bad as it had been, and apart from Athens, most of Greece was safe, but still tourists were not coming to Greece.

The hotel industry is believed to be the worst hit by the crisis. More than 400 hotels in Greece are up for sale. Despite cuts in hotel staff, they are finding it hard to keep operating under the current circumstances. The hotel industry is blaming continuing strikes and air disruption as the major causes of the collapse. The worsening economy has resulted in less money for Greeks to spend, which has led to a weakness in the domestic tourism market as well.

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The tourism industry now hopes that the Government will come up with a plan to save tourism in Greece.

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Fig. 2a

Job Losses

Greece's tourism industry has shed more than 19 000 jobs after arrivals at airports dropped by nearly a tenth in the first six months of 2010.

The country's 13 biggest airports, which account for the bulk of tourism traffic, saw a total of 3.9 million arrivals in the period, down 12.6% from 2009. A spokesperson from SETE whose members employ more than 350 000 people said "This decline means a loss of more than 560 000 tourists, which in turn translates into a loss of more than 19 000 jobs." 30

The industry's revenue losses exceeded 10% as Greek hotels and travel agencies slashed prices to attract visitors. The data adds to evidence that Greece may face its first recession since 1993. With about 15 million visitors each year, Greece is one of Europe's biggest tourism destinations and the industry accounts for about a fifth of the country's Gross Domestic Product (GDP). 35

The Greek Tourism Organisation said that its aim is to turn cancellations into reservations by showing others that the country remains safe and very hospitable. Of course, even before the riots, the sector had been hurt by the strength of the euro. This caused tourists to go to other areas where their money is more valuable, i.e. to other countries such as Turkey and Egypt. 40

Right now tourism is one of Greece's most important industries. It contributes almost 17% of its economic output and one in five jobs. Any further slump in this industry could result in further job losses and hinder Greece's economic recovery. 45

Thomas Cook reported a 30% slump in sales from Germany to Greece compared with the same period in 2009. Bookings from the United Kingdom (UK) have fallen 24%. The tour operator previously sold about 600 000 holidays in total to Greece every single year.

Fig. 2b



responsibletravel.com

world's leading travel agent for responsible holidays

Since 2001, responsibletravel.com has led the way in offering locally distinctive, authentic holidays from across the globe which benefit destinations and local communities. It is the world's first dedicated travel agent for responsible holidays. With over 300 tour operators and 600 villas, lodges, bed and breakfasts (B&Bs) and small hotels, travellers will find the largest selection of responsible holidays anywhere on the web.

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responsibletravel.com aims to help re-invent the tourism industry for the long-term benefit of local people, the environment, tourists and the tourism industry. It takes its responsibilities to the environment, local communities, customers, partners and employees very seriously and constantly reviews its policies and strives to make improvements where it can.

Within tourism destinations

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The entire premise of its business is to market more responsible holidays which have a greater positive impact on the local communities, cultures and people visited. Whether it is in the UK (its biggest market), or overseas, the holidays it markets help to create jobs for local people, greater income for local people and minimise negative impacts on local environments and cultures.

All the holidays on its website increase the linkages to local enterprises, thereby increasing the multiplier effect of every £1 spent by the tourist in the destination.

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It requires all operators and accommodations listed on the site to provide travellers with information which helps sensitise them to local cultures and different ways of life.

In addition, the companies with which responsibletravel.com works must provide suggestions to tourists for destination visits to appropriate local social and conservation projects with direct or indirect benefits to the host community. This is an essential requirement for all trips published on responsibletravel.com's website.

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Since 2006, it has worked with NGO (Non-Government Organisation), Conservation International, to launch an initiative which provides free marketing through responsibletravel.com for community based tourism ventures around the world in order to help promote these to consumers and tour operators.

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Many such local communities are too small or remote to be able to market themselves successfully. This means that booking levels and occupancy are low and they have to rely on support from donors or go out of business. Through this partnership responsibletravel.com hopes to continue to promote such projects, many of which are based in an AONB, and often target vulnerable, natural and cultural heritage.

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Fig. 3a

An Extract from a Leaflet given to Tourists before they Travel



And so what advice for the tourist? By Justin Francis, responsibletravel.com

Travelling to visit tribal communities is fraught with difficulties for even the most responsible traveller. The best advice is to be extremely sensitive to local people's reactions to your visit at all times, and to be prepared to make changes to your itinerary. 35

The critical issue is that you should be confident that the community which you are visiting has extended an invitation to tourists. If you are in any doubt, the best advice is not to visit – there is nothing worse than feeling very unwelcome. Too often tourism and tourists simply intrude with little thought. 40

You should either travel with a local tour company with a proven track record (ask them for their written responsible tourism policy and references), or hire a guide from the local community to ensure that you benefit from their knowledge of what is, or is not, appropriate. Take time to read up on the people you are about to visit in a good guide book, and remember at all times that you are a guest in somebody else's home environment. 45

In addition to ensuring that you minimise any negative impacts, you will want to ensure that local people benefit from your visit. Trading for crafts, paying for the services of local guides or for photographs will benefit local people. Ensuring that the money trickles down through the community to those most in need can be difficult. Put money directly into the hands of people who have been involved in your visit in providing services (and that includes photographs). Ask your guide about appropriate rates, and be aware that paying too little – or too much – can cause problems. Begging poses difficulties for those of us keen to help, but not wanting to encourage begging. In some cases community funds have been created to support projects such as local schools. Enquire about these before you visit, and you might prefer to make a donation to ensure the economic benefits of your visit are spread throughout the community. 50
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Fig. 3b

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