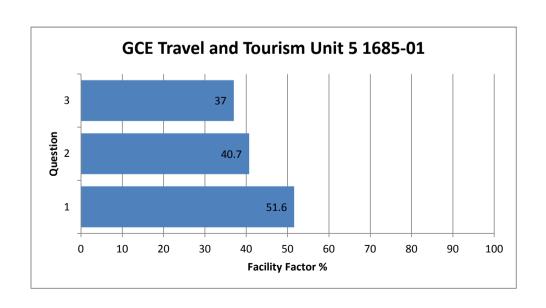


WJEC 2014 Online Exam Review

GCE Travel and Tourism Unit 5 1685-01

All Candidates' performance across questions

?	?	?	?	?	?	?	
Question Title	N	Mean	SD	Max Mark	F F	Attempt %	
1	574	16.5	4.5	32	51.6	100	•
2	574	13.8	4.9	34	40.7	100	•
3	574	12.6	5.4	34	37	100	◀



1. Study **Figure 1 of the Resource Material** which shows extracts of a report about tourism on Easter Island.

Sustainable tourism can be defined as tourism attempting to make as low an impact as possible on the environment and local culture, while helping to generate future employment for local people.

(c) Discuss how a range of sustainable tourism practices might reduce the *negative impacts* of tourism development on Easter Island. Give examples to support your answer. [10]

Sustainable tourism is very important in tourism destinations like Easter is land. With the increase of tourists, the island is beginning to struggle.

There is not enough public transport on the island so throughout to reduce hire cars they could introduce more requiar bases and ingive timetables to tourists. So they know when they can they could also promote the use of bikes, so tourists can bike mound the island or walk. The island would need to create footbaths a create a cycle route and this will help reduce (02 emissions and promote the Healthy)

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(X	and what they can do to protect there environment
V	whilst visiting the island. They could to this
I.A.	with the use of peaflets, handbuts and presentation
9	iven by iocals. This would emhance the understand
V	of the tourist and perhaps help sustain the island.

Sustainable tourism is very important in tourism destinations like Easter is land. With the increase of tourists, the island is beginning to struggle.

There is not enough public transport on the island so than assar to reduce hire cars they could introduce more requiar buses and ingine timetables to tourists. So they know when they can they could also promote the use of bikes, so tourists can bike around the island or walk. The island would need to create footbaths a create a cycle poute and this will help reduce (0) emissions and promote the Healthy.

IC	living. The island can do other things such
	as educating the tourists about their culture D
	and what they can do to protect them environment
	whilst visiting the island. They could to this
	Lists the use of pensiets, handfasts and presentations
	given by locals. This would emplance the understanding
	given by iocals. This would emphance the understanding of the tourist and perhaps help sustain the island.
	(19)

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	regative	impact	on	the 1	sland, fo	or exp	ample

Ic educating burisks on where to stay that
may provide them within walking distance
to attractions. By providing this information it
will eliminate the need for burishs to use
vast amounts of transport and therefore reducing
their polluting effect.
Another sustainable burish prochise that many
be used is to offer alternative modes of
transport to the island, for example improving
the cruse ships tendo systems as is reduce
the number of daily hips made. This will
help to not only reduce the water portunion
but also limit kunism numbers, through
larger less frequent visits.
To add further to sustainable activities on
the Easks Island bourism to promoter's may
encourage the purchase of local goods and
crafts. This will help to exploit the culture of
the indigenous people, as well as providing them
a suitable, sustainable incone.
To promote another sustainable practise on
Easter Island locals may inhigh projects such
as conserving fauna and habitals within the
local area. They can then educate bourists on these practises so they are more aware of their impact on the island and why it should be preserved for feture generations of burists.
these practises so they are more aware of their
impact on the island and why it should
be preserved for future generations of townsis.
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*1c.	There are a number of different sustainable
	tourism practises that could be put in place.
	upon Easter Island. One of these may be
	providing information on how to reduce their
	regalive impact on the island, for example
	The state of the s

number	
10	educating burists on where to stay that
(Court)	may provide them within walking distance
	to attractions. By providing this information it
	will eliminate the need for burists to use
	vast amounts of transport and therefore reducing
	their polluling effect.
	Another sustainable burism prochise that meny
	be used is to offer alternative modes of transport to the island, for example improving the cruse strips tends systems as is reduce
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	the cruse ships tender systems as is reduce
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*	help to not only reduce the water pollution
	but also limit kurism numbers, through
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	To add further to sustainable activities on
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	the indigenous people, as well as providing them
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	To promote another sustainable practise on
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	local area. They can then educate bourists on these practises so they are more aware of their impact on the island and why it should
	impact on the island and why it should
	be preserved for ferture generations of bourists.
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cont.	oming from America, Asia and Austrailia to view
	the capital hondon is located ideally within the
	for the hansport needs as well as being a 12
	for the honsport needs as well as being a J
	short time away.

- Many MEDW tourism destinations, such as the UK, host a range of major events which attract large numbers of leisure and business tourists for a short period of time.
 - (b) (i) Outline the different types of major events hosted within the UK. Give named examples to support your answer. [8]
 - (ii) Discuss the possible *negative economic* and *social impacts* that MEDW tourism destinations might experience as a result of hosting a major event. [8]

The UK attracts millions of tourists from all over the world. Major events in the UK include festivals such as Reading, V, Glaston bury and many more. Glaston bury attracts people world wide

and it appeals to the music market. It attracts Leisure tourists who like music, camping, street food and festival life. Big conference events affract business tourists for a short amount of time and bring business from all over the world. Events to do with the Royal family e.g. The Jubilee, Rayal weddings and birthdays affract thousands of tourists that stay in London weekend this major event also means tourists will spend money in hotels, resteraunts and other attractions which helps the economy. Events such as Food festivals, outdoor activities like walking in snowdon, Camirals in wales will attract leisure tourists. MEDW destinations such as Avia Napa in riprus host a summer section to young people and is known as a "clubbing holiday". This lasts From June - September - This can have negative social impacts because some locals leave their home due to the amount of noise and bad behaviour. These type of tourists are not benefitting the local economy as Hotels are foreign owned and most of the nightaubs and bars are too Withey do not visit other local attractions and explore cyprus - Leakage is a big problem as tourists spend money in places that are owned by companies in America example so all the money goes back to that country and doesn't benefit cyprus economically. the 'Tour de France' Cambridge will be hosting for one day as cyclists will be going through cambridge on their Journay. This may cause resentment from locals about the increase of tourism & blacked roads that people to get to work. It can cause social seperation rit's imporant that they benefit locals for the become relationship to have a fact the event to be

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- avides bus dollers, Jobs at attractions	12
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toilets, attractions; Motels, Bab's etc. 4	
William water cleaners, sceletionists.	
This will benefit the Local people too as it	iey
will be earning more money which reduces 4	
resentment. Tourism will also increase	- 17
foreign currency earnings as the destination	
will be recieving tourists wouldwide Because	2
it's been named the capital of culture it	
will bring in more tourists that want to see	o c
will bring in more rooms to the this will increase why its been hamed that this will increase	
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owned which means money will stay in their	
economy. It will also benefit the economy as	5
they will be making money all year round as	
it's a destination that can be enjoyed in	()
all 4 seasons unlike Hot countries that brin	J
tourists only in the summer e.g. France.	

(i) The UK attracts millions of tourists from all over the world. Major events in the UK include festivals such as Reading, V, Glaston bury and many more. Glaston bury attracts people world wicle

Question number 25 and it appeals to the Music market. It attracts Leisure tourists who like music, camping, street food and festival life. Big conference events affract business tourists for a short amount of time and bring business from all over the world. Events to do with the Royal family e.g. The Jubileer Royal weddings and birthdays affract thousands of tourists that stay in weekend that major event also means spend money in hotels, resteraints and attractions which helps the economy. such as Food festivals, outdoor activities like walking in snowdon, Camirals in wales will attract leisure tourists. MEDW destinations such as Avia Napa in CIPTUS host a summer section to young people and is known as a "clubbing holiday". lasts From June - september - This can have negative social impacts because some locals Leave their home due to the amount of noise and bad behaviour. These type of tourists are not benefitting the local economy are foreign owned and most of the nightdubs and bars are too Withey do not visit other local attractions and explore cyprus- Leakage is a big problem as tourists spend money in places that are owned by companies in America example so all the money goes back to that country and doesn't benefit appros economianly-Tour de France Cambridge will be hosting

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	to benefit trivists. Do redding new sens, enes,
	toilets, attractions; Motels, Bab's etc. 4
ANT	Moter workers, cleaners, Receptionists.
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	will be earning more money which reduces 4
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	will bring in more tourists that want to see
	why its been Damed That. This will increase
	why its been named that the controlly
	visitor spending and benefit the local economy
	Learning will be kept to a minimular as
	ruces, Hotels & bars will not be taking
	and all which mounts morey will strug it their
	25 00 Days It will also benefit the econolyy
	they will be making money all year round as
	it's a destination that can be enjoyed in
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	all 4 seasons unlike Hot countries that bring
	tourists only in the summer e.g. France.

2 b.i. The UK hooks a number of different events affacting prasses of business and teisure business such as sporting events like the 2012 Otypopies. This brought leisure business to the UK for a short period as to ergby the different events, however business tourists increased also due to the mount of corporate facilities available. Another mojor UK event would be the Highland transes held in Statland, that altracts thousands of listure bourists looking for as less serious sporting event. Other major events that are bosted within the UK is the number of film premieres held within the capital. Numerous business townists will follow film premieres as to admit promote various product but to also enjoy what the surrounding area has to effer. It is A possible negative earonic impact major events may have an on MEDW distination is unstable economy, this will be from the high increase in spending and demand liveling out after the event for example during the 2012 bordon Clympics spending would be increased for a short him thousand due to money being reduced again. A negative social impact that a major event many have on an intelled is the increase in come rates. With the nice in post busists in	*	
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crime rates. With the rise in the burists in		may have on an MEDW is the increase in
		crime rates. With the rise in the hourists in
the contract of the second contract of the second		one area for a major event, petty crime such

	as pick pocketing will increase. For example at
1	Glashonbury festival, crime rates will be high due to
	a high concerntration of kurists in one place
	Another damaging effect major events have on MEDN's
	is that employment levels will rise during the
	is the subside again aget event This will
	event but subside again post event. This will
	cause unemployment levels to drop and then
× _	nise high again, creating an unbalanced effect on
	the multiplier effect. An example of this would
	be that during the 2014 Brazil World Cup, which
	is an energing NEDW, employment will rise improving
	local wages but then drop again leaving locals back
	close the poverty line. B
	Another negative social effect that MEDW'S suffer
	Product regarde section experience is the continuous
	from having held major events is the contingency
	or legacy of the area being ignored. This then
	leads to deselick siks, making the destination
	a poor tourism attraction. This will therefore also
	drive per locals out of the area as they are
	no longer fulfilled by the events purpose,

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2 b.i.	The UK hosts a number of different events
	attacking masses of business and leisure busists
	such as sporting events like the 2012 Otympics.
	This brought leisure kurisks to the UK for a
	Short period as to enjoy the different events, however
	short period as to enjoy the different events, however business burists increased also due to the
	number of corporate facilities available.
	Another major UK event would be the Highland
	Grances held in Scotland, that altracks thousands
	of lusure burishs looking for any less serious
	spoking event.
	Other major events that are hosted within the
	UK is the number of film premières held
	within the capital. Numerous business tourists
	will follow film premieres as to admit promote
	various product but to also erroy what
	the surrounding area has to effer.
1	9
511.	A possible negative economic impact major events
	may have an on MEDW deshiration is unstable
	economy, this will be from the high increase
	economy, this will be from the high increase in spending and demand liveling out after the
	event for example oliving the 2012 handon (Hympics
	spending would've increased for a short hime. However
	post-olympics this would have unsettled the ecomony
*	due ho money being reduced again.
n n	A negative social impact that a major event
2 2	may have on an MEDW is the increase in
	crime rates. With the rise in per tourists in
2	one area for a major event, petry crime such

EC.	as pick pocketing will increase. For example at
	Glastonbury festival, crime rates will be high due to
	a high concernitation of knists in one place
	making it exerctes inevitable.
	Another damaging reflect major events have on MEDW's
	is that employment levels will rise during the
	event but subside again post event. This will
	cause unemployment levels to drop and then
	nise high again, creating an unbalanced effect on
	the multiplier effect. An example of this would
F	be that during the 2014 Brazil World Cup, which
	is an energing MEDW, coupleyment will rise improving
	local ways but then drop again leaving locals back
	close the poverty line. B
	Another negative social effect that MEDW'S suffer
	from having held major events is the contingency
	or legacy of the area being ignored. This then
	leads to deselies sites, making the destination
	a poor bourism attraction. This will therefore also
	doice are locals out of the area as them are
	no longer fulfilled by the events purpose, I

- 3. In order for Riga to be successful as a European Capital of Culture it is important that different sectors of the travel and tourism industry work together.
 - (c) Explain how the different sectors of the travel and tourism industry might work together in order to ensure the success of the events planned for Riga in 2014. [8]

- W	
3(2)	There are many events planned for 2014
	and it is important that The private season
	oublic sector and voluntary sector work logicines
	to ensure Ring is successful. The private
	sector coms to make a profit whilst int
	a cur sector wont to make the destination.
	care approache and then put in policies and
	Coally the Volloting Sector Consens & Plesere III
	arm All three 3 Ectors balance enchather well as
	when all aim to richieve different things but It
	acks is sell for a destination. The privalet
	and in the supply financially and

Question number

	ensure the events are going to benefit the
	economy or that they won't losse money.
	For example totels will need to promote and
	offer special prices so tourists book to stan there
	Hotels may work with attractions to offer
	deals on cheaper entry if they stay at libere
	HOTEL. The public sector will ensure the destinutions
	safe and policies are put in place. The local 4
	and National government will work with aftractions
	and hotels to ensure they are at a good enoughly
	standard to encourage visitors to return.
	The voluntary Sector will provide charities to
	protest and conserve the environment during this
	busy time for fourism. For example ensuring
	there working with local tourist boards about
	free buses to the events, or guided walks so
	tourists know where to go. They will also ensure
	there are volunteers at the events to help clean
	up litter and to juide people in the right
	direction overall, all three Sectors will work
	togethe to ensure the events are benefitting
	the local economy, people are enjoying
-	themselves and experiencing Riga and the
	environment is being protected at the same
	time.

7	There are many events planned for 2014
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	to ensure Ring is successful. The privale
	Sector aims to make a profit whilst the public sector want to make the destination
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	they all aim to ruchieve different things but it works well for a destination. The private
	works well for a destruction of financially and

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