

**Tuesday 17 January 2012 – Afternoon**

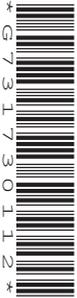
**A2 GCE APPLIED TRAVEL AND TOURISM**

**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 **8** pages. Any blank pages are indicated.

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The following stimulus material has been adapted from published sources. It is correct at the time of publication and all statistics are taken directly from the published material.

## Tourism and the Lake District National Park Authority (LDNPA)

The LDNPA is the local government body with responsibility for co-ordinating the management of the area for the benefit of visitors and locals. It does this through working in partnership with:

- landowners;
- farmers; 5
- the tourist industry;
- local councils;
- conservation organisations;
- local businesses.

A national park has two purposes which are laid down in the Wildlife and Countryside Act of 1995: 10

- to conserve and enhance the landscape, wildlife and cultural heritage of the area;
- to promote the understanding and enjoyment by the public of the special qualities of the Park.

It also has a duty to foster the economic and social wellbeing of the local community. 15

### Role of the LDNPA in tourism

The LDNPA works with its partners to achieve a balance between the interests of the environment, visitors and local people. It is a difficult task because tourism is the lifeblood of the local economy but inappropriate tourism development could spoil the quality of the environment which tourists value. 20

The LDNPA has planning powers which it uses to control the development of tourism attractions and facilities. It also provides information and guidance to help visitors enjoy the area without damaging it.

### Promoting tourism

Cumbria Tourism is the organisation which promotes Cumbria as a visitor destination through marketing, tourist development and services to the tourist industry. The LDNPA provides information and services to tourists but it does not spend money marketing or promoting the Lake District as a destination. It does, however, make great efforts to ensure that its services are used by all sections of society. 25

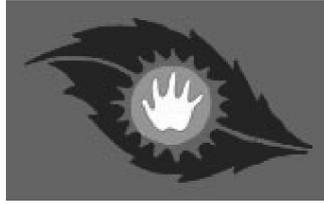
### Sustainable tourism 30

LDNPA policies are currently under development as part of the Local Development Framework. The focus of the business plan 2009–2012 is on improving the sustainable travel network and encouraging people to use it. This means encouraging people out of their cars and to use bikes, boats and buses to get around. The Tourism and Conservation Partnership, a registered charity, works with visitors and with tourism-related businesses, encouraging both fundraising 35 for landscape conservation and the development of environmentally sustainable practices within the tourism industry.

Fig. 1a

## Adventure and Environmental Awareness Charter

### For Outdoor Users in the Lake District National Park



Established in 1984, the Adventure and Environmental Awareness Group is made up of a wide range of outdoor enthusiasts and representatives of national and regional environmental and recreation organisations. Its aim is to 'encourage awareness, understanding and concern for the natural environment amongst those involved with adventure, education and recreation.' The Group believes that direct experience in the outdoors encourages an interest in conservation and at the same time greater awareness of the richness of the environment. 40

For outdoor users the Lake District is a unique area of natural beauty, wildlife and cultural heritage which has inspired artists, writers and naturalists for many years. It is Britain's largest national park. 45

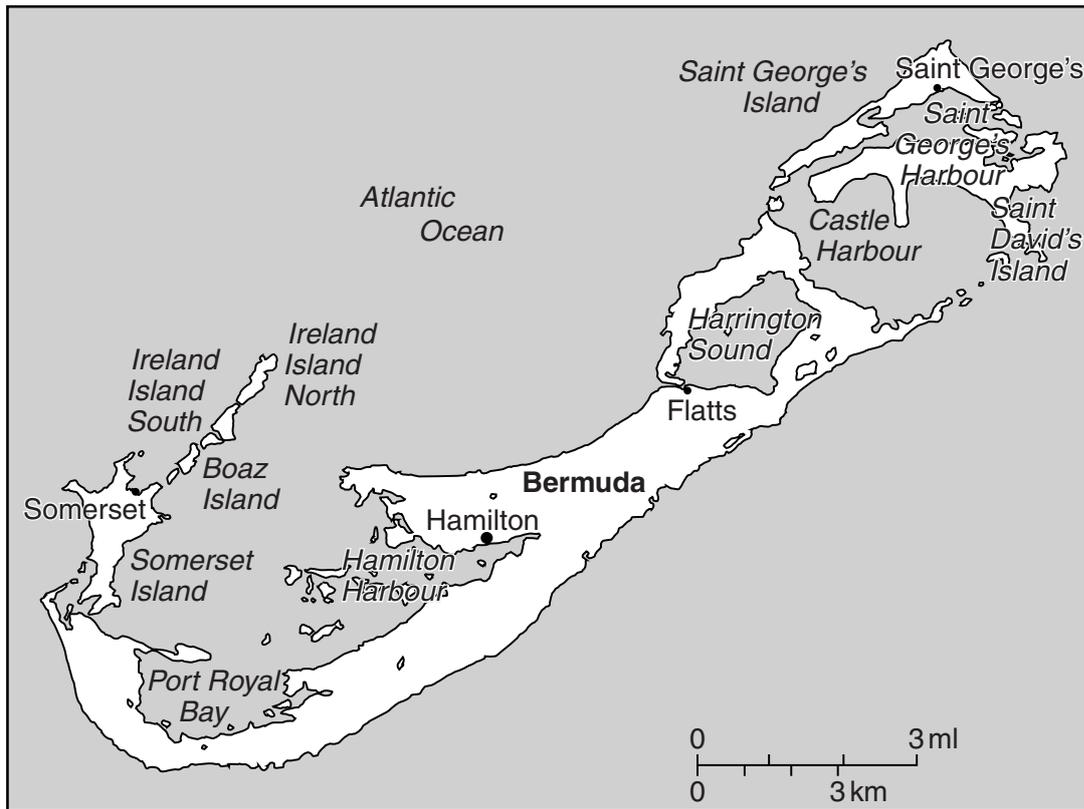
With the growth in the popularity of outdoor activities there is an urgent need to protect the area, not only for future generations but for its own intrinsic value. Adventure brings freedom but also a responsibility to respect and conserve the environment. Outdoor leaders can be an important influence on their groups and can do much to encourage environmental awareness and the sustainable use of the countryside. 50

**Outdoor users are asked to adopt the following code of good environmental practice.** 55

- Promote an awareness and respect for the natural environment and a responsible attitude to all outdoor activities in the Lake District.
- Develop an understanding of how the landscape, plants, animals and humans are interrelated.
- Recognise the importance and fragility of habitats. Tread lightly and cause as little disturbance as possible to plants, animals and rocks. 60
- Recognise that all land is special and respect rights of way, local byelaws and access agreements.
- Place any temporary equipment so as to minimise disturbance and do not leave any permanent structures in the countryside. 65
- Consider use of transport to a site and respect land ownership, other users and the environment when parking and during activities.
- Co-operate with the National Park Authority and other conservation bodies and consult with them on their use and management of sites.
- Promote good practice in caring for the environment and adopting more sustainable practices. 70

**Fig. 1b**

## Bermuda Tourism



Bermuda is a British colony situated in the North Atlantic Ocean 200 miles off the east coast of the United States of America (USA). It is a business and tourism centre and visitors may come for warm breezes or pink-sand beaches. By looking around, however, they will discover a sightseer's eden. From great military forts to magnificent old churches, there are sights to excite and inspire. Bermuda has:

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- more churches per capita than anywhere else in the world;
- many historic forts which were built by the British;
- the Double Fantasy flower which inspired John Lennon in his Botanical Gardens;
- 785 historic houses listed by the Bermuda National Trust;
- the sweet smells of the scent-making process at the Perfumery;
- The Royal Naval Dockyard, which was an active naval base during the War of 1812 and is now a centre for tourism.

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The mission of the Bermuda Government's Department of Tourism is to promote the tourist industry for the benefit of Bermuda. It is responsible for the co-ordination of promotion, sales and product development efforts and the fostering of tourism in Bermuda. The Head Office works with partners to develop Bermuda and ancillary services through various promotional and other tourist-related efforts. The Department also supervises overseas promotional activity through overseas offices operating at the Bermudan taxpayers' expense.

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**Fig. 2a**

## Bermuda Tourism Statistics 2009

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### Gross Domestic Product (GDP)

Bermuda has the highest GDP per capita in the world. 80% is provided by the international business sector. It went up by 9.4% in 2007 when this 21 square mile country with 67400 residents generated US\$5.85 billion of wealth compared to an increase in GDP of 10.3% in 2006. Bermuda Government spending as a proportion of GDP is the highest in the world at over 70%.

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### Employment

The following table shows employment in Bermuda in 2009:

Category of employment	Number employed
Total working population (excludes juveniles, retirees and those unable to work)	39 457
Hotels, restaurants and clubs	5 607
Public administration	4 054
Banks, insurance and real estate	3 359
Business services	3 330
International organisations	3 201

### Tourism statistics 2009

First quarter statistics reveal the brutal economic impact of the huge drop in visitor arrivals in the January to March period. The 45.5% fall was a direct result of fewer air arrivals and scaled-back spending by visitors. The Bermudan Government estimated total visitor expenditure for the quarter at US\$29.7 million, a decline of US\$24.8 million over the previous year. Average spending per tourist plunged 28% to US\$922 in the first quarter, compared to US\$1 280 in the same period last year. The figures show how the dramatic reduction in visitor dollars has damaged the livelihoods of retailers, hoteliers, restaurateurs and taxi drivers alike. Expenditure on accommodation and food fell 46.6% to US\$22.5 million, compared to US\$42.1 million for the first quarter of 2008. Visitors spent US\$7.2 million on shopping, entertainment and transportation, representing a fall of US\$5.2 million, or 41.9%. Tourism worldwide has been affected to varying degrees by the global economic downturn as tourists and business people have reduced their numbers of trips in order to save money.

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In February 2009 the Bermuda Government's Department of Tourism's '400th anniversary sizzling summer offer' encouraged participating hotels in Bermuda to offer guests a credit of US\$400 for stays of four nights or more. High-end luxury properties are discounting more to attract business and corporate travel, as well as meetings and conventions.

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Second quarter statistics revealed that all tourist accommodations, except small hotels, showed a decline during the three month period with an overall decline of 16.5%. This year, to date, figures reveal 235 524 people have come to the Island, compared to 265 479 visitors for the first six months of 2008, a decline of 11.2%.

**Fig. 2b**

## Portugal's Algarve Region

Although the United Kingdom (UK) remains the Algarve's number one market, and its appeal to the British visitor is well established, the region has no intention of remaining complacent.

Nuno Aires, President of the Algarve's regional tourist board, explains: "The Algarve's strategy is not only to promote its core markets of sun, sea and golf, but to highlight niche products, such as wellness, nature, sports and culture. This allows for further diversification throughout the region, while also aiming for a year-round appeal to visitors."

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To this end, Aires points to a number of key investments which have been made in the region which aim to improve the standard and options on offer. These include new hotels; infrastructure for nature tourism; and sports facilities, such as the new Motor Park, which includes a karting track, technology park, five-star hotel, sports complex and apartments.

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Within the next couple of years there are plans for 20 new spas, 18 five-star and nine four-star hotels and 18 golf courses.

The Algarve's beaches recently got a clean bill of health when they were awarded no fewer than 69 Blue Flag Beach Awards. That is the most the region has ever received and 15 more than in the previous year. So wherever they choose to dip their toes, tourists can be sure of clean, pristine beaches, many with beach tents and schools for water sports thrown in.

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### Market trends



Looking at sales trends, Thomas Cook reports that all-inclusive maintains its popularity in the Algarve. The region is popular with the family market and differentiated products such as the Sunstar property have sold well in 2010. Moreover, operators such as Thomson and First Choice have a wide range of differentiated products in the Algarve – in their case, Holiday Villages, Thomson Gold/Platinum, Premier, Kids' Academy and Kidzone.

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Caron Simpson, senior Product Manager for Portugal for First Choice and Thomson, said: "There has been a definite move away from self-catering holidays in the Algarve with all-inclusive and half-board being much more popular in 2010."

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First Choice reports strong sales for its Holiday Village, especially all-inclusive packages. The Resort combines entertainment with football, swimming and dance academies, a splash park and hands-on activities such as raft building. Thomson's Platinum product also continues to be popular; in particular the Riu Palace and Riu Guarana in Olhos d'Agua.

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**Fig. 3**



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