

ADVANCED GCE
APPLIED TRAVEL AND TOURISM
Tourism Development

G728/RB

RESOURCE BOOKLET

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

Thursday 16 June 2011

Morning

Duration: 2 hours



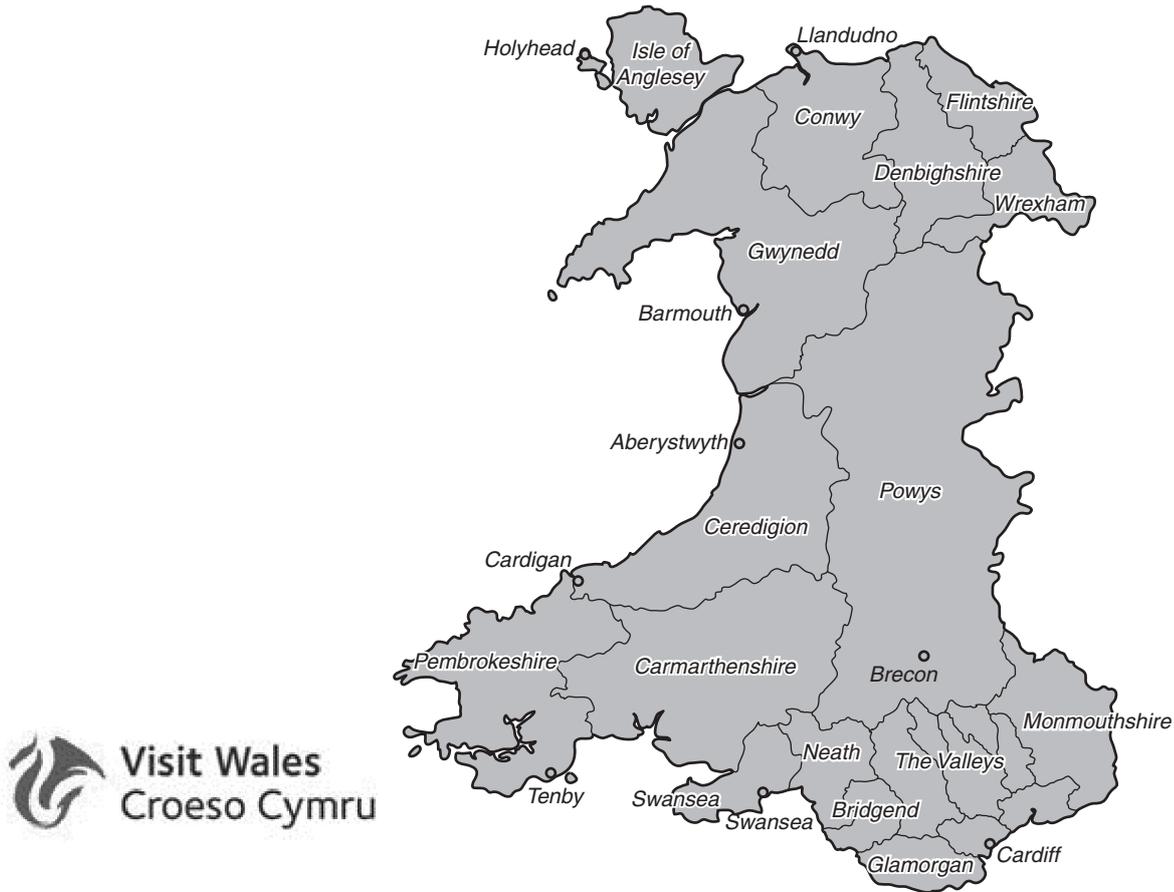
INFORMATION FOR CANDIDATES

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

INSTRUCTION TO EXAMS OFFICER/INVIGILATOR

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

Tourism in Wales



Tourism is big business in Wales as a result of it being one of the leading tourism destinations in the UK. Tourists spend over £8 million a day on trips to Wales, amounting to around £3 billion a year.

Tourism is a hugely competitive, dynamic and constantly changing industry.

Visit Wales is the Welsh Assembly Government's tourism team, within the Department for Heritage. Visit Wales is responsible for the promotion and development of tourism in Wales. Visit Wales encourages travel and tourism organisations from all sectors, public, private and voluntary to sponsor the Visit Wales website.

Tourist Information Centres

There are 74 tourist information centres around Wales, which often act as the first port of call for visitors, offering local information and accommodation booking services, as well as many other services.

This network of centres offers an essential service to the 13 million visitors who come to Wales every year. They are run by over 40 different managing authorities and Visit Wales co-ordinates the network to set and monitor standards of presentation, information and customer care.

Fig. 1a

Conwy/Conway



Conwy/Conway is Britain's most amazing 13th century walled town and castle – a centre of historic and cultural interest. It is also the perfect base for exploration, adventure and activity on the River Conwy, out at sea or into the beautiful valleys and mountains of North Wales.

The Castle and town walls are a World Heritage Site (WHS), ranked alongside Stonehenge, Hadrian's Wall and the Tower of London.

It is one of the most magnificent medieval castles ever built, towering over one of the world's most complete medieval walled towns. All are in an outstanding state of preservation.

Visitors to the Castle will find that there is much more in the area to enjoy including:

- a new yachting marina
- a first class golf course
- sandy beaches
- Conwy Butterfly Jungle
- Telford's suspension bridge
- The Royal Cambrian Academy Art Gallery.

Fig. 1b

Visit Wales and sustainable tourism

Visit Wales has a small team responsible for developing and implementing sustainable tourism initiatives in Wales. In Wales, beautiful landscapes and coastlines are the very foundation of tourism.

Many of the initiatives are carried out in partnership with other sectors. The concept of sustainability has been at the core of the national tourism strategy – ‘Achieving Our Potential, 2006–2013’. Over the years, the Wales Tourist Board and now Visit Wales and its partners have provided support for a number of initiatives to help develop tourism in a sustainable way.

The Sustainable Tourism Framework, published by Visit Wales, outlines what sustainable development means to the tourism sector in Wales and how this will be delivered. The framework sets out Visit Wales’ key sustainable challenges as follows:

- promoting local prosperity
- supporting community well-being and involvement
- minimising tourism’s environmental impact
- protecting and giving value to natural heritage and culture.

Sustainable tourism is defined by the World Tourism Organisation as:

“Tourism which meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future.”

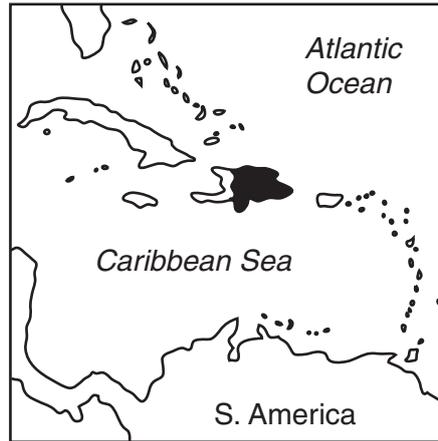
Tourism relies on the integrity of the natural environment.

Sustainable tourism is more than just being ‘green’. Unlike eco or green tourism, sustainable tourism addresses social, cultural, economic and environmental issues.

To be sustainable, tourism development needs to consider the needs and quality of life of local communities; enhance and respect culture and local traditions; contribute to local economic prosperity, as well as minimising damage to the environment.

Fig. 1c

DOMINICAN REPUBLIC – Caribbean



The Dominican Republic is a colourful tapestry of Spanish, French, Haitian, and African influences woven by a rich history. Christopher Columbus described this lush land as “a beautiful island paradise with high forested mountains and large river valleys”. In addition to the comforts of sun, sea, and sand, the Dominican Republic offers an exciting and unique cultural experience which will captivate your senses.

This is a destination like no other – a sensual feast of dazzling landscapes, beautiful beaches, flora and fauna and a remarkable variety of arts and entertainment options. The pulse-pounding thrill of the merengue dance, intriguing relics from centuries past, premium cigars, and even world-class baseball await you. The Dominican Republic is a surprising place which will delight even the most experienced traveller.

Fig. 2a

Arrivals still growing despite economic downturn

Arrivals to the Dominican Republic grew in 2008, despite the global economic crisis causing a slowdown in the number of incoming tourists. The year showed positive growth reflecting government and private sector advertising of the country. The government worked hard to boost investment in the tourist areas as the Dominican Republic is a less economically-developed country (LEDC). The budget destined for promotion of the Dominican Republic abroad will be increased from 22 million Dominican dollars in 2009 to 44 million Dominican dollars in 2010 in order to keep the Dominican Republic as a first choice destination for travellers.

Fig. 2b

Investment is booming

The Dominican Republic has become a place of high foreign investment. In 2009 alone, the Dominican Republic reported investments of over US\$10,000 million. Over 20 projects for tourism including all-inclusive hotels, new resorts, marinas and golf courses were under construction together with projects such as:

- encouraging new airlines to operate within the island;
- construction of new roads and bridges;
- building of new regional airports to promote tourism in other areas of the island.

Despite its successes, the tourist industry is still relatively young, and faces a series of problems related to its rapid growth such as leakage. In addition to this, inadequate supplies of clean water and electricity, combined with slow construction caused by shortages of materials, forced some tourists to leave early because of unsuitable accommodation.

Although workers are drawn by tourism's higher wages and the access which it provides to foreign currencies, the rapid development of the industry ensured that qualified labour continues to be in short supply. Tellingly, by Caribbean standards, the industry's return rate for visitors is low.

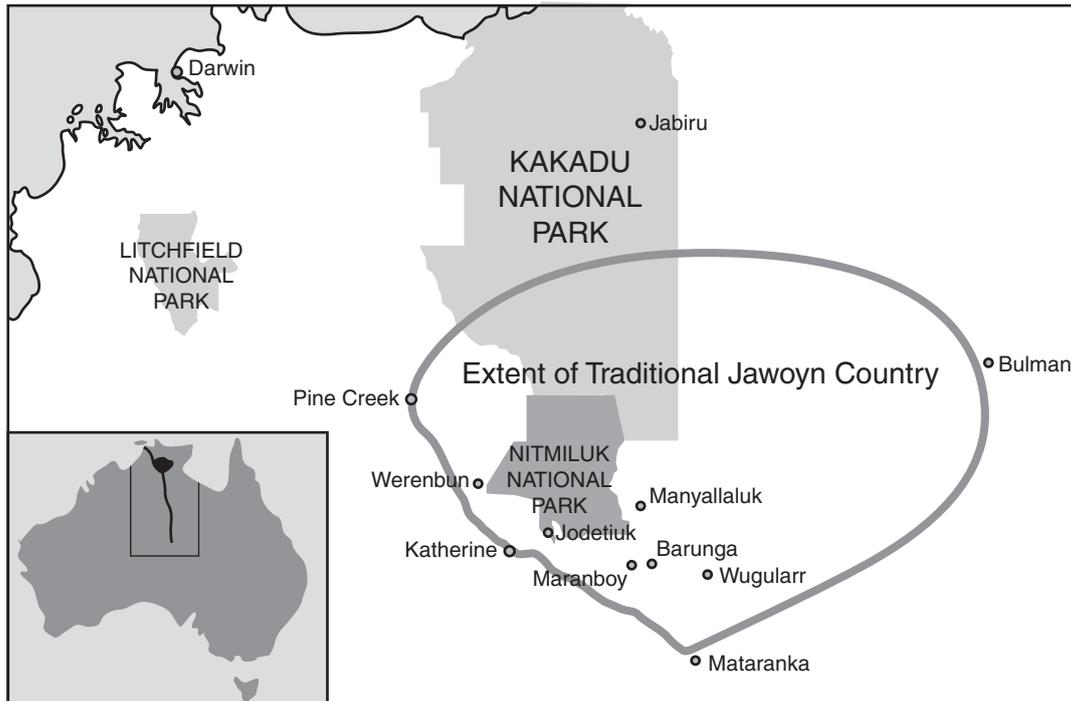
Fig. 2c

Economic development balanced against nature preservation

The Dominican Republic has been looking for ways to balance economic development and nature. Areas with intense development threaten to overspill into the country's intact areas with natural beauty and wildlife. Intense development may help the region's tourist arrivals but it may also harm the environment. As a result, the government is dedicated to preserving the country's environment. Eco and adventure tourism may be very attractive – if properly controlled.

Fig. 2d

Aborigine culture – Australia



MANYALLALUK ABORIGINAL CULTURAL TOURS – COME SHARE OUR CULTURE!

The Manyallaluk experience is interactive and hands-on. All of our tours are designed for you to become involved and have a go yourself. Try your hand at basket weaving, spear throwing or lighting fires with sticks in the traditional way. It is a unique experience you are unlikely to get anywhere else.

Manyallaluk Art and Craft Centre is a community owned organisation which features the work of local Aboriginal artists. Aborigines are the indigenous tribes people of Australia.

Artists paint on canvas and stringy bark, using handmade ochre pigment or acrylic paint in traditional colours. Painted didgeridoos, small sculptural pieces, fire sticks and clap sticks are also available. Paintings abound with images of animal life, bush tucker and stories of cultural significance.

Colourful baskets, mats and handbags are crafted by the women using natural fibres and dyes found in the area. They also produce jewellery from seeds and gum nuts.

Fig. 3a

MANYALLALUK CULTURAL EXPERIENCE



Upon arrival at Manyallaluk you will be greeted by your Aboriginal guides. After a refreshing cup of tea the morning is spent on an informative walk where you will be shown bush tucker and medicines which are in season at the time.



On your return, while waiting for lunch, and the bread to cook, there is time for a swim in our spring-fed swimming hole. After a sumptuous BBQ lunch,



we begin the afternoon activities which include traditional bark painting, fire lighting, spear throwing and basket weaving. Before returning to your hotel you have the opportunity to visit our Art and Craft Centre which has artefacts from local artists available for purchase. A didgeridoo demonstration and the chance to have a go yourself conclude your visit to Manyallaluk.

Fig. 3b

Cultural Requirements

Visitors are not allowed beyond the homestead area unless on a guided tour. Visitors are asked to respect our privacy, culture and religion and not enter the community area. No alcohol is allowed.

Please respect our culture by understanding that tours may be subject to cancellation without prior notice due to our need to attend to private cultural matters. We apologise for any inconvenience caused to tourists.

Fig. 3c

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