

**Monday 21 January 2013 – 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 REGENERATION OF EAST LONDON

### Westfield Stratford City – London

As the gateway to London's Olympic Park, Westfield Stratford City is part of one of the largest urban regeneration projects ever undertaken in the UK. The London 2012 Olympic Games and Paralympic Games will focus the world's attention on Stratford, East London. Stimulated by the 2012 Games, the area is being transformed into one of the best-connected and most desirable areas in the UK.

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Stratford City and the Olympic Park together form a 700-acre development. 70% of spectators will pass through Westfield Stratford City en-route to the Olympic Park Games venues, and Visit London has forecast that the London 2012 Games will contribute an additional £1.3–2.2 billion to London tourism over the period 2007–2017. Located just 20 minutes from central London's tourism attractions, and at the heart of the Olympic site, Westfield Stratford City is perfectly placed to maximise this expanding tourism opportunity and provide a much needed new commercial, shopping and entertainment district for the area.

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From 2013 onwards, parts of the Olympic Park and the five permanent 2012 Games sporting venues will begin to reopen alongside the construction of up to 11 000 new homes and community facilities, with a particular focus on the creation of family neighbourhoods. These long-term plans will help pull together the area's communities and voluntary groups through new transport connections as well as creating commercial and job opportunities.

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Along with a thriving programme of Olympic Park events and attractions and the new commercial and entertainment hub of Westfield Stratford City, Stratford is set to develop into one of London's top visitor and leisure destinations.

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Fig. 1a

### Westfield Stratford City Shopping Centre

**Westfield Stratford City** is a shopping centre in Stratford, London, owned by the Westfield Group. The Westfield Group has interests in and operates one of the world's largest shopping centre property portfolios. The global portfolio has 124 high quality regional shopping centres in Australia, New Zealand, the United States, the UK and Brazil valued in excess of US\$59 billion, with approximately 25 000 retailers in more than 10.5 million square metres of retail space.

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The Stratford centre opened in September 2011 and is one of the largest urban shopping centres in Europe. It is the third largest shopping centre in the UK by retail space behind the Trafford Centre in Manchester and the Metro Centre in Newcastle. Taking the surrounding shopping area into account, it is the largest urban shopping centre in the European Union in terms of size.

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Westfield Stratford City is adjacent to the London Olympic Park, Stratford Regional and Stratford International stations. The shopping centre is part of a large multi-purpose development project called Stratford City. It is expected to contribute significantly to the local economy, with the creation of up to 10 000 permanent jobs, including 2 000 jobs going to people in the local area.

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Fig. 1b

## Mayor secures sponsorship for new river crossing

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The Mayor of London announced that global airline Emirates will sponsor London's exciting new cable car river crossing, to be known as the Emirates Air Line, in a ten year deal worth £36 million. The Emirates Air Line will offer commuters and visitors majestic aerial views as they cross the Thames close to both Westfield Shopping City and the Olympic Park.

With a capacity to carry up to 2500 people per hour, the Emirates Air Line will be the first of a package of measures to improve river crossings in east London. It is anticipated the Emirates Air Line will carry two million passengers per year.

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The sponsorship deal secured by the Mayor and Transport for London (TfL) will see Emirates provide significant private sector investment to this new transport scheme.

The Mayor of London, said, "The Emirates Air Line will be an exciting and innovative mode of transport easing travel for thousands and offering spectacular bird's eye views of our majestic Thames and will also act as a vibrant catalyst for the further regeneration of east London helping to attract jobs and investment for the benefit of Londoners."

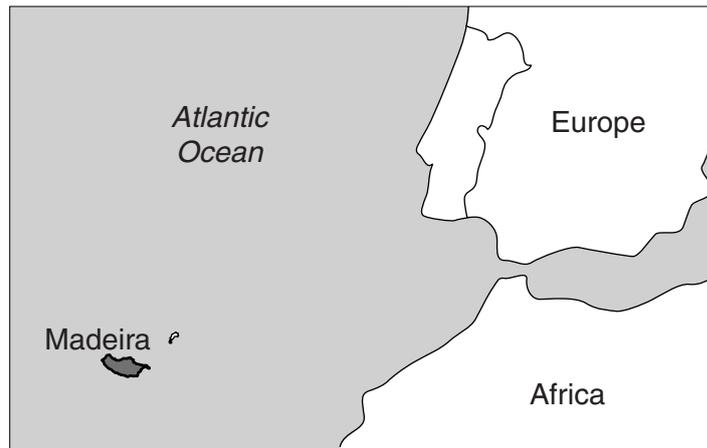
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The Emirates Air Line will play a key role in supporting east London's regeneration by providing a faster and more direct link, taking just five minutes to cross the river. It will also provide local communities with access to a range of entertainment, job and leisure opportunities which are set to become available as part of the regeneration.

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**Fig. 1c**

## ISLAND OF MADEIRA



### Everything there is to see and do on Madeira

The good climate the island experiences right throughout the year has long made Madeira a favourite winter getaway for Europeans. Madeira weather is what attracts visitors to the island. Madeira is abundant with picturesque landscapes of steep green mountains, dropping into valleys, terraced with vineyards and enchanting gardens. This volcanic island offers breathtaking views of ragged coastlines, volcanic sea pools, caves, mountain trails and Levada pathways. Madeira walks are considered to be in the top ten in the world when it comes to Levada walking, trekking or hiking. Levada (open irrigation channels) walks are a perfect way to view the fantastic natural sights Madeira has on offer. Many of them cut through the Laurisilva Forest which is the biggest of its kind in the world. This forest, which was proclaimed as a world heritage site by UNESCO in 1999, contains numerous rare and endemic species of fauna and flora.

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The sea water temperatures are pleasant all year round aided by the influence of the Gulf Stream. Thus the shores of Madeira are visited by numerous species of whales, dolphins and turtles right through the year! It is no wonder that the island of Madeira has acquired nicknames such as the *Pearl of the Atlantic* or the *Floating Garden of Eden*.

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First time visitors are always left speechless by the overwhelming beauty of the island. As you arrive in Funchal from the airport, nothing quite prepares you for the spectacular sight of the city surrounded by mountains, the deep blue sea, the green valleys, the rolling cluster of houses with beautiful gardens and its stunning bay.

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Fig. 2a

## The Madeira flood of 2010

Many hotels in Madeira reported a spate of cancellations following the flash floods on the island in 2010. Cruise ships scheduled to call in at one of the most popular spots on the cruise itinerary had been urged to find alternatives because 90% of excursions usually offered on the island were impossible and would not be resumed for several weeks.

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Many tour operators reported cancellations and a spokesperson for UK tour operator, The Blandy Group, which has five hotels on the island and caters for the majority of British visitors to Madeira, said many people had been put off going to Madeira.

“Because of the dramatic images of the devastation there have been cancellations and warnings of cancellations to come and that is very concerning,” a spokesperson said. But he predicted that the impact would be quick to pass and that Madeira would soon recover and return to normal. “In reality it is a very small area which has been affected and the authorities are working incredibly hard to restore the infrastructure and ensure a return to normality.”

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Some parts of the main shopping area in the capital of the island, Funchal, remained inaccessible due to the tonnes of rubble, debris and mud which had filled the streets following the flash floods. However, within days parts of the historical centre of the capital, which had been cordoned off by police during the clean-up operation, were reopened. Tourists, many of whom had stayed in their hotels for several days, were venturing out again.

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“We want to assure people that Madeira is safe, that there are no problems at the hotels and the usual tourist activities are resuming very quickly,” said Conceição Estudante, regional secretary of The Madeira Tourism Association. “Of course it will take time to rebuild some of the infrastructure and that won’t happen overnight, but there is absolutely no reason for people not to come. Within a week we expect normal life to be resumed.”

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Almost one million foreign tourists visit Madeira each year by air and a further 400 000 arrive on cruise ships. British holidaymakers account for around 20% of visitors to the island where tourism directly accounts for 20% of GDP.

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Madeira has yet to put a figure on the flood damage, but Portugal plans to appeal for funds from the European Union and the European Investment Bank to help recovery.

Football star Cristiano Ronaldo, who was born in a poor district of Funchal and has gone on to become one of the highest paid footballers in the world, pledged to support his homeland with a charity match.

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**Fig. 2b**

## CRUISING

### **Cruise boom continues as Brits seek good value**

One in nine package holidays taken by British tourists in 2010 was a cruise as budget-conscious holidaymakers continued to seek value for money, the Passenger Shipping Authority (PSA) has revealed.

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The PSA stated cruise holidays grew by 6%, just as the number of foreign holidays taken by UK holidaymakers is declining. In its 2010 Cruise Review, the PSA stated that cruising accounted for 4.5% of all 36.1 m foreign holidays taken by UK tourists in 2010 and 11.5% of the package holiday market (14 million).

The PSA report underlined a strong growth in the popularity of cruises, with UK passengers now accounting for more than 40% of all cruises, and the fly/cruise share dropping to 60%. However, fly/cruise numbers are still rising in absolute terms and are expected to peak above one million passengers from the UK in 2011.

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**Fig. 3a**

## Green Cruising or Cruise Ship Pollution?

### The environmental and cultural impact of cruises

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Facing increasing pressure, some cruise lines are working to improve their image, although pollution remains a problem. The world's largest passenger vessel docked at its home port in Florida for the first time in 2011. Royal Caribbean's 'Oasis of the Seas,' is 40% larger than its closest rival, with a passenger carrying capacity of 6296 guests, plus 2165 crew members.

The following are some of the facts about the use of resources and commodities on a daily basis on board 'Oasis of the Seas':

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- 4.7 million lbs (2350 metric tonnes) of fresh water consumption per 24 hours. This works out to around 70 gallons per person per day
- four plastic bottles per passenger – about 25 184 bottles per day
- 25 000 gallons of sewage from toilets
- 143 000 gallons of sewage from sinks, galleys and showers
- seven tons of garbage and solid waste
- 15 gallons of toxic chemicals
- 7000 gallons of oily engine waste.

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In the last decade most cruise companies have updated their ships with advanced sewage treatment facilities, improved emissions systems, and have begun plugging into hydroelectric power sources while docked at port, rather than running their engines.

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**Fig. 3b**

## Cultural impact

Cruise ships can be damaging in other ways. They can cheapen and degrade local cultures. Some cruise-goers on a seven-day Caribbean cruise will not be looking for a cultural immersion experience. 'Oasis of the Seas' stops in Jamaica, Haiti, and Cozumel, Mexico for only 29 hours in total. That is 29 hours out of 168, or about 17%.

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When a boat carrying over 6000 passengers docks in a port after being at sea for days, passengers disembark onto the island to shop, eat, and drink their way through local towns. Thousands of cruise ship tourists on shore for up to eight hours are unlikely to buy a hand-woven scarf or take the time to get to know the people from whom they are buying. The chances are they will buy cheap trinkets which are likely to have been made in a factory in China and resold locally. The local scarf-weaver will realise that they can earn more money from selling cheap Chinese trinkets than making textiles themselves.

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Cruises are often an all-inclusive package deal; your ticket pays for your room, your meals, your entertainment, and sometimes soft drinks and alcohol. Many cruise-goers are environmentally and culturally unaware. People cruise to escape from the stresses and pressures of their daily lives and to have everything taken care of for them.

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Cruise ships have a responsibility to the local communities where they dock – not just to the government officials whose permits they buy, or to the ports whose electricity they use. They have a responsibility to the culture of the destination as a whole. The least they could do is to provide their guests with a little more cultural education.

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Fig. 3c

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