



Thursday 5 June 2014 – Morning

A2 GCE APPLIED TRAVEL AND TOURISM

G728/01/RB Tourism Development

RESOURCE BOOKLET

To be opened on the day of the examination

Duration: 2 hours



INFORMATION FOR CANDIDATES

- Use the case studies to answer the questions.
- This document consists of **12** pages. Any blank pages are indicated.

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SHROPSHIRE



Shropshire is a county which has been at the centre of so much for so long - and it is so easy to reach from anywhere in the UK. Tucked away on the English and Welsh border, Shropshire has, of course, been surprising visitors for years, offering comfy beds, good food and proper ales to the weary. All served with the sort of warmth and hospitality which encourages friends to return. It's a tradition that continues today.

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Tourism is very important to Shropshire:

- the total value of tourism in Shropshire in 2009 was £561 million
- Shropshire generates approximately 9% of the total West Midlands regional tourism spend
- 38% of spend is generated by overnight visitors; the remaining 62% by day trippers
- the main beneficiaries of the tourism trade are accommodation providers (£65.3 million), retail establishments (£150.3 million), catering (£189 million), entertainment (£65.3 million) and transport (£49.3 million).

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Fig. 1a

Church Stretton and the Shropshire Hills Sustainable Tourism Strategy

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The following organisations form part of the steering group to lead the Sustainable Tourism Strategy:

- Shropshire Hills AONB (Area of Outstanding Natural Beauty) Partnership
- Church Stretton Town Council
- the National Trust
- Church Stretton Area Tourism Group
- South Shropshire District Council
- the not-for-profit Shropshire Tourism group
- local accommodation providers and other local organisations
- businesses and individuals.

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Tourism has long been recognised as an important sector in Church Stretton. The Church Stretton Area Tourism Group, in particular, has been working to raise tourism's profile and improve the welcome for visitors over many years with its enthusiastic volunteers leading many initiatives. However, up to now, tourism businesses have been operating largely in isolation from one another. The aim of the Sustainable Tourism Strategy is to strengthen the local economy, while enhancing the quality of life of residents and visitors, as well as conserving the beautiful local landscape by, for example, conducting assessments of environmental impact such as EIAs on a regular basis.

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The Sustainable Tourism Strategy outlines how the Church Stretton/Shropshire Hills area can play to its strengths and unique selling points, shaping what it has to offer to meet the expectations of clearly identified target visitor groups. These will mainly comprise more affluent and established, independent-minded individuals and couples who are interested in exploring the countryside, the wildlife, the heritage and the food specialities of the area. These same individuals are increasingly sensitive to environmental issues and to all the components of a healthy lifestyle; as are families who are attracted by the expanding range of outdoor activities on offer in the area.

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Shropshire Hills Sustainable Tourism Objectives

- 1 To strengthen and promote the identity of the Shropshire Hills, conserve its special landscape and tranquillity, and increase understanding and appreciation of its wildlife and habitats.
- 2 To improve and promote opportunities for walking and other outdoor activities and use activities to strengthen and promote the identity of Church Stretton and the Shropshire Hills.
- 3 To improve the local food offer by encouraging the local sourcing of food, drink and other products and to promote local food, drink and dishes to visitors.
- 4 To encourage businesses and visitors to act more sustainably, by reducing the carbon footprint of tourism in and around Church Stretton and using cars less frequently.
- 5 To make more of Church Stretton's heritage by telling its stories to visitors in a variety of ways and improving the townscape to make the whole town more welcoming.

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Fig. 1b

Shropshire Tourism

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Welcome to the Shropshire Tourism members' website. This website has been designed specifically for businesses in Shropshire and the surrounding areas that have an interest in the tourism industry. We are the official not-for-profit tourism marketing organisation for Shropshire, with over 500 private sector members including accommodation providers, attractions, activity businesses, catering establishments, retailers and event organisers. This website contains a mix of news, offers and opportunities, business advice and support which we hope you will find both useful and interesting. You may be an existing member of Shropshire Tourism or you may be thinking about becoming a member of Shropshire Tourism in the near future... whichever the case, we hope you find what you need here!

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Fig. 1c

ZIMBABWE – AFRICA



The decline of tourism 1999 – 2007

From the late 1980s to 1999, tourism was the fastest growing economic sector in Zimbabwe. It experienced an annual average growth rate of 18.4%. During this time, the tourism sector made up about 8% of GDP in Zimbabwe and it was expected to keep growing well into the 21st century. However, the predictions did not anticipate the social, political and economic crises into which the country would be thrust during the beginning of this century.

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The year 2000 marked the beginning of the tourism crisis in Zimbabwe. In 1999 the number of tourist arrivals was about 2.1 million but by 2000 this number had dropped to 1.87 million and has continued to decline. By 2005, tourist arrivals were as few as 750 000 and the sector was contributing only 3.3% of GDP. Tourism revenues fell remarkably from US \$700 million in 1999 to US \$60 million in 2004. By 2007 this figure was down to US \$44 million.

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Fig. 2a



Political and economic impact 1999 – 2009

During this time, Zimbabwe's political situation was unstable and fragile, and the Foreign and Commonwealth Office (FCO) had advised all UK travellers against visiting any part of the country. This was due to the fact that there were high levels of crime, including armed robberies targeting foreign visitors. Mugging, pick-pocketing and jewellery theft were also common.

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The President of Zimbabwe, Robert Mugabe, introduced land reform legislation and thousands of white Zimbabwean farmers had their land seized by the state. Many of these farmers represented the backbone of the Zimbabwean economy. With their forced expulsion from the land the economy suffered a major blow and, as a result, the country was plunged into poverty. There was no new development of the infrastructure and the Zimbabwean dollar crashed against most major currencies.

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Even though some improvements to economic and living conditions in Zimbabwe had been made, governance and the provision of basic services were still well below the needs of the population.

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The country was suffering from hyperinflation. A near 5000% annual rate of inflation meant that, for example, a loaf of bread bought on one day was about 50 times more expensive – in cash terms – than it was a year previously. Prices were going up, but the wages of the citizens were not keeping up with this rate of inflation. Whatever money people had, lost its value; as soon as it was earned, it had to be spent as prices would have risen sharply by the following day.

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The situation in Zimbabwe was so bad that it was estimated that four out of five people were out of work and, increasingly, many Zimbabweans were dependent on support from relatives and friends abroad to keep food on the table and a roof over their heads.

All of this had a major impact on the tourism sector within Zimbabwe. A country in such turmoil was not attractive to tourists, business or leisure, which also meant that tourism income into the country was further reduced, creating yet more difficulties.

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Fig. 2b

Will tourism return to Zimbabwe?

Slowly but surely British tour operators, safari specialists and travel agents are beginning to re-engage with Zimbabwe. W&O Travel announced a programme and Aardvark Safaris has announced a new tour. Travellers can expect to see even more operators offering trips in the future. Tourist arrivals will increase as more countries lift travel warnings to Zimbabwe. The country expects an increase in tourist arrivals because of the various strategies which have been implemented, such as telling the true Zimbabwean story and portraying Zimbabwe as a 'must-go' tourist destination.

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The national tourism organisation's 'Buy Zimbabwe' campaign and a more stable environment have played a huge part in rebuilding tourist confidence in Zimbabwe. Zimbabwe has the potential to be the second biggest tourist destination in the region, after South Africa. This is great news for the poor, battered tourism industry, but is it right for the people of Zimbabwe?

So should we encourage tourism there? Zimbabwe has a reputation that there is nowhere friendlier or more beautiful in Africa and, even though the infrastructure has deteriorated over the past ten years, it is still no worse than in most other African countries. The roads are pot-holed but there are still roads. Since the government abolished the Zimbabwe dollar in favour of the US dollar, the economy has stabilised and the shops are once again stocked with food and drink. If you want to visit a wonderful African country struggling to survive after years of turmoil, then go. You will see a largely unspoilt wilderness and meet wonderful people. Of course, you should be careful to place your money/fees in the right hands, i.e. those of the host population who are eager to welcome back tourism and make a living from the industry again.

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Fig. 2c

FIJI

Fiji is blessed with 333 magnificent islands, some of which are inhabited, most are not. It is a land where there is still room to move. Set in the tropical South Pacific, the Fiji islands are surely the essence of a tropical island paradise. There are white sandy beaches, swaying coconut trees, pristine oceans and waterways and a range of things to do and see which will appeal to the most discerning traveller.

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You can revel in the 5-star Fiji resorts, or choose an eco-friendly lodge, stroll on the glimmering white beaches hand-in-hand at sunset, snorkel, dive, surf or kayak the pristine oceans, white water raft the clear and clean waterways, cruise the ocean around the mainland and outer Fiji islands. You can also trek the rainforests, backpack the outer islands, visit the welcoming villages and experience sustainable living whilst immersing yourself in the unique culture and history.

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Fig. 3a

Fijian Culture



Fijians are the friendliest people in the world, but if you are invited into a village, wear modest clothing and take off your hat (wearing one is an insult to the Chief) whilst in the village. Leave your shoes outside the door when entering a home and keep in mind that it is also insulting to touch someone's head – which can be tempting when you are surrounded by wide-eyed, smiling children.

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If you are invited to drink kava, (the local drink) don't ask, just enjoy the ritual. When visiting a village, it is customary to present a gift of kava root. If you are accompanied by a guide he/she will look after that. The gift is presented to the Chief. After the root has been pounded into powder and mixed with water, the drink is usually served in the Chief's house.

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Visitors should be prepared to shake hands and answer personal questions such as:

- where are you from?
- are you married?
- how many children do you have?

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and so on.

Your respect for their customs and traditions will not only make you a welcome guest in their villages and homes, but add another dimension to your Fijian holiday.

Fig. 3b

Fiji closes for tourism as state of emergency declared

The Fijian government stopped incoming passengers after flash floods caused a state of emergency. 30

International flights arrived empty to take stranded visitors out of the country as thousands of holidaymakers, mainly from Australia and New Zealand, waited to leave. Floods brought the country to a standstill, claiming at least three lives and forcing 8000 people into evacuation centres. 35

Water and power supplies had been cut in most areas and many roads closed, as the country prepared for what could turn into a cyclone.

The government and Airports Fiji Limited requested that no additional passengers be flown into Fiji for several days as a result of concerns regarding additional bad weather, difficulty with getting from Nadi International Airport to local resorts and hotels, and local hotel availability. 40

“This action is being reluctantly taken by the Fijian government to ensure the safety and convenience of international visitors and Fijian citizens seeking to return to Fiji”, said Mr Aiyaz Sayed-Khaiyum, the Attorney-General and Minister for Civil Aviation & Tourism. He added that Nadi International Airport remained open and all outbound international flights from Fiji were expected to operate in order to get passengers back to their overseas destinations. 45

Fig. 3c

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