

# OCR

Oxford Cambridge and RSA

**Wednesday 15 June 2016 – 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.
- 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.
- This document consists of **16** pages. Any blank pages are indicated.

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## MANCHESTER



One of the largest cities in England, Manchester has become increasingly important as the gateway to northern England. In recent years, Manchester has made great strides to shake off its image as an industrial wasteland. The city centre, once home to hundreds of thousands of Mancunians, is slowly being reclaimed as old buildings are converted into apartments, and newly built houses and flats spring up.

The sophisticated docklands area is home to museums, the arts, Manchester United Football ground and the BBC Media City.

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The city has a very walkable centre which features such attractions as:

- Chinatown, with its arch, shops and restaurants
- The Gay Village, along the Rochdale Canal, a once run-down area, which has been revived through the power of investment and regeneration
- Manchester's upmarket shopping area with stores such as Selfridges and Harvey Nichols
- the Manchester Cathedral: the medieval Chetham's School of Music
- 20,500 capacity Manchester Evening News Arena which attracts top international performers such as Take That, One Direction, Lady Gaga and Kylie Minogue
- The Northern Quarter, an area of independent businesses: bars, shops, art galleries, record stores and music venues plus several first-class restaurants
- Bridgewater Hall, the principal home for classical music in Manchester
- Convention Quarter with the Exhibition and Conference centres
- Castlefield Urban Heritage Park with the Museum of Science and Industry, the Roman Fort, and the canals.

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**Fig. 1a**

## MANCHESTER – BRITAIN’S ‘SECOND CITY’ REPORTS BUMPER TOURIST NUMBERS

Manchester’s tourism sector grew in value by £325 million during 2012, as tourism contributed more than £6.5 billion to Greater Manchester’s economy.

This boom, from £6.2 billion to £6.5 billion, is due to an increase in the number of visitors spending at least one night in Manchester. In 2012, numbers increased by 8.4% on the previous year.

Tourism chiefs are convinced that the bonanza of events held in Manchester during 2013 would ensure that numbers surge even further. In 2013, the Manchester International Festival brought an estimated 250,000 visitors, boosting the region’s economy by £40 million. With other high-profile events including the Ashes at Old Trafford and The Conservative Party Conference still due to take place, tourism experts are predicting a bumper year.

Statistics from Manchester Airport also indicate that the city is flying towards record-breaking passenger numbers in 2013, as passenger numbers increased for the 14th consecutive month. Total traffic through the airport has now exceeded 7.8 million, a year on year increase of 5.6%.

The influx in tourists to the city caused jobs within the tourism sector to soar by 2,896 in 2012, with more services required to supply the ever-increasing number of tourists who view Manchester as one of the UK’s most attractive holiday destinations.

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**Fig. 1b**

**Statistics**

Greater Manchester's tourism industry generated £6.5 billion for the local economy and supported 77,000 full time equivalent jobs across the region. This represents a rise of 7.8% in terms of economic impact and an additional 2,896 jobs. Greater Manchester now attracts 8.8 million overnight visitors and 91.4 million day trippers per year.

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The data follows VisitBritain's recent International Passenger Survey which showed that Manchester has maintained its position as the third most popular destination in the UK for international visitors to Britain – with over one million international visitors a year to Greater Manchester.

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Paul Simpson, Managing Director of Visit Manchester, said: "Tourism has long been a key economic driver for Greater Manchester and these figures show that during tough economic times the industry has not only maintained its contribution to the city – but increased it."

"Tourism is a team effort. We work incredibly closely with Manchester Airport, its airline partners, hotels and visitor attractions to promote the city in key international markets where there is a desire to visit Manchester."

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"A strong partnership approach is taken right across Greater Manchester with both the public and private sector to ensure the city-region delivers a great visitor experience."

**Fig. 1c**

**STRATEGIC DIRECTION**

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Manchester was one of four selected areas for VisitEngland's 'Strategic Framework for Tourism 2010–2020'.

*'In 2020 the visitor economy will continue to be a key driver of the social, cultural and economic life of Greater Manchester, with substantially increased economic benefits for residents and businesses. This will be achieved by further developing and promoting the Greater Manchester product offer for leisure and business visitors as a year round vibrant and stimulating cultural city destination.'*

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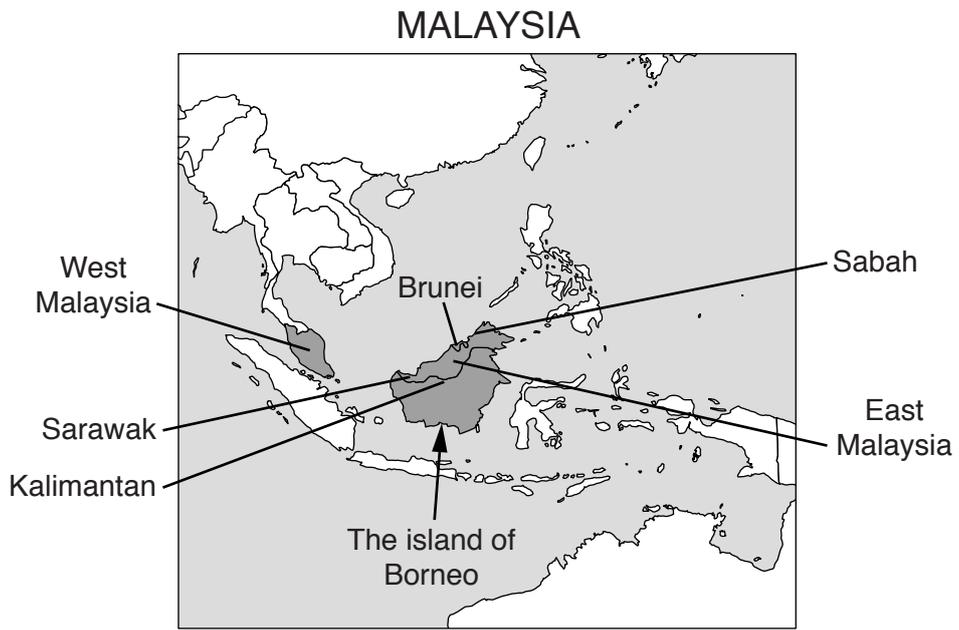
The strategy has the following aims:

- 1 – to position Manchester as a successful international destination
- 2 – to further develop Manchester as a leading events destination
- 3 – to improve the quality and appeal of the products on offer
- 4 – to maximise the capacity for growth.

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**Fig. 1d**

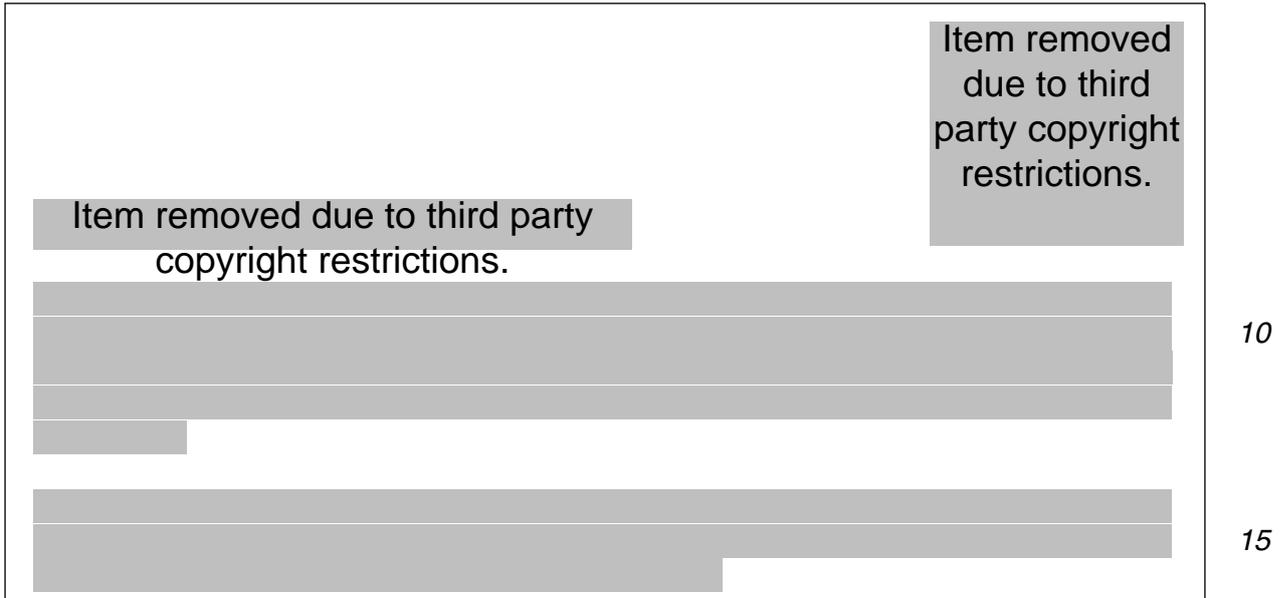
# Travel and Tourism in Malaysia and Borneo



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Fig. 2a



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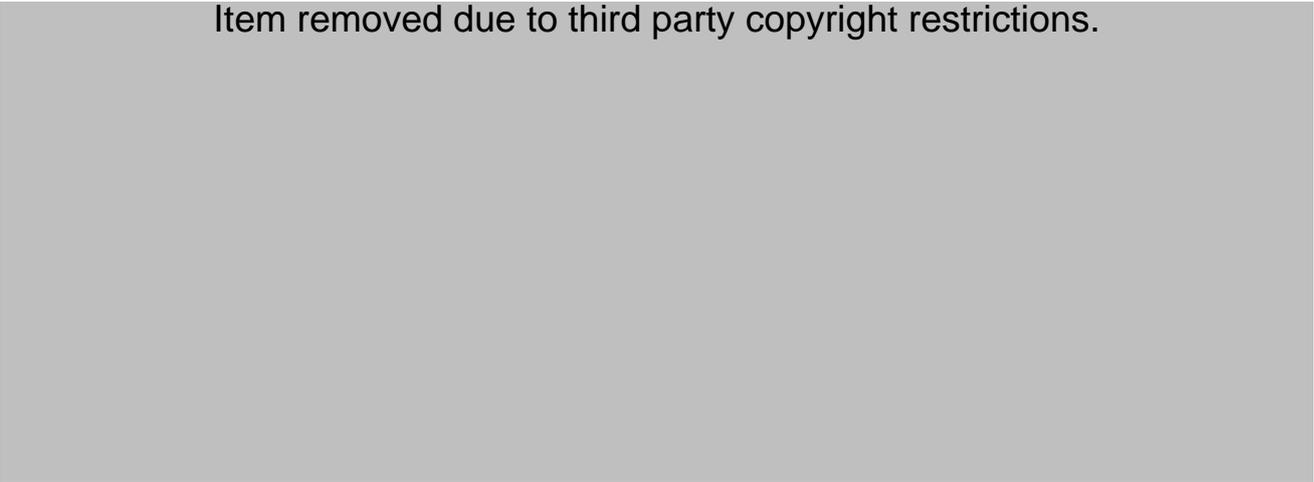
**Fig. 2b**

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**Fig. 2c**

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**Fig. 2d**

# Responsible travel

## Travel like a local in Borneo

We're sometimes asked our opinion on various issues affecting local people so we thought we'd let you know our views on some of the most important issues affecting people involved in tourism.

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## Supporting local people

It is part of our responsible travel criteria that all our members employ local staff and local guides where possible. We also encourage our tour operators to use locally owned accommodation that employs and trains local staff. We believe that tourism should operate in partnership with local people, ultimately providing employment and economic benefits for the community as well as helping to place a value on the cultural and natural heritage of a destination.

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## Visiting tribal cultures

We believe that visiting tribal cultures can be an incredibly enriching experience for the traveller, and also beneficial to the community, if done responsibly. You can be sure that the community you are visiting has extended an invitation to tourists. If you are in any doubt, the best advice is not to visit. Read up on the culture and travel with a local tour company with a proven track record or hire a guide from the local community to ensure that you benefit from their knowledge of what is, or is not, appropriate. In addition to ensuring that you minimise any negative impacts, you'll want to ensure that local people benefit from your visit. Trading for crafts, paying for the services of local guides, or for photographs will help to benefit the community.

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## Porters

Porters and sherpas are essential travel companions when trekking in remote locations or mountain environments. We believe porters and sherpas are amazing people who are capable of climbing huge mountains often twice as fast as the rest of us whilst carrying all the equipment we need. We believe porters and sherpas are incredibly valuable to the tourism industry and should be treated as such.



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We encourage all of our operators to pay porters and sherpas fairly and to sign up to a porter's protection scheme such as International Porter Protection Group or International Mountain Explorers Connection (IMEC). In fact, many of our tour operators have already joined these groups including Intrepid, World Expeditions, Wild Frontiers, Audley, Exodus and Charity Challenge.

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We recommend that all trekking parties (including the porters and sherpas) stick together, eat together and learn each other's names. That way cultural understanding can be increased and everyone can feel valued. Some people are uncomfortable with the idea of having someone to carry their bags for them. We would advise people who may be uncomfortable in this situation to consider a less demanding trek that does not require porters instead.

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Fig. 2e

## The Galápagos Islands



M.Weaver, 'Galapagos Islands could lose world heritage status', The Guardian, 26 June 2017. Removed due to third party copyright restrictions.<http://www.theguardian.com/environment/2007/jun/26/conservation.travelnews>

**Fig. 3a**

## Conservation of the Galápagos Islands



C. Cadwalladr, 'Galapagos menaced by tourist invasion', The Guardian, 10 June 2012. Removed due to third party copyright restrictions. <http://www.theguardian.com/world/2012/jun/10/galapagos-islands-conservation-crisis-exhibition>

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**Fig. 3b**





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