

**ADVANCED GCE**  
**APPLIED TRAVEL AND TOURISM**  
Tourism Development

**G728/RB**

**RESOURCE BOOKLET**

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

**Wednesday 19 January 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.

**INSTRUCTIONS TO EXAMS OFFICER/INVIGILATOR**

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

## **ABERDEEN – Scotland**

### **Area Guide**

Thanks to its famous sparkling granite buildings, the Aberdeen skyline is certainly one of the most recognisable in Scotland. Combining history and heritage with a great range of shops, award-winning cuisine and a vibrant nightlife, Aberdeen is cosmopolitan, lively and well worth discovering.

Surrounding the city is the kind of scenery Aberdeenshire is renowned for; rugged coastlines, tranquil lochs, inspiring glens and the unique mountain landscape of the Cairngorms National Park.

If you love to escape from it all and wander through picturesque villages and historic towns, then Aberdeenshire is the place for you. Even back in the buzzing city, you are never far from a quick escape to 'Mother Nature'. With a wealth of history and culture on its doorstep, Aberdeen has long been a magnet to visitors due to the stunning scenery of Britain's largest National Park and the vast choice of culture and action-packed activities on offer. In addition, Royal Deeside has been a favourite holiday destination of the Royal Family for over 150 years.

### **Fig. 1a**

### **Economic Promotion**

Aberdeen City Council has recently been awarded more than £1.25 million from the Scottish Government's Town Centre Regeneration Fund.

The money will be used to launch a special initiative to breathe new life into empty shops in the area as follows:

- the Retail Rocks! scheme, which will see a revamp of empty shop units with new retailers being given the chance of training from some of Scotland's most successful retail entrepreneurs;
- providing more accessible parking and widening of access;
- upgrading pedestrianised areas with new paving, community art, landscaping, tree planting and play equipment.

Aberdeen City Council leader, John Stewart, said: "The award of this cash will help us carry out some very worthwhile work to enhance our district shopping centres. Retail can provide the catalyst for regeneration. Transforming our shopping areas into more attractive and convenient places will make them more vibrant and more popular, boosting trade and making life more pleasant for shoppers."

The Scottish Government estimates almost 1,000 jobs will be supported through this Fund. This will provide a boost to the nation's prosperity and is part of its wider economic recovery plan to ensure Scotland gets through the economic downturn in the strongest possible position.

### **Fig. 1b**

## City Events

The City Council tourism department is responsible for marketing and promoting the city as a key destination for business, leisure, to relocate to and to invest in, and aims to raise the profile of the area using the Regional Identity and other initiatives.

It is also responsible for the delivery of a wide range of festivals and events in the city including major events such as Tartan Day, the Annual Fireworks Display, British Armed Forces Day and Aberdeen's Winter Festival programme including Aberdeen's Hogmanay.

Fig. 1c



**Why create a Regional Identity?**

Aberdeen City and Shire have created the Regional Identity – Aberdeen City and Shire – to achieve increased future prosperity for the area.

Research showed that the area had a low profile and was not being projected confidently in the minds of the audiences it needs to reach and to influence outside the region.

By building a stronger, more consistent reputation and profile, Aberdeen City and Shire will compete more strongly against the offers from other cities, regions and countries – be they business, cultural events, tourism or relocation.

The Identity has been developed as part of the Aberdeen City and Shire Economic Forum's work. This is a partnership of public and private sector organisations from across Aberdeen and Aberdeenshire.

Fig. 1d

## **Donald Trump – American billionaire developer**

Donald Trump flew into Scotland, and pledged to deliver “the greatest golf course in the world” on one of its most beautiful, windswept shorelines.

The announcement was followed by months of bitter wrangling between the billionaire developer, residents, environmentalists, local and national government.

Having deflected challenges from opponents ranging from RSPB Scotland to the Hollywood actress Tilda Swinton, Trump International Golf Links Scotland finally began work on the Menie Estate in Aberdeenshire.

The details of the ‘master plan’ for the 14,000-acre site — featuring two golf courses, a hotel, almost 1,000 holiday homes, 500 houses and a clubhouse — will be submitted to Aberdeenshire councillors to approve the application for construction work.

Business leaders welcomed the news, arguing that it was critical for Scotland’s plans to boost tourism. Jack Perry, Chief Executive of Scottish Enterprise, said: “This is critical to our ambition to help Scotland realise more value from our tourism assets. The development will attract higher spending visitors from across the UK and overseas and will further support Scotland’s position in the global market as the home of golf.”

The environmentally friendly message is likely to be met with concern by some conservationists who are angry that the Trump Organisation is to build on a Site of Special Scientific Interest (SSSI). The residents who live on the estate, and whom Trump hopes to buy out, are reluctant to move. The opposition received a touch of Hollywood sparkle this summer when Ms Swinton, who lives locally, backed “Tripping up Trump”.

The Scottish Wildlife Trust said that it was upset to see work going ahead and it was “terribly disappointing” that the local council had allowed it to proceed without certain environmental agreements in place.

This has been, according to Trump’s lawyers, the most scrutinised master plan and zoning process in the history of development in Scotland. “We have complied with everything. We have probably more environmentalists on our team than anyone in the history of the world,” Trump said.

### **Fig. 1e**

## Kenya's Vision for 2030 for Tourism Development

Tourism is the second largest sector of Kenya's economy. Wildlife managed by KWS (The Kenya Wildlife Service) forms the backbone of Kenya's tourism industry, since most visitors come, above all, to view wildlife. KWS conserves and manages Kenya's wildlife for the Kenyan people and the world. It is a state corporation established by an Act of Parliament with the mandate to conserve and manage wildlife in Kenya, and to enforce related laws and regulations.

The tourism industry accounts for 21% of total foreign exchange earnings and 12% of GDP (Gross Domestic Product). KWS accounts for 90% of safari tourism and about 75% of total tourist earnings. The following points are part of KWS's tourism initiatives.

**Vision 2030:** KWS is a key enabler and one of the key implementing agencies for Vision 2030 flagship projects:

- 1. Tourism Marketing and Recovery Strategy** - Marketing the destination to raise awareness.
- 2. Premier Parks Initiative** - This involves branding of the most popular parks with the aim of offering high quality experiences at premium rates.
- 3. Under-utilised Parks Initiative** - KWS continues to expand and update facilities and infrastructure in its parks, including accommodation, through investments in less used and visited parks.
- 4. Economic development and multiplier effects in other industries** - Tourism provides multiplier effects in agriculture, horticulture, transport and communications. The development of niche products such as Eco tourism, Cultural tourism, Bird tourism, etc. is continuing to expand. Other tourism development strategies include: domestic tourism promotion, improved customer services, roads and infrastructure development. KWS also helps communities outside protected areas to develop tourism and other ventures, bringing critically needed jobs and income to rural areas.
- 5. Transport Infrastructure** - KWS is charged with the task of developing and maintaining roads within the National Parks and Reserves.
- 6. Partners** - More than 70% of Kenya's wildlife is found outside protected areas. KWS is responsible for conserving, protecting and managing all of the country's wildlife, inside and outside parks, reserves and stations. To fulfill its mission, KWS works in partnership with communities of many kinds — training and research institutions, tour operators, private game ranchers, local councils, government agencies and many other development partners to ensure sustainable tourism.
- 7. Community projects** - KWS is helping to build local investment and a sense of responsibility for the sustainable management of wildlife. Community tourism grows revenue and public awareness among the very stakeholders who are responsible for Kenya's future.

**Fig. 2a**

## **Kenya's lions could vanish within 10 years**

"Kenya has been losing 100 lions a year for the past seven years, leaving the country with just 2000 of its famous big cats", says the KWS, which concludes that the country could have no wild lions at all in 20 years. Conservationists have blamed habitat destruction, disease and conflict with humans for the population collapse.

The decline of the big cats is due to the growth in human population and consequent conflict with people over livestock, rather than disease.

Vast areas of the Kenyan landscape which held lions 20 years ago are now devoid of nearly all wildlife. Lions have been poisoned and speared. According to the environmental charity, Earthwatch Institute, people lace cattle corpses with insecticide in order to poison entire groups of lions. This ends up killing hyenas and birds of prey too.

### **Tours and trophies**

Even the animal-welfare groups which seek to protect lions from trophy hunters may be unintentionally placing them at risk. Sport hunting is banned in Kenya, which has allowed lions to fare better there than in most other parts of Africa, but the ban could also contribute to their eventual demise.

Under current policy, there is no way for rural people to benefit from wildlife. They get essentially no income from tourism due to carefully regulated, high-paying trophy hunting safaris which have been arranged by overseas tour operators.

On average each lion eats livestock worth around £200 a year. On the other hand, given the size of Kenya's tourist industry and the central importance of lions to tourist satisfaction, each of Kenya's 2000 surviving lions may be worth upwards of £15,000 per year in tourist revenues.

**Fig. 2b**



Campaigning charity and pressure group Tourism Concern may close through a lack of funds. This voluntary organisation urgently needs £40,000 to survive.

Director, Tricia Barnett, says that the recession is partly to blame for the financial crisis but the main reason is that the trusts and government sources which support the charity will not fund its basic running costs. "All over the world people come to us for help and support, often they live in fear of reprisals if they speak out about their land or water resources being snatched in the name of a tourism development. Other times they simply need an outside person to give them advice and guidance about how best to manage a difficult situation, such as poor working conditions."

Tourism Concern's report, *Putting Tourism to Rights*, highlights cases of villagers deprived of water by new hotels and golf courses; indigenous people put on show like animals in a zoo; children exploited by tourism; a lack of working rights for hotel staff; and land grabs and environmental erosion caused by unchecked tourism expansion.

Tourism Concern was founded 20 years ago and its many successes include:

- **The Sun, Sand, Sea and Sweatshops** campaign which resulted in the UK's leading tour operators adopting policies on labour conditions in hotels.
- The campaign, **Trekking Wrongs – Porter's Rights**, improved the lives of hundreds of porters and their families. The majority of UK trekking operators have adopted Tourism Concern's Code of Conduct.
- Three out of four secondary schools in the UK requested Tourism Concern's educational pack, *Beyond the Brochure*, raising the awareness of thousands of children about key tourism issues.

The charity is currently working with local groups in India and Sri Lanka to campaign against post-tsunami tourism developments which have resulted in people being forced from their homes and lands.

Messages of support have flooded in. "Tourism Concern's tireless promotion of the rights of destination communities has raised the consciousness of the travel industry on these often difficult issues ... this valuable contribution would be missed," said Jane Ashton, Head of Sustainable Development at TUI Travel.

"I'm torn by this news. I completely do not want Tourism Concern to go down. It would be a disaster for the industry," said Amanda Marks of Tribes Travel.

**Fig. 3**

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