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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.

Scarborough – Yorkshire	
Scarborough is a great place to stay for a holiday or short break, with the safe, sandy, accredited North Bay and South Bay beaches being broken by a rocky headland on which stands the historic Scarborough Castle.	
Popular for a short break, weekend stay or holiday on the Yorkshire Coast, accommodation in Scarborough covers all types of budget, including economy, premium and luxury hotels, B&Bs and guest houses. The resort offers first class attractions such as the award-winning Sea Life Marine Sanctuary, Scarborough Open Air Theatre, Scarborough Art Gallery and the refurbished Rotunda Museum. It also offers many festivals, including Seafest, Jazz, Bike Week, Scarborough Fayre and the Scarborough Cricket Festival, providing you with year-round events. By night, you will be spoilt for choice with four fantastic theatres, each offering something different. Scarborough boasts many quality restaurants, each serving a variety of fresh local produce. Visitors can enjoy the peaceful North Bay and take a journey beneath the waves to discover the creatures of our seas at Scarborough Sea Life Marine Sanctuary, and learn more about the work done to preserve the wildlife habitat and marine life.	5 10 15
The resort offers a great choice of high street shops and boutiques. The Brunswick Centre is a prestigious all-weather shopping centre with a department store and 35 other retail outlets. The Centre is located in Scarborough’s pedestrianised shopping precinct, which, with the surrounding streets, has many individual boutiques, specialist shops and inviting cafés and bars.	20
Scarborough Tourist Information Centre creates Scarborough information sheets for visitors and residents.	

Fig. 1a

Scarborough Castle

With its 2500 year history, stunning location and panoramic views over the dramatic Yorkshire coastline, Scarborough Castle fully deserves its place as one of the finest tourist attractions in the North. It started life as an Iron Age Fort, was occupied by the Romans, became a Viking settlement and reached its heyday under Henry II.

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This royal stronghold, built by successive medieval kings over two centuries, has seen more than its fair share of conflict and sieges. The Castle, which is managed by English Heritage, offers year-round events including battle re-enactments. There is an admission charge for entry.

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Fig. 1b

Scarborough's Tourism Strategy

Tourism is a key component of the region's economy currently supporting over 21% of jobs in Scarborough. Given the inter-relationships between the different sectors of tourism in Yorkshire (which range from heritage to hospitality), the only way to strengthen the development of tourism is for the private and public partners to continue to work very closely together. This strategy will provide closer working relationships between the private associations, businesses and the public sector, including:

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- welcome to Yorkshire and neighbouring authorities
- local destination management organisations
- Scarborough Hospitality Association
- Whitby Hospitality Association
- Filey and District Tourism Association
- Captain Cook Tourism Association
- Forum for Tourism.

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The purpose of the strategy is to deliver the following vision:

'To develop a sustainable year-round tourism product with broad market-led appeal, generating high levels of expenditure and increasing business performance within the sector.'

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Fig. 1c

Cambodia



An estimated 2.8 million tourists visited Cambodia in 2011, an increase of over 10% compared with the 2.5 million arrivals in 2010. Officials believe that international arrivals will reach 4.5 million by 2015 and 7 million by 2020.

Tourism Cambodia (tourismcambodia.com) was established by the government of Cambodia. Its main activities comprise both domestic and overseas promotion projects designed to expand travel and tourism in Cambodia.

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Tourism Cambodia's Operations:

- organise promotional activities in order to attract an increasing number of foreign tourists
- establish offices across the globe in order to conduct regional promotion
- operate co-operation initiatives with other international tourism organisations
- provide support for international conferences held in Cambodia
- assist in enhancing tourist destinations and resorts
- establish model tourism facilities
- develop and train tourism personnel
- administer screening examinations for tourist guides and hotel managers.

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Fig. 2a

Cambodia's cultural heritage



The exceptional cultural heritage of Cambodia has been a main focus of attraction for the rest of the world for over a century. Unfortunately, this invaluable heritage was seriously damaged during years of continuous war from the 1970s to the 1990s. During this time, monuments and archaeological sites suffered from neglect and degradation. The intangible heritage, including performing arts, was close to disappearance.

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The Royal Government has acknowledged the important role played by culture as a means to shape national identity and to contribute to the economic development of Cambodia.

Recently, UNESCO's activities have focused on strengthening the abilities of the national authorities to safeguard and promote the national heritage of the country. Special attention is being focused on the involvement and improvement of the conditions of local communities living within historical and cultural complexes. UNESCO also provides support to local artists, while several initiatives aim to raise awareness among the youth of Cambodia of the importance of preserving the cultural heritage of the country.

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Fig. 2b

Angkor Wat heritage site in peril



In 2011 approximately 1.6 million foreign tourists visited Angkor Wat temple, a World Heritage Site, up by about 20% from 1.3 million in 2010.

At first glance, it is business as usual at the great sandstone temple of Angkor Wat, as the ancient Cambodian superstructure sees another batch of tourists process across its moat and marvel at its grandeur. But the modern commercial success of the high-profile complex may be on shaky ground. According to UNESCO heritage experts carrying out restoration work at the temple, which is one of the largest religious ruins in the world, the growth in the number of hotels around Angkor Wat has meant that more and more holes are being drilled into the earth to extract water from the water table. The culture programme specialist at UNESCO's Cambodia office said, "There is a very important balance between the sand and water on which the temple is built. If that balance is taken away, then we might have trouble with collapse, cracked ceilings and falling pillars. If it becomes so damaged then we will have no tourists", he added.

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The temple, which is venerated enough to appear on the national flag, is the jewel in Cambodia's heritage crown. With cultural attractions such as Angkor Wat, it is little wonder that tourism is such an important source of revenue for Cambodia.

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Since Angkor Wat was first added to UNESCO's World Heritage List, the temple has become a must-see stop on any tour of south-east Asia. Some 3000 tourists climb up its narrow stone staircases every evening to view the picturesque sunset over Angkor Wat. But on the way there, they are wearing through its precious sandstone carvings, which they use as handholds during the climb. John Stubbs, of the World Monuments Fund, said, "It simply cannot survive this daily assault. Unless it is completely closed off for essential repairs, it will suffer critical damage."

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The growth of Siem Reap, the local town, is causing other problems too. This tremendous growth, added to population increase, has been exacerbating pressure on the infrastructure. A World Bank report stated "Energy, water, sewage and waste are all significant problems. Most guesthouses reportedly dump used water directly into the river, causing noticeable river pollution."

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Fig. 2c

A new development in tourism

Dark Tourism

Dark tourism – the tourism of sites of tragedy – may be a recent growth area for the travel industry but it is not a new phenomenon. As far back as the Dark Ages, pilgrims were travelling to tombs and sites of religious martyrdom. The Battle of Waterloo in 1815 was observed by nobility from a safe distance and one of the earliest battlefields of the American Civil War was sold the next day as a visitor attraction site. Each year over half a million people visit Auschwitz concentration camp in Poland. The standard two-and-a-half-hour guided tour gives an understanding of this vast and sprawling site. More recently Ground Zero in New York has become an essential part of the tourist itinerary for many visitors. Currently Japan and Christchurch in New Zealand have become popular dark tourism destinations as a result of recent natural disasters.

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Fig. 3a

New Zealand Earthquake

The district of Canterbury in South Island, New Zealand (which includes Christchurch) lost millions of dollars of tourism business in 2011 because of earthquake destruction and overseas visitors shunning the district.

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The head of Canterbury's marketing body, Christchurch and Canterbury Tourism, revealed the massive blow to the region at the New Zealand tourism showcase, Trenz 2012. Many large and small businesses in Canterbury rely on international tourists for a living. An estimated NZ\$230 million was lost to the Canterbury economy from a lack of spending on hotel rooms, food and other items by many fewer international visitors. Christchurch has lost more than three-quarters of its hotel rooms to the quakes, but that was only one reason for the dramatic fall in overseas visitors. Negative views about how safe the region was kept overseas visitors away. However, tourists attracted by dark tourism continue to visit the area.

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The city of Christchurch now has only 825 hotel rooms compared to 3710 before the earthquakes. The hotel industry suggests it will take at least three years to get back to 60% of the previous number of hotel beds.

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Fig. 3b

Rena oil spill disaster in New Zealand

The container ship Rena grounded on Astrolabe Reef in New Zealand's Bay of Plenty in 2011, spilling 350 tonnes of heavy fuel oil into the sea. Over two thousand dead seabirds were found and hundreds of live oiled birds were collected to be treated in special wildlife recovery centres. These included little blue penguins, shags, fluttering shearwaters, petrels, gannets and terns.

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The first little blue penguins affected by the oil spill were released back into the wild after several weeks of recovery and care by World Wildlife Fund (WWF) staff and other members of New Zealand's Oiled Wildlife Recovery Team.

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Officials closed affected beaches and warned people to stay away from the shore; however, many people still visited the area to view the disaster. Locals were angry that the oil spill happened on their doorstep and it has ruined one of the best beaches in New Zealand. The oil spill represented a huge tragedy for wildlife and tourism in the area.

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Fig. 3c

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