

ADVANCED GCE
APPLIED TRAVEL AND TOURISM
Unit 9: Tourism Development

G728/RB

RESOURCE BOOKLET

**To be opened on the day
of the examination**

Tuesday 15 June 2010
Afternoon

Duration: 2 hours



INSTRUCTIONS TO EXAMS OFFICER/INVIGILATOR

- Do not send this Resource Booklet for marking; it should be retained in the centre or destroyed.

INFORMATION FOR CANDIDATES

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

Welcome to Dorset & the New Forest - Southern England's secret treasure

Visit our region and discover 150km of breathtaking coastline - most of which comprises the Jurassic Coast, England's only UNESCO natural World Heritage Site and the ancient hunting ground of the National Park of the New Forest. The region also contains some of the country's finest rural countryside, a large part of which is officially designated as an Area of Outstanding Natural Beauty.

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If you're feeling active, ramble along miles of footpaths, follow our cycle trails, or make the most of the area's outstanding watersports facilities which the 2012 Olympic sailing athletes will use. If your interest is in heritage, the area offers numerous historic houses, gardens, ancient castles and forts. Alternatively, you could enjoy the region's lively seaside resorts and busy maritime harbours or simply recharge your batteries and be re-inspired by an area of stunning countryside views, idyllic villages and market towns.

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Easily accessible from London and many UK airports and ports, Dorset and the New Forest's mild climate means it's a wonderful area to discover at any time of the year.

Fig. 1a

Dorset and the New Forest Tourism Partnership

The role of the Partnership is to enhance the quality of the visitor experience, to improve the viability and performance of tourism enterprises and to develop, promote and champion the Dorset New Forest brand in appropriate markets. It seeks to co-ordinate activity between the various players, raise awareness of the importance of tourism and win the maximum amount of funding for the region.

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Established in 1996, the Partnership includes the unitary authorities of Bournemouth and Poole, the county and district councils of Dorset and the New Forest, the regional tourist boards - Tourism South East and South West Tourism – and the various organisations supporting business development in the area.

This local not-for-profit partnership engages in those activities where joint action and economies of scale can bring most benefit to tourism in the region.

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Fig. 1b



- To market the New Forest as an ideal venue for visitors throughout the year in partnership with New Forest District Council (NFDC), the National Park Authority, the Forestry Commission and other interested parties.
- To recognise the special nature of the New Forest and the importance of conserving it for future generations. 5
- To promote and publicise the case for tourism in the New Forest and the benefits that the industry brings to the area.
- To liaise and negotiate with NFDC and other interested parties on matters concerning tourism in the New Forest and make representations where appropriate.
- To promote the exchange of ideas and information between members to create a better understanding of all sections of the industry. 10
- To encourage all members to provide a high standard of service in order to enhance the status of the industry as a whole.
- To increase the membership and thereby strengthen NFTA.

Fig. 1c

Tourist resort of Farwa Island, Libya, will be ready by 2010

Tourism is flourishing in Libya and work is growing rapidly to improve the country's tourism infrastructure.

A tourist resort will be built on the Libyan island of Farwa with a partnership between al-Niqat al Khamis municipality, Farwa for Tourism (the regional tourist board) and the Gruppo Norman group, one of the biggest Italian companies working in property development.

Part of the resort is to be built on the island, and the other part on the coast, with the aim to keep the rest of the island as a nature reserve. This is important as the beaches of Farwa Island are a nesting site for sea turtles and a stopover for birds migrating from Africa to Europe. Human activities – especially fishing, traffic from fishing boats and tourism – are considered to be major disturbance factors which may have a negative impact on the successful breeding of birds that use the diverse habitats of this area.

The resort will include six big hotels (two 5 star hotels and four 4 star ones), giving 1770 hotel rooms and extensive facilities for western charter tourists. In addition, there will be an oasis of 70 tents equipped with the most modern services; a golf course; two yacht platforms and other tourist services will be constructed.

Geography: Libya consists mostly of huge areas of desert. It shares borders with Tunisia and Algeria in the west and Egypt in the east; while the Sahara extends across the southern frontiers with Niger, Chad and the Sudan. There are almost 2000 km (1250 miles) of Mediterranean coast, with a low plain extending from the Tunisian border to the Jebel Akhdar (Green Mountain) area in the east.

Climate: Summers are hot and winters mild with cooler evenings. The desert has hot days and cold nights.

Language: Arabic (which must be used for all official purposes), with some English or Italian. English is normally understood by people working in hotels, restaurants and shops.



Fig. 2a

TOURISM DEVELOPMENT IN LIBYA

Libya is getting closer to reaching its ambitious plans to diversify its oil-reliant economy and to exploit its unspoilt Mediterranean tourism potential.

According to reports in the British media, the Italian property company, Gruppo Norman, signed a US\$268 million deal with the government of Libya to construct a complete holiday resort on Farwa Island near the Tunisian border. 5

Construction works at Farwa Island are said to last between five and six years. Libya's first fully fledged charter tourism destination will not be ready before 2010, which will give authorities in Tripoli, the capital of Libya, sufficient time to prepare for much needed political, social, cultural and infrastructural change to accommodate the Western tourist.

Libyan authorities embarked on an ambitious plan to fully exploit the country's Mediterranean tourism potential by 2018. Around half a million tourists currently enter Libya each year, defying complicated access to visas and a very poor tourism infrastructure. 10

Preparations to copy the mass tourism successes of the other European, North African and Middle East countries along the Mediterranean shoreline are underway.

The focus on tourism is the result of a long-standing wish by Libyan leader, Colonel Ghaddafi, to diversify the national economy, where oil accounts for 60 percent of government revenues. Colonel Ghaddafi, in a televised Tripoli congress, urged Libyans to look for business opportunities in non-oil sectors of the economy, as oil is an exhaustible resource. "One of Libya's most underdeveloped sectors is tourism. The country has a huge potential for tourism but lacks the infrastructure. It is not enough just to promote our ancient heritage, the sea, the Sahara, Libyan food, music and folk life; we have to build resorts and hotels," the Libyan leader commented. 15 20

Libya also has to invest in the broader infrastructure, including airlines and airport services, transportation, telecommunications and the banking system. This is its goal for the next ten years.

Fig. 2b

Spain Ibiza

Party-loving Ibiza is reining in the club scene as it sets its sights on appealing to families, older couples and more active holidaymakers. **Robin Searle** reports

Ibiza has more to rave about

IN RECENT years, Ibiza has become a byword for youthful excess, with the popular media portraying it as a hedonistic haven for clubbers looking to soak up sunshine, clubs and drugs.

Now a recently elected government is attempting to reposition Ibiza as the perfect Mediterranean destination not only for young clubbers, but for families and lovers of the great outdoors.

In reality, the club scene has always been restricted largely to the areas around the coastal resorts of Ibiza Town, San Antonio and Playa d'en Bossa and San Rafael in the centre of the island.

In a wide range of other family-orientated resorts, such as Portinatx, Santa

10 Eulalia and Es Cana, you would struggle to know you were on the world's foremost party island.

15 Despite this, the in-power Progressive party has decided to clamp down on Ibiza's famous 'after-hours' scene – when clubs often open in the morning or even throughout the day – and focus on 20 promoting the island's cultural, sport and leisure credentials.

25 The new policy was unveiled at last year's World Travel Market with the launch of www.ibiza.travel.

30 Speaking at the launch, tourism minister, Josefa Mari Ribas, said: "We have a very special but very delicate island and it is only by taking immediate action on human activity and maintaining our natural heritage that we will continue to enjoy the 35 unique beauty of Ibiza for

many years to come."

In addition to clamping down on club opening hours, 65 the island council is focusing on key areas in an attempt to broaden Ibiza's appeal.

70 It has pledged to maintain the island's historical sites, including the stunning Dalt Villa in Ibiza Town, it has committed to sustainable tourism by using local products and it has focused 75 on promoting 'Natural Ibiza' as well as the range of outdoor activities on offer.

80 Whether this policy will put off some of the thousands of young people who descend every summer remains to be seen.

85 But the new focus should allow the UK tourist trade to recommend the island to customers who may previously have considered it a no-go area.

Fig. 3a

VIEWPOINT: IBIZA PRODUCT MANAGER

LISA BIRCHALL

Balearics product manager, Thomas Cook holidays division

“ We were pleased to hear about the government initiatives to position the island as more than just a destination with a thriving nightlife.

We’re confident this summer will see an increase in the different types of holidaymakers choosing to travel there.

We have always highlighted Ibiza as an ideal choice for families and we also include information in our brochures to highlight that Ibiza is perfect for those

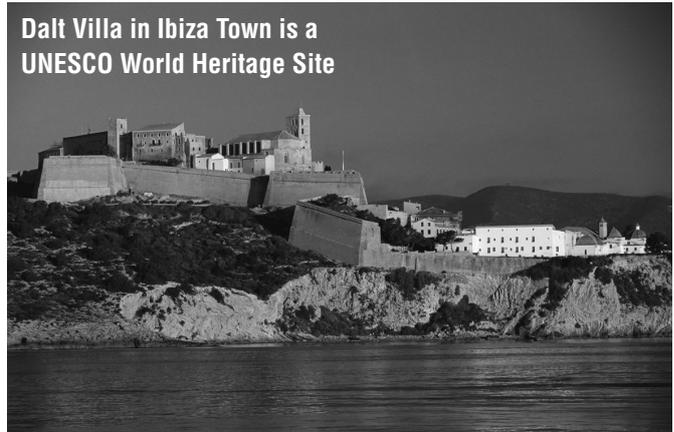
seeking Spanish culture and food and wonderful scenery.

Ibiza Town’s old quarter has great architecture and an intriguing warren of narrow streets leading to the island’s cathedral.

Food lovers are drawn to the town’s smartest restaurants around Dalt Villa, on Placa de Vila and Sa Carrossa, or down by the waterfront.

And Sa Penya, the old fisherman’s quarter, is a good place to hunt out seafood restaurants, so there is something for all tastes.

The Romans called Ibiza ‘Pine Island’. You



can see why as Ibiza’s rolling hills are blanketed in fragrant pine trees and olive and fig tree groves are dotted across farmland. Ibiza also has some great walking routes across its countryside.”

- Thomas Cook and Airtours offer Ibiza in their mainstream programmes and it is also in Cook’s Local Flavours brochure.
- www.thomascook.com
- www.airtours.co.uk

Fig. 3b

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