

Tourism

'In the Middle Ages people were tourists because of their religion whereas now they are tourists because tourism is their religion.'

Robert Runcie, former Archbishop of Canterbury

'Travel broadens the mind.'

Proverbs

Tourism is an example of a service industry and as such falls into the tertiary sector, one of the four major sectors into which economies of all countries may, for convenience, be divided (page 552). Individual services may be grouped as follows:

- 1 **Public services**, e.g. electricity and water companies.
- 2 **Producer services** help businesses carry out their activities, e.g. banking, law and transport.
- 3 **Consumer services** are those that have direct contact with the consumer, e.g. retailing (Chapter 15) and leisure, recreation and tourism.

In developed countries, with shorter working weeks and earlier retirement, many people have an increasing amount of 'free time' which allows them to participate in recreational activities.

Recreation refers to activities, events and pursuits that are undertaken though choice, e.g. sport, gardening, fireworks displays, bird watching, video games. An increase in leisure time generates the demand for additional recreational amenities such as golf courses, country parks, swimming pools and night clubs. **Tourism** involves travel away from home to visit friends and relations or different places. The official UK definition is 'a stay away from one's normal place of residence which includes at least one night but is less than a year'. The World Tourism Organization (UNWTO), however, does not stipulate the 'one night away' so its definition includes day visitors as tourists, as well as 'business tourism'.

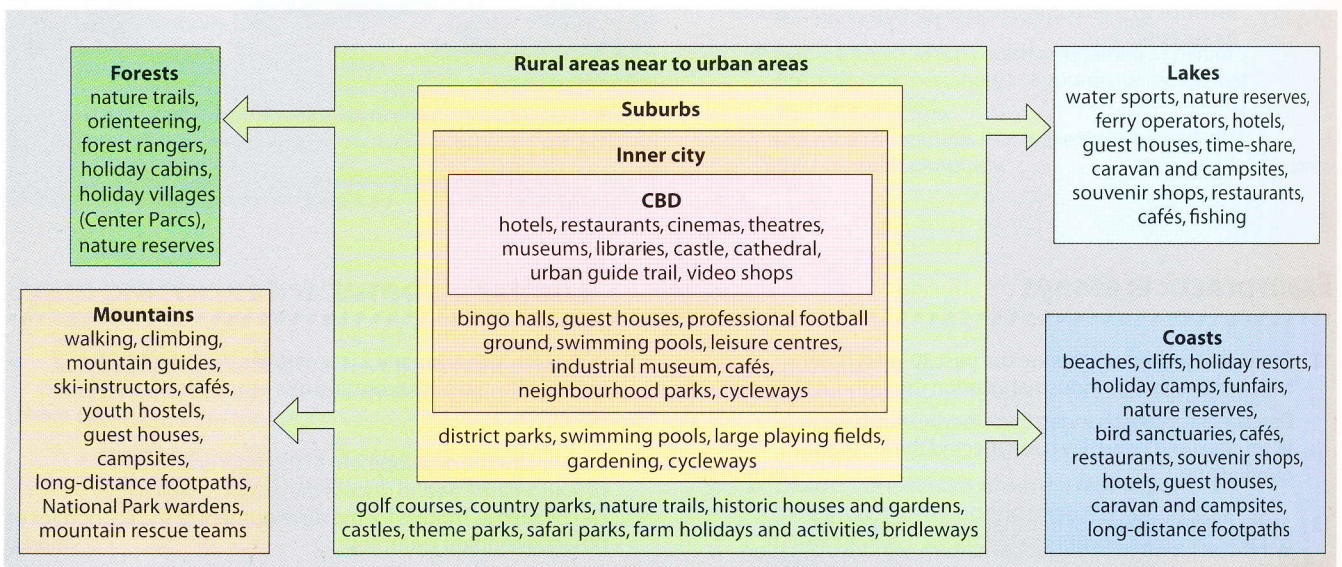
The UK travel and tourist industry consists of a wide variety of commercial and non-commercial organisations that interact to supply products and services to tourists. This often makes it difficult to differentiate leisure and tourism from other forms of employment, e.g. a fish and

Leisure, recreation and tourism

Leisure is a broad term associated with 'time, free from employment, at one's own disposal'.

Figure 20.1

Types and location of various leisure and tourist facilities



chip shop proprietor in Blackpool sells to both tourists and residents, while farmers on a Greek or West Indian island sell their produce to both local people and hotels.

People with limited income, access to transport or leisure time tend to seek recreational amenities and activities that are near their homes. As the majority of British people live in towns and cities, then most amenities are located within or near to urban areas (Figures 20.1 and 20.2). People with more leisure time tend to travel further afield to scenic rural areas, especially those with added amenities (coasts, mountains and National Parks), to large urban areas (historical towns and cultural centres), and to places outside the UK.

As in other areas of their subject, geographers have tried to classify aspects of tourism (Framework 7, page 167). One suggested classification is:

- by nature of attraction, e.g. coastal, mountains, rivers and lakes, climate, woodland, flora and fauna, historic heritage buildings and sites, cruises, retailing, activity centres, urban and rural
- by length of stay, e.g. weekend break, annual two-week holiday
- by travel within or beyond national borders, e.g. domestic and international

- by type of transport, e.g. caravan, bicycle, canal boat, cruise liner
- by type of accommodation, e.g. camping, safari lodge, beach village.

The growth in tourism

The Romans must rank amongst the earliest tourists, as many of their most wealthy families used to move to their country villas during the hot, dry summers. By the 18th and 19th centuries, affluent British people were either visiting spa towns within England or making the 'Grand Tour' of Classical Europe, while the less well-off were beginning to popularise local seaside resorts. Today tourism has become part of everyday life and a major source of employment in many developed countries. Here, the rapid growth of the tourist industry in the last half-century can be linked to numerous factors such as greater affluence (wealth), increased mobility, improvements in accessibility and transport, more leisure time, paid holidays, product development and innovations, improvements in technology, changes in lifestyles and fashion, an increased awareness of other places and, more recently, the need for 'green' (sustainable) tourism (page 597). These factors are summarised in Figure 20.3.

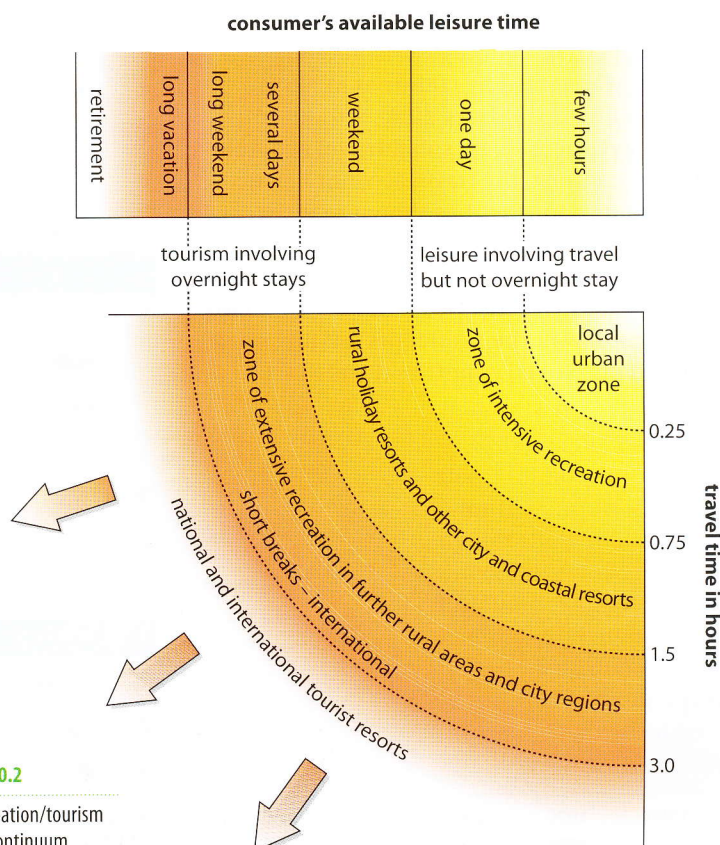


Figure 20.2
The recreation/tourism spatial continuum

Greater affluence	<ul style="list-style-type: none"> – People in employment earn high salaries and their disposable income is much greater than it was several decades ago. – People in full-time employment also receive holiday with pay, allowing them to take more than one holiday a year and to travel further.
Greater mobility	<ul style="list-style-type: none"> – The increase in car ownership has given people greater freedom to choose where and when they go for the day, or for a longer period. In 1951, only 1 UK family in 20 had a car. By 2008, 75 per cent had at least one car. – Chartered aircraft have reduced the costs of overseas travel; wide-bodied jets can carry more people and can travel further, bringing economies of scale.
Improved accessibility and transport facilities	<ul style="list-style-type: none"> – Improvements in roads, especially motorways and urban by-passes, have reduced driving times between places and encourage people to travel more frequently and greater distances. – Improved and enlarged international airports (although many are still congested at peak periods). Faster trains, e.g. Eurostar. Reduced air fares. Package holidays.
More leisure time	<ul style="list-style-type: none"> – Shorter working week (although the UK's is still the longest in the EU) and longer paid holidays (on average 3 weeks a year, compared with 1 week in the USA). – Flexi-time, more people working from home, and more firms (especially retailing) employing part-time workers. – An ageing population, many of whom are still active.
Technological developments	– Jet aircraft, computerised reservation systems, use of the Internet.
Product development and innovation	– Holiday and beach villas, long-haul destinations, package tours.
Changing lifestyles	<ul style="list-style-type: none"> – People are retiring early and are able to take advantage of their greater fitness. – People at work need longer/more frequent rest periods as pressure of work seems to increase. – Changing fashions, e.g. health resorts, fitness holidays, winter sun.
Changing recreational activities	<ul style="list-style-type: none"> – Slight decline in the 'beach holiday' – partly due to the threat of skin cancer. – Increase in active holidays (skiing, water sports) and in self-catering. – Most rapid growth since mid-1990s has been in cruise holidays. – Importance of theme parks, e.g. Alton Towers, Thorp Park, Center Parcs. – Large number of city breaks.
Advertising and TV programmes	– Holiday programmes, film and TV sets, magazines and brochures promote new and different places and activities.
'Green' or sustainable tourism	– Need to benefit local economy, environment and people without spoiling the attractiveness and amenities of the places visited (ecotourism).

Figure 20.3

Factors causing growth in tourism

Global tourism

In 2008, the travel and tourism industry accounted for 8.4 per cent (238 million) of the world's total employment and contributed 9.9 per cent of its GDP. Of total tourist receipts, 71 per cent was earned by countries in North America and Europe (Figure 20.4), although this only gave them a very small **travel account surplus**. In contrast, the travel account balance for developing countries has shown a persistently high, and widening, surplus (unlike their trade balance, page 624), mainly because they are visited by wealthy tourists from developed countries whereas few of their residents can afford holidays in developed countries (Figure 20.5).

Figure 20.4

Growth in global tourism, 1960–2020

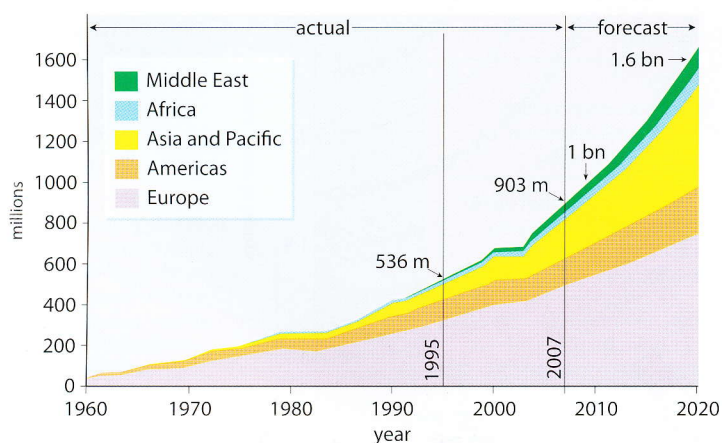


Figure 20.5

Leading tourist countries, 2007

		Arrivals (millions)	% world total
1	France	81.9	9.1
2	Spain	59.2	6.6
3	USA	56.0	6.2
4	China	54.7	6.1
5	Italy	43.7	4.8
6	UK	30.7	3.4
	World	903.0	

		Earners (US\$ million)	% world total
1	USA	96.7	11.3
2	Spain	57.8	6.8
3	France	54.2	6.3
4	Italy	42.7	5.0
5	China	41.9	4.9
6	UK	37.6	4.4
	World	856.0	

		Spenders (US\$ million)	% world total
1	Germany	82.9	9.7
2	USA	76.2	8.9
3	UK	72.3	8.4
4	France	36.7	4.3
5	China	29.8	3.4
6	Italy	27.3	3.2
	World	856.0	

The travel and tourism industry is dynamic, having to change continually to meet consumer demands and perceptions. Its key features at present include the following:

- It has a complex structure consisting of a wide variety of interrelated commercial and non-commercial organisations (Figure 20.6).
- It is predominantly private-sector led.
- It is dominated by relatively few large, often transnational, firms, e.g. tour operators (Kuoni, Going Places Leisure Travel, Thomas Cook, Thomson), hotel chains (Marriot, Sheridan, Holiday Inn), theme parks (Disney) and air operators (BA, American Airlines). Despite this, the majority of enterprises are small and medium-sized, often catering for the local market.
- There is an extensive use of new technologies including data handling, advertising, advance bookings and the Internet.
- There was an increase in the number and range of destinations between 1950, when the top 15 attracted 98 per cent of international arrivals and were mainly based on 'sun, sand and sea', and 2007, when the top 15 destinations only received 57 per cent of arrivals. This reflects the emergence of new locations, especially in developing countries, and a demand for a greater range of activities and experiences. At present, the fastest emerging tourist areas are China and the Middle East.
- It is vulnerable to external pressures such as currency fluctuations, fuel charges, government legislation and international terrorism.

Figure 20.7

Factors affecting the growth of the holiday industry in the UK

Factor	Specific examples	Example of area or resort
1 Transport and accessibility	<ul style="list-style-type: none"> • Early resorts (stage-coach), spa towns • Water transport (18th century) • Railways • Car and coach • Plane 	Bath Margate Blackpool, Brighton Cornwall, Scottish Highlands Channel Islands
2 Scenery	<ul style="list-style-type: none"> • Sandy coasts • Coasts of outstanding beauty • Mountains, lakes and rivers 	Margate, Blackpool Pembroke, Antrim Lake District, Snowdonia
3 Weather	<ul style="list-style-type: none"> • Hot, dry, sunny summers • Snow 	Margate Aviemore
4 Accommodation	<ul style="list-style-type: none"> • Hotels and boarding house resorts • Holiday camps • Caravan parks and campsites 	Margate, Blackpool Minehead, Pwllheli National and forest parks
5 Amenities	<ul style="list-style-type: none"> • Culture and historic (castles, cathedrals, birthplaces) • Active amenities (sailing, golf, water-skiing) • Passive amenities (shopping, cinemas) • Theme parks 	York, Edinburgh Kielder, St Andrews Most resorts Alton Towers, Chessington
6 Ecotourism and sustainability	<ul style="list-style-type: none"> • Wildlife conservation areas • Heritage sites 	SSSIs, nature reserves York

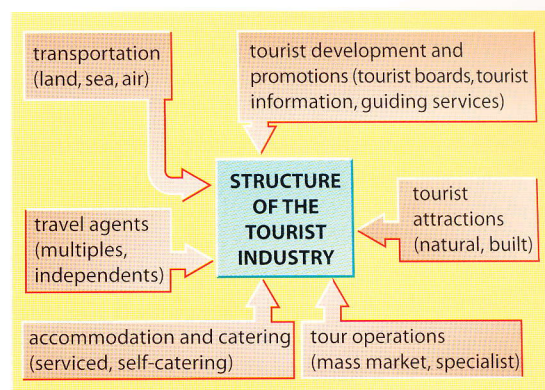


Figure 20.6

Structure of the tourist industry

- It has both a positive and a negative effect on host communities (economic, social and cultural) and local environments (Figure 20.8).

UK tourism

- **Number of tourists.** In 2007, Britain received 32.4 million visitors from overseas while at the same time 66.4 million UK residents took their holidays, or a break, outside the country. Over one-third of British tourists still went to Spain (14.4 million) and France (10.9 million) but this proportion continues to decline as people look for different places to visit and activities to do. The same year saw Britain receiving its highest ever number of tourists and business visits. Nearly 80 per cent of these came from the EU, although the USA remained the largest single country of origin of visitors. A record number also came from Poland – presumably friends and relatives of migrant workers (Places 44, page 369).
- **Consumer spending.** In 2007, UK residents spent £72.3 million overseas (£7.3 million in 1987) compared with overseas residents who spent £16.0 million in the UK (£6.3 million in 1987) – a deficit on the travel account of £56.3 million (£1.0 million in 1987).
- **Number employed and type of job.** Official figures show that 1.45 million people were directly employed in the tourist industry in Britain in 2007, with an estimated further half million engaged indirectly. The wide range of jobs included hotel and catering, travel agents, coach operators, in entertainment and as tour guides. Approximately 132 000 of these jobs were classified as self-employed.

Positive effects/benefits	Negative effects/problems
Economic	
<p>Increases gross domestic product directly and indirectly via the multiplier effect (see Myrdal, page 569).</p> <p>Taxes on tourism increase government revenue.</p> <p>Increased foreign exchange earnings.</p> <p>Foreign investment.</p> <p>Creates employment, including in unskilled occupations; labour-intensive.</p> <p>Helps fund new infrastructure, i.e. roads, airports and facilities which local people can also use.</p> <p>Stimulates and diversifies economic activity in other sectors – local craft revival, manufacturers, services and agriculture (the multiplier effect).</p> <p>May act as a seedbed for entrepreneurship, with spin-offs into other sectors.</p> <p>Improves balance of payments through increased trade.</p>	<p>May divert government expenditure from other needy areas of the economy.</p> <p>Requires government expenditure on tourism.</p> <p>Over-dependence on outside agencies and some external control on the economy.</p> <p>Income reduced by external leakages or outflows, e.g. imported food for tourists.</p> <p>Profits may go overseas.</p> <p>Overstretches infrastructure.</p> <p>Spread effects limited and may therefore increase regional inequalities between tourist growth areas and less developed periphery (page 617).</p> <p>Diverts labour and resources away from non-tourist regions and may (particularly) affect peripheral areas, leading to out-migration to tourist resort opportunities (Places 42, page 366).</p> <p>Labour unskilled and seasonal.</p> <p>Foreign personnel and firms dominate managerial and higher-paid posts, reducing opportunities for local people.</p> <p>Inflated prices for land, housing, food and clothes.</p>
Social	
<p>Cultural exchange stimulated with broadening of horizons and reduction of prejudices amongst tourist visitors and host population.</p> <p>May enhance role and status of women in society, as opportunity for goals in tourism is created and outlook widened.</p> <p>Encourages education.</p> <p>Encourages travel, mobility and social integration.</p> <p>Improves services (electricity and health), transport (new roads, airports) and widens range of shops and leisure amenities.</p>	<p>May cause polarisation between population in advancing tourist regions and less developed areas, creating a 'dual society'.</p> <p>Increases rift between 'rich' and 'poor'.</p> <p>Breakdown of traditional family values creates material aspirations.</p> <p>Breakdown of families due to stress between younger generation, who are affected by imported culture, and older members of household – called the negative demonstration effect.</p> <p>Social pathology, including an increase in prostitution, drugs and petty crime.</p> <p>Increases health risk, e.g. AIDS.</p>
Cultural	
<p>May save aspects of indigenous culture due to tourist interest in them.</p> <p>Contact with other cultures may enrich domestic culture through new ideas and customs being introduced.</p> <p>Encourages contact and harmonious relations between people of different cultures.</p> <p>Increases international understanding.</p>	<p>Impact of commercialisation may lead to pseudo-cultural activities to entertain tourists and, at extreme, may cause disappearance or dilution of indigenous culture – known as 'commodification'.</p> <p>Mass tourism may create antagonism from host population who are concerned for traditional values, e.g. dress, religion.</p> <p>Westernisation of culture, food (McDonalds) and drink (Coca-Cola).</p>
Environment	
<p>Improved landscaping and architectural standards in resort areas, including increased local funding for improvement of local housing, etc.</p> <p>Promotes interest in monuments and historic buildings, and encourages funding to conserve and maintain them.</p> <p>May induce tighter environmental legislation to protect environment, i.e. landscape, heritage sites, wildlife.</p> <p>Establishment of nature reserves and National Parks; growing tourist interest and awareness protects areas from economic and building encroachment.</p> <p>Poor building and infrastructure development – tourist complexes do not integrate with local architecture.</p>	<p>Destruction of natural environment and wildlife habitat – marine, coastal and inland.</p> <p>Excessive pressure leads to air, land, noise, visual and water pollution, and breakdown in water supplies, etc.</p> <p>Traffic congestion and pollution.</p> <p>Clearance of natural vegetation, loss of ecosystems.</p>

Figure 20.8

Positive and negative effects of mass global tourism

Adapted from a World Tourism Organization classification

Tourism and the environment

As the demands for recreation and tourism increase, so too will their impact on other socio-economic structures in society, scenic areas and wildlife habitats. Tourists will compete for space and resources with:

- local people living and working in the area, e.g. farmers, quarry workers, foresters, water and river authority employees (Figure 17.4)



Figure 20.9

Protected areas in the UK

12 National Parks + 1 designated in England and Wales, 2 in Scotland
36 AONBs in England, 9 in Northern Ireland, 4 in Wales, 1 in England and Wales
45 National Scenic Areas in Scotland
15 National Trails in England and Wales + 4 Long Distance Routes in Scotland
32 Heritage Coasts in England and Wales

- other visitors wishing to pursue different recreational activities, e.g. water skiers, wind-surfers, anglers and bird watchers all visiting the same lake.

The development of recreation and tourist facilities creates pressure on specific places and environments in both urban and rural areas. Places with special interest or appeal that are very popular with visitors and which tend to become overcrowded at peak times are known as **honeypots**. Honeypots may include, in urban areas, concert halls (Albert Hall), museums (Madame Tussaud's), and historic buildings (Tower of London); and, in rural areas, places of attractive scenery (Lake District), theme parks (Alton Towers), and places of historic interest (Stonehenge). The problem of overcrowding within certain American National Parks (Yellowstone), together with congestion on access roads, has become so acute that permits are needed for entry and quotas are imposed on areas that are ecologically vulnerable (Case Study 17).

Sometimes planners encourage the development of honeypots, especially in British National Parks and African safari parks, to ensure that such sites have adequate visitor amenities (car parks, picnic areas, toilets, accommodation). It is now widely accepted that leisure amenities and tourist areas need to be carefully managed if the maximum number of people are to obtain the maximum amount of enjoyment and satisfaction (Figure 20.9).

It is possible to identify three levels of recreation and tourism in rural areas.

- 1 High-intensity areas where recreation is the major concern (theme parks such as Alton Towers, honeypots such as at Bowness on Windermere, and resorts such as Aviemore).
- 2 Average-intensity areas where there needs to be a balance between tourism and other land users, and between recreation and conservation (Peak District National Park, Places 92).
- 3 Low-intensity areas, usually of high scenic value, where conservation of the landscape and wildlife is given top priority (upland parts of Snowdonia and the Cairngorms – Places 94, page 595).

Recently there has been a growth in **ecotourism** (Places 95, page 598), which aims at safeguarding both natural and built environments, being sustainable (Framework 16, page 499), and enabling local people to share in the economic and social benefits.

Places 92 The Peak District: a National Park

Following the passing of The National Parks and Access to the Countryside Act in 1949, the Peak District became the first National Park in 1951 (Figure 20.9). The Environment Act of 1995, which set up a National Park Authority to administer the affairs of each of the National Parks, defined the purposes of National Parks as:

- conserving and enhancing the natural beauty, wildlife and cultural heritage, and
- promoting opportunities for the understanding and enjoyment of their special qualities.

National Parks must also foster the economic and social well-being of local communities. They are also required to pursue a policy of sustainable development by which they must aim to improve the quality of people's lives without destroying the environment (Framework 16, page 499). Despite their often spectacular scenery, National Parks are not owned by the nation nor managed purely for their landscapes and wildlife. They are, rather, mainly farmed areas where many people live (38 000 within the Peak District) and work.

Figure 20.10

The White Peak:
Lathkill Dale
Nature Reserve



Figure 20.11

The Dark Peak:
Kinder Scout

Land use

There are some 800 farms in the Peak District National Park (PDNP), most of them under 40 ha. Some are owned by the National Trust, water companies and large landowners, with 70 per cent run by farmers who need income from a second job. The PDNP manages 4580 ha of woodland. There are 55 reservoirs, which supply water to large urban areas such as Manchester, Leeds and Sheffield located on the Park's fringes, and 10 quarries, mainly for limestone and fluorspar.

Tourism

About 15.7 million people live within 100 km of the PDNP and, with over 30 million day visits each year, it is the world's second most visited National Park (after Mount Fuji in Japan). The Park is divided, scenically, into two – the attractive 'White Peak' consisting of Carboniferous limestone (page 196 and Figure 20.10) and the Dark Peak, which is a Millstone Grit moorland (page 201 and Figure 20.11). The result of an earlier survey asking people why they visited the Peak District and which were their favourite attractions, is given in Figure 20.12. Estimates suggest that tourism here directly provides 500 full-time, 350 part-time and 100 seasonal jobs, as well as many others indirectly (people working in shops and other service industries).

Reason	(%)
Scenery/landscape/sightseeing	61
Outdoor activities/walking	56
Enjoyed previous visit	39
Peace and quiet	31
Easy to get to	26
New place to visit	17
Specific event/attraction	16
Come every year	9
Own second home/caravan in area	6
Others	14

Most popular areas of the Peak District National Park are:

- **Bakewell**, with interesting buildings and a busy market.
- **Chatsworth**, home of the Duke of Devonshire.
- **Dovedale**, a spectacular limestone dale.
- **Hartington village** and **Eyam**, the plague village.
- **Goyt Valley** and its reservoirs.
- **Hope Valley** and the village of Castleton.
- **Upper Derwent** and the Ladybower and Derwent Reservoirs.

Figure 20.12

Why people visit the Peak District National Park

Conservation

National Parks were set up with the specific purpose of protecting areas of natural beauty in the countryside. Today, although facilities for suitable types of recreation (walking, climbing and fishing) are an important part of the National Parks, the aims of conservation have to take priority. By conservation, the National Parks mean 'keeping and protecting a living and changing environment', which, in the case of the Peak District, is:

- *The Nearly Natural Landscapes* which include the gritstone moorland of the Dark Peak and the limestone heaths and dales of the White Peak. These areas include Sites of Special Scientific Interest (SSSIs), which cover 35 per cent of the National Park, and National Nature Reserves (NNRs), both managed by English Heritage, as well as Environmentally Sensitive Areas (ESAs) which are supervised by DEFRA (Figure 16.54), and farms engaged in the Environmental Stewardship Scheme (ESS) (page 496).
- *The Not So Natural Landscapes* which have resulted from farming and mineral extraction.
- *The Built Landscape* which includes villages, hamlets, listed buildings and archaeological sites. The PDNP Authority has control over the erection of new properties, the range of building materials and the ability to create Conservation Areas in villages that include places of historic or architectural interest (Figure 20.13).

Figure 20.13

Enhancement Project in Eyam Square



Figure 20.14

The PDNP Management Plan, 2006–11

The PDNP has identified four main land use conflicts to which it has suggested ways forward:

- conservation and farming – farmers to manage land in traditional ways and be given grants for conservation work
- conservation, water supply and recreation – limit fishing, sailing and other activities to specific reservoirs
- conservation and tourism – more robust footpaths and use of former railway tracks; new footpaths, cycle tracks and bridleways; siting of car parks to spread visitors over a wider area
- conservation and mineral extraction – screening and restoration to be part of the mining process.

The latest PDNP Management Plan is for 2006–11. Its vision is underpinned by two main principles:

- partnership working
- sustainable development.

The headings and sub-headings for this plan, which can be seen in full on the PDNP website, are listed in Figure 20.14.

A Social drivers

- The need to build cohesive communities
- Listening to, involving and engaging communities
- The need for people to have decent and affordable homes
- Being proactive in providing opportunities for recreation
- The need for people to adopt healthier lifestyles
- The need for sustainable improvements to travel

B Technological drivers

- Mobile phone operators and consumer demand

C Environmental drivers

- UK and local Biodiversity Plans
- Climate change
- The changing historical nature of air pollution
- Mineral extraction
- The changing patterns of land use and ownership

D Economic drivers

- Changes to farm payments system
- Delivering the outcomes of the Peak District Rural Action Zone
- Changing nature of sources of funding
- Developing a sustainable tourism economy

E Political drivers

- Local government and legislative changes

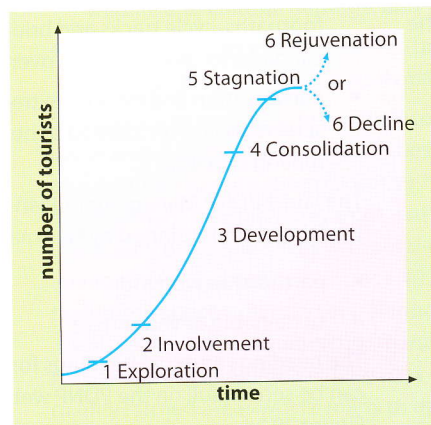
The tourist resort/area life-cycle model

Despite some of the obvious disadvantages of tourism, the nightmare scenario for any tourist-dependent country, region or resort, is that people will find somewhere else to visit and to spend their money. New resorts develop; old resorts may become run-down; fashions change; places may receive a bad press; economic recessions occur; currency rates alter and new activities

are designed. To survive, tourist places have to keep re-inventing themselves by, for example, including new attractions or changing their orientation to a wider or new client group. Places that fail, such as some older British seaside resorts and spa towns, begin to wither away. Places that manage to adapt, such as Blackpool, continue to be successful. On this basis, Butler produced a useful life-cycle model (Framework 12, page 352) for tourist resorts (Figure 20.15); this may also be applied more widely to tourist regions (Places 93).

Figure 20.15

Tourist area/resort life-cycle model (after Butler)



- 1 Exploration:** small number of visitors attracted by natural beauty or cultural characteristics – numbers are limited and few tourist facilities exist, e.g. Chile.
- 2 Involvement:** limited involvement by local residents to provide some facilities for tourists – recognisable tourist season and market areas begin to emerge, e.g. Guatemala.
- 3 Development:** large numbers of tourists arrive, control passes to external organisations, and there is increased tension between local people and tourists, e.g. Florida.
- 4 Consolidation:** tourism has become a major part of the local economy, although rates of visitor growth have started to level off and some older facilities are seen as second-rate, e.g. earlier Mediterranean coastal resorts.
- 5 Stagnation:** peak numbers of tourists have been reached. The resort is no longer considered fashionable and turnover of business properties tends to be high, e.g. Costa del Sol (Places 93).
- 6 Decline or rejuvenation:** attractiveness continues to decline, visitors are lost to other resorts, and the resort becomes more dependent on day visitors and weekend recreationalists from a limited geographical area – long-term decline will continue unless action is taken to rejuvenate the area and modernise as a tourist destination, e.g. Blackpool, British spa towns and older coastal resorts.

Places 93 The Spanish 'costas': the life-cycle of a tourist area

In the 1950s, Benidorm on the Costa Blanca was still a small fishing village (compare the Costa del Sol in Figure 20.16). During the 1960s, the introduction of cheap air travel began to attract visitors from northern Europe and enabled resorts to develop, with their sandy beaches, warm seas and hot, dry, sunny summers. By the 1970s it had turned into a sprawling modern resort with high-rise hotels and all the amenities expected by mass tourism. By the 1980s it

had reached Butler's stage of consolidation, when the carrying capacity was reached. By the early 1990s it had begun to stagnate and to decline. Since then the Spanish government has tried to rejuvenate the area by encouraging the refurbishment of hotels, reducing VAT in luxury hotels and ensuring that both beaches and the sea have become cleaner (Spain has the most 'Blue Flag' beaches in the EU).

Figure 20.16

Life-cycle of a holiday area: tourists from the UK to the Costa del Sol, 1960s–2000s

	1960s	1970s	1980s	1990s and 2000s
Tourists from UK to Spain	1960 = 0.4 million	1971 = 3.0 m	1984 = 6.2 m 1988 = 7.5 m	1990 = 7.0 m 2000 = 7.3 m
State of, and changes in, tourism	very few tourists	rapid increase in tourism; government encouragement	carrying capacity reached; tourists outstrip resources, e.g. water supply and sewerage	decline (world recession); prices too high; cheaper upper-market hotels elsewhere; government intervention to rejuvenate tourism
Local employment	mainly in farming and fishing	construction workers; jobs in hotels, cafes, shops; decline in farming and fishing	mainly tourism: up to 70 per cent in some places	unemployment increases as tourism declines (30 per cent); farmers use water for irrigation
Holiday accommodation	limited accommodation; very few hotels and apartments; some holiday cottages and campsites	large hotels built (using breeze blocks and concrete); more apartment blocks and villas	more large hotels built, also apartments, time-share and luxury villas	older hotels looking dirty and run down; fall in house prices; only high-class hotels allowed to be built; government oversees the refurbishment of hotels
Infrastructure (amenities and activities)	limited access and few amenities; poor roads; limited streetlighting and electricity	some road improvements but congestion in towns; bars, discos, restaurants and shops added	E340 opened: 'the Highway of Death'; more congestion in towns; marinas and golf courses built	bars/café closing; Malaga by-pass and new air terminal opened; re-introduction of local foods and customs
Landscape and environment	clean, unspoiled beaches; warm sea with relatively little pollution; pleasant villages; quiet with little visual pollution	farmland built upon; wildlife frightened away; beaches and sea less clean	mountains hidden behind hotels; litter on beaches; polluted seas (sewage); crime (drugs, vandalism, muggings); noise from traffic and tourists	attempts to clean up beaches and sea (EU Blue Flag beaches); new public parks and gardens opened; nature reserves

At a conference on 'sustainable mountain development', one speaker claimed: 'Mountains are suffering an unprecedented environmental crisis. Wherever you go in the world, you can

find the same symptoms – landscapes wrecked by roads; forests cleared for, and slopes shredded by, skiing; vegetation worn away by walkers; and litter left by tourists.

Places 94 The Cairngorms: a mountainous area under threat

The Cairngorm range, which includes four of Britain's five highest mountains, became part of the Cairngorms National Park in 2003. The arctic-alpine plateau is a fragile ecosystem which includes mosses, lichen and dwarf shrubs (page 333) and which provides an irreplaceable habitat for rare birds such as the golden eagle, ptarmigan, snow bunting and dotterel (Figure 20.17). It includes three SSSIs (page 593) and a National Nature Reserve. It also receives the heaviest, and longest lying, snowfall in Britain, making it ideal for downhill and cross-country skiing as well as other winter sports. These advantages have led to conflict between developers and environmentalists.

In the 1990s, the Cairngorm Chairlift Company, now Cairngorm Mountain Ltd, having twice failed to get planning permission to extend its skiing facilities into nearby Lurcher's Gully, put forward a plan which included a 2 km funicular railway that would go to within 150 m of the summit. The plan also included a new chairlift, three new ski tows and four additional ski runs. At the top, the underground terminus to the railway would give access to a 250-seater restaurant, an interpretative exhibition and a retail outlet. The railway would get visitors

to the summit in three minutes, would be able to operate, unlike the old chairlift, in high winds and could increase the number of summer visitors from 60 000 to 225 000. It was this increase in the prospect of the extra number of feet trampling the fragile summit plateau during the short growing and nesting season that caused most alarm to conservationists. They feared plants would be crushed, birds disturbed and the landscape eroded.

What swung the decision the developers' way was their proposal to operate a 'closed system' which would confine everyone to the visitor centre with its indoor viewing area. This meant an end to the 50 000 visitors who, until then, could trample without restriction over the summit area. The funicular railway began running at Christmas 2001 and the visitor centre was formally opened the following May. At that opening, it was said that the funicular project demonstrated how it is possible to balance environmental concerns with projected economic benefits.

Meanwhile skiers in the Cairngorms face a greater threat – global warming is reducing both the amount of snowfall and the period of snow cover.



Figure 20.17

The Cairngorm arctic/alpine environment

Other types of tourism

Heritage

According to the World Heritage Convention (WHC), created by UNESCO, 'Heritage is our legacy from the past, what we live with today, and what we pass on to future generations. Our cultural and natural heritage are both irreplaceable sources of life and inspiration.' **Cultural heritage** includes monuments, groups of buildings and sites such as the Pyramids, the Acropolis, the Taj Mahal (Figure 20.18a), Machu Picchu, Chichen Itza (Figure 20.23) and The Great Wall of China. **Natural heritage** includes landscape and wildlife sites such as the Barrier Reef and Tanzania's Serengeti National Park (page 311). There are, at present, over 800 World Heritage Sites.

Theme parks and purpose-built resorts

Theme parks and purpose-built resorts have become centres of mass tourism in the last two or three decades. They include Disney World (Florida – Figure 20.18b), Disneyland (Paris), Legoland (Denmark), Seaworld (Queensland) and Alton Towers (England).

Wildlife

There has been a steady increase in the number of people wishing to see wildlife in its natural environment. The most popular is the African 'safari' in which tourists are driven around, usually in small minibuses with adjustable roofs to allow for easier viewing (Figure 20.18c). Kenya, South Africa,

Tanzania and Zimbabwe are all able to capitalise on their abundance of wildlife. Other tourists may go whale-watching (New Zealand), visit marine reserves (Places 80, page 526), view threatened wildlife such as the giant panda and the mountain gorilla, or go to places with a unique ecosystem (Madagascar and the Galapagos Islands).

Wilderness holidays

These are popular in America: one or two people set off into largely uninhabited areas such as Alaska to 'live and compete with nature' (Figure 20.18d).

City breaks

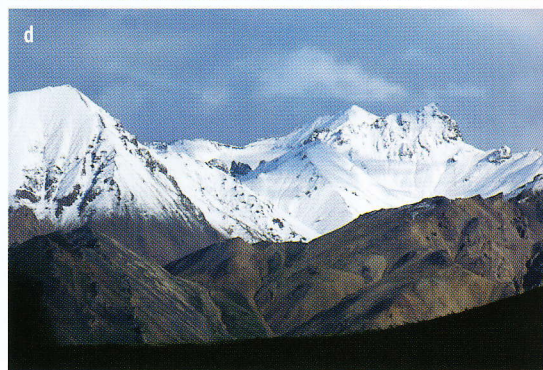
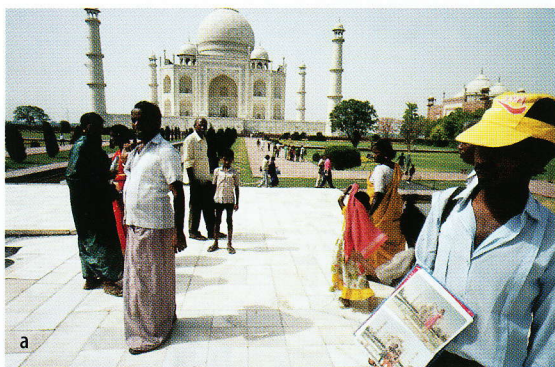
Globally more people take city breaks – often lasting just a few days – than any other type of holiday. In Britain in 2007, 87 per cent of adults visited a city for at least one day, the vast majority – over 11 million – travelling to London to take advantage of its cultural amenities (the National Gallery), theatres (Drury Lane), historic buildings (St Paul's Cathedral), sporting venues (Wembley Stadium), shops (Oxford Street) and businesses (Canary Wharf). Eight of the top ten most visited destinations in Britain are cities (including over 2 million visits a year to Manchester and Birmingham) while many other tourists take city breaks in Europe and beyond.

Religious centres

Religious centres to which people make a pilgrimage include Mecca, The Vatican, Jerusalem, Salt Lake City and Varanasi (Benares).

Figure 20.18

- Types of tourism
a Heritage:
Taj Mahal
b Theme parks:
Disney World
c Wildlife parks:
Botswana
d Wilderness:
Mt McKinley
in Dynali
National Park



Cruises

Cruising has been the fastest-growing section of the world's tourist industry for two decades. More, and larger, liners are being built each year (Figure 20.19) while the number of passengers has increased from under 4 million in 1990 to almost 13 million in 2008. Cruise holidays are often an excuse for people to relax and enjoy the sun and the life aboard ship, as seen by over one-third of all passengers opting for the Caribbean (Figure 20.20). Other tourists may take a cruise that follows a theme, such as visiting historical/archaeological sites (Mediterranean), capital cities (Baltic), scenic coasts (Norway, Figure 20.19) or whale-watching (Alaska). While the scores of

Figure 20.19

Cruise liners in the Geiranger Fiord, Norway



passengers create jobs for tour guides and shop assistants and generate income for bus companies, taxi drivers, and local craft industries, they rarely spend large amounts of money while on land as they eat and sleep on board ship. Also, their large numbers – up to 3600 on the latest super cruise liners – may swamp local communities and disrupt their way of life.

Certain rivers are also popular for cruising – with the added bonus of calm water! People sail along the Nile (to see ancient temples), the Mississippi (on paddle boats), the Yangtze (Three Gorges), the Amazon, Rhine and Danube. Canal holidays are a self-catering form of cruising.

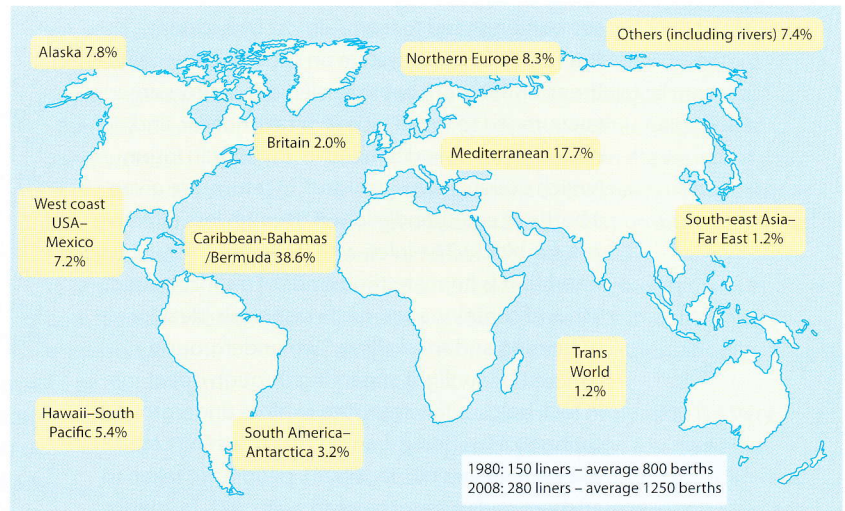


Figure 20.20

Cruise destinations, 2007

Ecotourism

Ecotourism, sometimes known as 'green tourism', is a sustainable form of tourism (Framework 16, page 499) that is more appropriate to developing countries than the mass tourism associated with Florida and certain Mediterranean areas. Ecotourism includes:

- visiting places in order to appreciate the natural environment, ecosystems (page 295), scenery and wildlife, and to understand their culture
- creating economic opportunities (jobs) in an area while at the same time protecting natural resources (scenery and wildlife) and the local way of life.

Compared with mass tourists, ecotourists usually travel in small groups (low-impact/low-density tourism), share in specialist interests (bird-watching, photography), are more likely to behave responsibly and to merge and live

with local communities, and to appreciate local cultures (rather than to stop, take a photo, buy a souvenir and then move on). They are likely to visit National Parks and game reserves where the landscape and wildlife which attracted them there in the first place is protected and managed. Places visited include Brazil (rainforests), the east coast of Belize and Mexico (coral reefs – Places 95), Nepal (mountains), Burundi (mountain gorillas) and the Arctic (polar bears).

Even so, ecotourists usually pay for most of their holiday in advance (spending little in the visited country), are not all environmentally educated or concerned, can cause local prices to rise, congregate at prime sites (honeypots), and may still cause conflict with local people. There is a real danger that tour operators, by adding 'eco' as a prefix, give certain holidays unwarranted respectability.

Places 95 Xcaret, Mexico: ecotourism

The Xcaret Eco-archaeological Park (Figure 20.21) in Mexico's Yucatan Peninsula won, back in 1999, the Sunday Times Readers' Award for what they considered to be the most successful project in protecting, or improving, the quality of a local environment. Xcaret is located (Figure 20.22) 70 km south of the mass tourist resort of Cancun (Mexico's answer to Miami) and 270 km east of the former Mayan settlement of Chichen Itza, now a World Heritage Site (Figure 20.23).

In 1990, five families set up the Xcaret venture with two aims: to support Mexican research programmes into biodiversity and to encourage ecotourism, the latter by allowing visitors to relax in beautiful surroundings and to learn, almost by accident, the value of the ecosystem on show together with the scientific work being carried out. Visitors are encouraged to travel by bus or taxi, not car, and, on arrival, are asked to hand in any suntan lotion (which pollutes seawater) and, in return, are given a bottle of eco-friendly lotion (though less effective as a sunblock). The inlet, with its warm, crystal-clear water that is home to thousands of multicoloured fish and contains a sea-turtle reserve, is ideal for swimming and snorkelling. Two underground rivers, lit by sunlight streaming through openings in rock holes, allow tourist to explore underground channels. First being warned that touching coral can kill it (Places 80, page 526), people are taken to offshore reefs where they can swim with bottlenose dolphins. At night, a show in the open-air theatre ends with a performance of a famed folkloric ballet.

Figure 20.22

Mexico's tourist sites

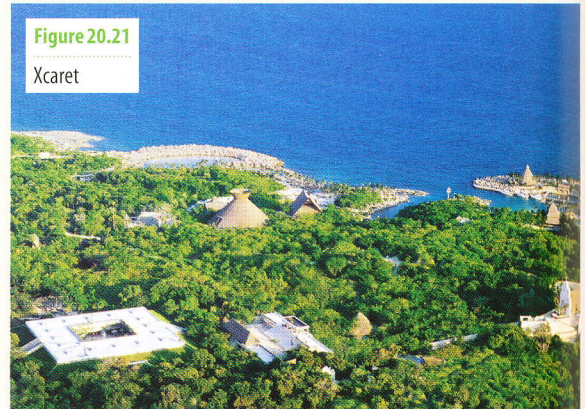
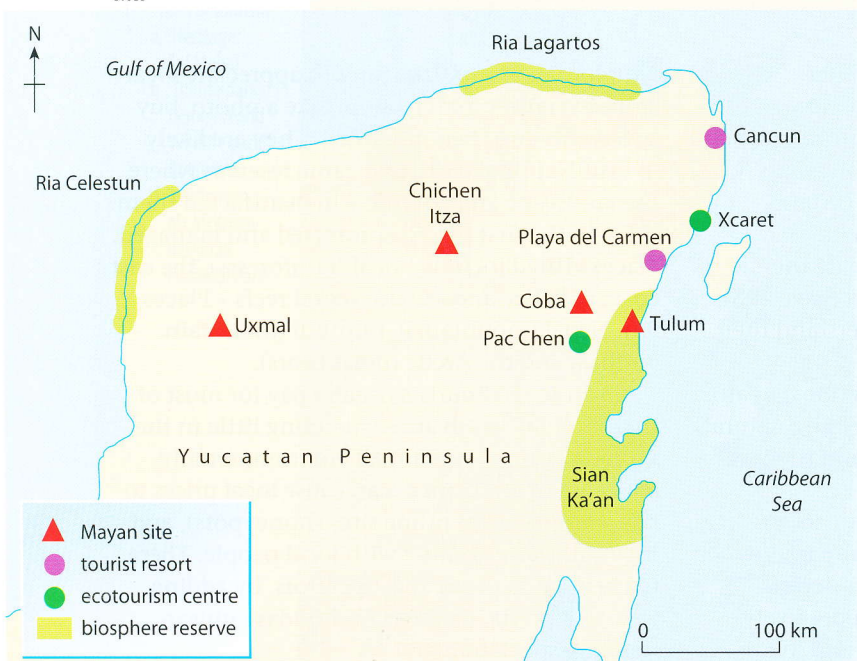


Figure 20.21

Xcaret

Xcaret also has a wild-bird breeding centre that caters for endangered species, a butterfly pavilion, a botanical garden and a coral reef aquarium. However, the venture is not without its critics, some of whom cite the fact that the underground rivers were blasted and remodelled while others point to the threat that snorkelling poses to the reef and the presence of a mock Mayan village. Yet generally, and by banning high-rise beach complexes, Xcaret has shown that it is possible for people to enjoy themselves without harming the environment.

Jane Dove, in *Geography Review*, describes two more sustainable examples of ecotourism nearby. At the Sian Ka'an Biosphere, visitors are taken on walking tours to see lagoons, mangroves and tropical rainforest. They sleep in tents, use composting toilets and obtain water that is heated by solar and wind power. The Mayan village of Pac Chen limits access to 80 tourists a day. Here they are served local food, are shown a swallow hole in the limestone (page 196) and visit a Mayan ruin (the Mayan civilisation was between AD 990 and 1200). The income generated has helped to build a local school and a clinic.



Figure 20.23

Chichen Itza

Framework 18 Personal investigative study

The personal investigative study, or enquiry, is an important part of the examination assessment for AS and A2 Geography. It provides an opportunity for you to develop your individual interests in a particular part of the specification, to make use of fieldwork and to become an 'expert' on a small investigation.

Choosing your study

- Choose a topic in which you have personal interest. This will make it easier to study.
- Check in local papers for current issues which could prove a useful topic to investigate. Collect as much background information as you can before setting up your topic.
- Studies can involve combined fieldwork undertaken at field centres. However, your conclusions must be individual, even though the data collection may have been done as a group.
- Choosing a topic covering a human/environmental theme may allow work in different sections or modules of the course to be linked to an investigation.
- Avoid a topic that will mean travelling long distances to collect data and to do fieldwork. This can be expensive in terms of both time and money, and it will not be easy to make return visits.
- Careful planning is essential – particularly the Schedule for your enquiry.

Collecting your data

- It is important to begin preliminary collection of ideas and materials as early as possible.
- Primary data is the basis of a study, and collecting the data has to be carefully planned, involving surveys, questionnaires, interviews, use of annotated photographs and map construction. Make sure that you choose appropriate dates and times for your fieldwork.
- Questionnaires need to be succinct and to the point – you need to know the types of answers that you require. You should make sure that you have a large sample in order to have well-founded results.
- Take as many photographs as possible of the study area. Carefully annotate and label them, and make sure they are relevant to your enquiry. Bear in mind that you will need to select only the most relevant photographs in your final report.
- If you are visiting an organisation or requesting information it is always useful to write a polite letter beforehand, outlining what you wish to find out and giving time for an answer. People are always busy, so be prepared to wait a few days before telephoning to make an appointment.

- Secondary data collection will mean visits to local libraries, researching newspapers for background, and using the Internet (see Framework 1, page 22). Old maps will show conditions at previous times (page 396). Keep a detailed record of all your sources.

Writing your report

- Plan the structure of your report before you start writing. You may find the following outline useful: Introduction – Aims – Data Collection – Data Analysis – Evaluation – Conclusion.
- Data that you collect will have to be analysed and displayed in maps and statistical form. Although bar charts and pie charts are clear and easy to display, try to use a variety of forms of presentation. Most exam boards require that you are able to use statistical methods effectively in your studies. This helps you to evaluate and then to explain the results of your investigation. Some of the most useful methods are Spearman's rank correlation and chi-squared (see Framework 19, page 612).
- Careful detailed analysis of your statistics and diagrams is vital – do not assume that the examiner or moderator will automatically understand what is set out.
- Thoughtful and detailed evaluation is a very important part of your study. You may have collected the opinions of a number of different groups in your investigations and you must set these out clearly and balance up the different values which may be apparent. Do not forget to include your own ideas.
- An extended conclusion will complete the study, drawing together the different opinions and values, weighing up the options and probably putting forward any alternative proposal you may consider to have value.

Remember...

- Presentation is important. Make your report look good – use ICT where possible.
- Diagrams may be computer-generated but maps should be hand-drawn and not photocopied.
- Check that all maps, diagrams and photographs are labelled and annotated.
- Acknowledge any quotations and draw up a clear bibliography of your references, including any material sourced from the Internet.
- Number all the pages and where necessary cross-reference diagrams and text.

20 Case Study

Tourism in Goa, India

'Half way down India's west coast is the tiny state of Goa. A unique blend of Indian and Portuguese cultures with miles of long, sandy beaches, emerald-green paddy fields and gleaming, white-washed Portuguese-style churches peering out over extensive palm groves.' This is how the former tiny Portuguese enclave of Goa, which became part of India in 1962 and an independent state in 1987, is described in a Kuoni travel brochure.

Goa has become a major tourist centre for both domestic and international visitors.

Figure 20.24

Goa's domestic and international arrivals, 1986–2006

	Domestic arrivals	International arrivals	Total
1986	736 548	97 533	834 081
1996	888 914	237 216	1 126 130
2006	2 098 654	380 414	2 479 068

Goa's beaches

Goa's beach resorts can roughly be divided into four types from north to south (Figure 20.25).

The extreme north

The most northerly beaches at Keri and Arambol are, by and large, undeveloped, and tend to attract day visitors and those wishing to find cheap accommodation, food and drink. They are only reached along narrow winding roads by infrequent local buses and, until a year or so ago, Keri had no accommodation at all and only a few beach shacks that sold simple refreshments (Figure 20.26a). Arambol has become more accessible since the opening of a road bridge over the river estuary to the south but has insufficient accommodation to cater for those wishing to stay for longer than a day (Figure 20.26b).

The northern beaches

Vagator and Anjuna, being nearer the state capital of Panaji, are more popular. They have small hotels as well as bars and restaurants, many of which are still family owned. Most of the shops fall into the informal sector (page 574), some only open seasonally.

As Figure 20.24 shows, domestic arrivals increased by 35 per cent between 1986 and 2006 and international arrivals by 26 per cent during that same period, with the number of domestic visitors doubling since 2000 and international visitors since 1998. Especially since the increase in internal low-cost airlines, Goa has been popular with Indian tourists from the large cities of Mumbai and Delhi and, more recently, Bangalore. Whereas Goa is 12 hours by road or rail from Mumbai with

its population of 16 million, it is only a one-hour flight away (400 km). Most international arrivals arrive by air on charter flights, which have increased from 25 in 1986 to 720 in 2006. Of these recent arrivals, 42 per cent came from the UK, followed by 8.5 per cent from Russia and 6.2 per cent from Germany. However, in the last decade and with the increasing popularity of cruising (page 597), more visitors have been arriving by sea – 18 cruise ships in 1996 and 72 in 2006.

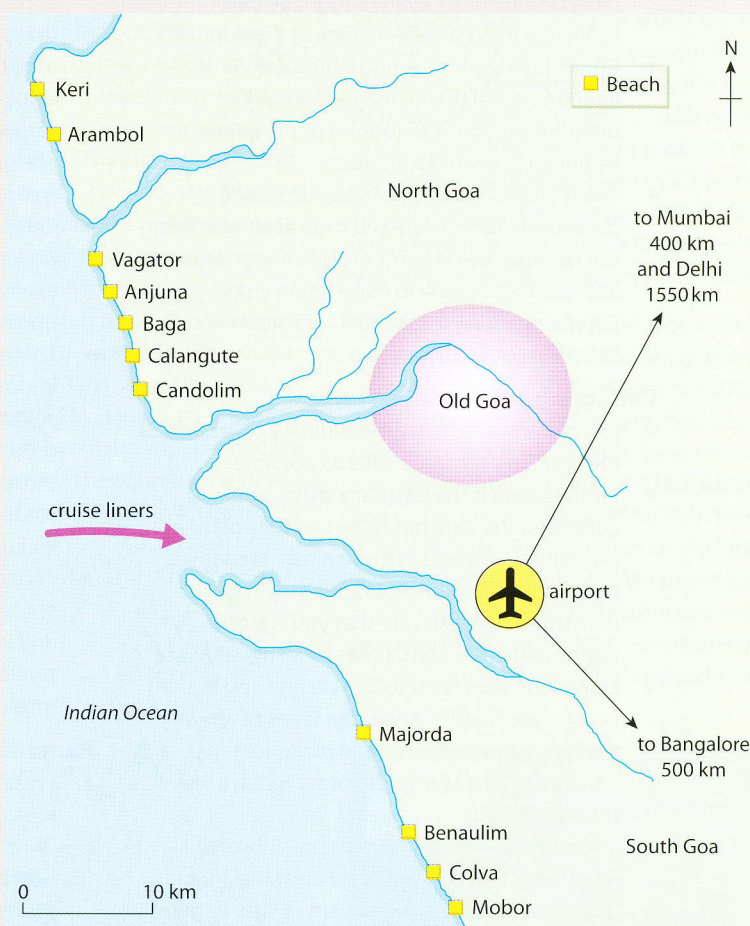
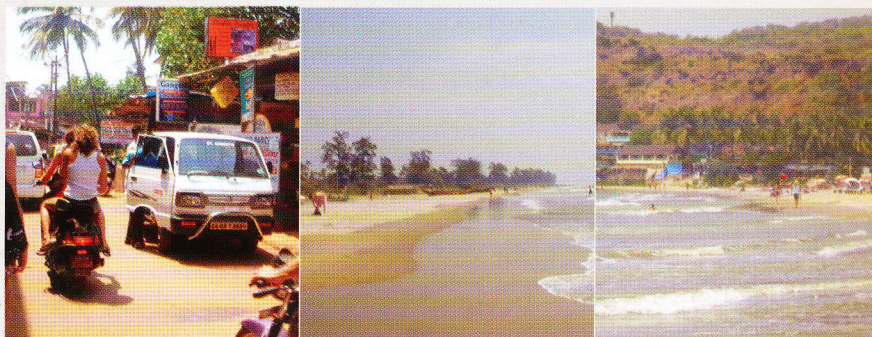


Figure 20.25

Goa's beaches

Figure 20.26

Arambol, one of the less-developed resorts on Goa's northern beaches



The main northern beaches

The long stretches of sand continue southwards to the beaches of Baga, Calangute and Candolim. Being nearer both the airport and the mainline railway station, these are the places for those arriving from Mumbai and Delhi or by charter from Europe. Even so, many of the older hotels, bars, restaurants and shops are relatively small and family owned (Figure 20.26c). Back from the beach are the larger hotels, with more being built. This rapid development has already caused considerable damage to the sand dune ecosystem that runs behind the beaches.

The southern beaches

This is the area for the large five-star beach resort complexes which have opened up at Benaulim, Colva and Mobor (Figure 20.27). These are more likely to attract an older group of overseas and package holiday-maker and the better-off, professional Indian worker. The beach resorts are set in large grounds full of coconut palms, tropical plants and shrubs, each with their own gardens, swimming pools, bars and restaurants, sporting amenities and stretch of beach.

Benefits and problems

Tourism is concentrated mainly along a narrow coastal zone where it has had a number of positive benefits including higher incomes, increased employment, improved local transport and greater foreign exchange earnings. However, tourism has also created socio-economic and environmental problems due to a largely uncontrolled, unplanned development, much employment being seasonal, drug dealing, the concentration and subsequent congestion of people and attractions along a narrow strip, and the destruction of local ecosystems.



GOA RENAISSANCE

Location: Set in 23 acres of gardens on the southern coast is the Goa Renaissance. The hotel is 75 minutes' drive from the airport with gardens leading down over the sand dunes to the wide expanse of Colva beach.

Facilities: A spacious, open-plan lobby with attractive lobby bar overlooks the gardens; there is also a main restaurant, an informal coffee shop and an outdoor barbecue terrace with regular live entertainment. The hotel has a large freeform swimming pool with swim-up bar and a fitness centre with a sauna, jacuzzi, massage and beauty parlour. Windsurfing from the beach, and there is table tennis, chess, floodlit tennis courts as well as a 9-hole pitch and putt course.

Accommodation: 202 rooms

LEELA PALACE

Location: In south Goa some 90 minutes' drive from the airport, this superb hotel is set in 75 acres of coconut groves in grounds full of tropical plants and shrubs, lagoons and waterways leading down to the soft sands of beautiful Mobor beach.

Facilities: A large swimming pool with poolside bar, children's pool, tennis courts, 9-hole golf course, gym, shops and health spa. A uniquely decorated open lounge bar is popular for pre- or post-dinner drinks and dining is a gastronomic delight with a choice of traditional Indian, international and Italian cuisines. From its own watersports centre on the beach is sailing, parasailing and water skiing.

Accommodation: 137 rooms

Figure 20.27

From a Kuoni travel brochure

Further reference


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Peak District National Park: www.peakdistrict.org

Sustainable tourism: www.peopleandplanet.net/doc/php?id=1110

www.ecotourism.org

www.geog.nau.edu/tg/

UK National Parks: www.nationalparks.gov.uk

UN World Tourism Organization (WTO), global tourism facts: www.unwto.org/facts/eng/highlights.htm

Questions & Activities

Activities

- 1 **a** What is tourism? (1 mark)
- b i** Give four factors that have helped cause the growth of world tourism since 1960. (4 marks)
- ii** For each of your answers in **i**, explain why this factor led to a growth of tourism. (4 marks)
- c** With reference to a named resort or tourist area that you have studied, explain how the growth of tourism has brought both:
- i** benefits and
- ii** problems to the people who live in the area. (10 marks)
- d** If tourism starts to decline in an area it can cause serious economic problems. Name a tourist area where the industry has started to decline. Describe how the area has adapted to try to stop the decline. (6 marks)

2 Study Figure 20.28.

- a** For each photograph:
- i** Describe the attractions of the area that make it a suitable tourist destination. (6 marks)
- ii** Suggest which sector of the holidays market this area will particularly appeal to. (3 marks)
- iii** Suggest how tourism has brought advantages and disadvantages to the people of the area. (6 marks)
- b** In many tourist areas the natural environment is a major attraction for tourists. Unfortunately the pressure of tourism threatens to destroy the natural environment.
- For a named tourist area, explain how management strategies have been, are being, or could be developed to allow tourism to continue without destroying the environment. (10 marks)

- 3 **a i** What is 'ecotourism'? (1 mark)
- ii** Name an example of a place in a less economically developed country where ecotourism has been developed. (1 mark)
- iii** Describe the attractions for ecotourists of the area that you named in **ii**. (4 marks)
- iv** Explain how ecotourism has brought specific benefits to the people and the environment in the area. (6 marks)
- b** With reference to the Cairngorms or another mountainous area in the UK that is being damaged by increased tourist pressure:
- i** explain why the number of tourists has increased in recent years (4 marks)
- ii** explain how the tourist pressure is damaging the environment (4 marks)
- iii** describe one management strategy that aims to reduce the damage being done, and explain how the strategy is intended to work. (5 marks)

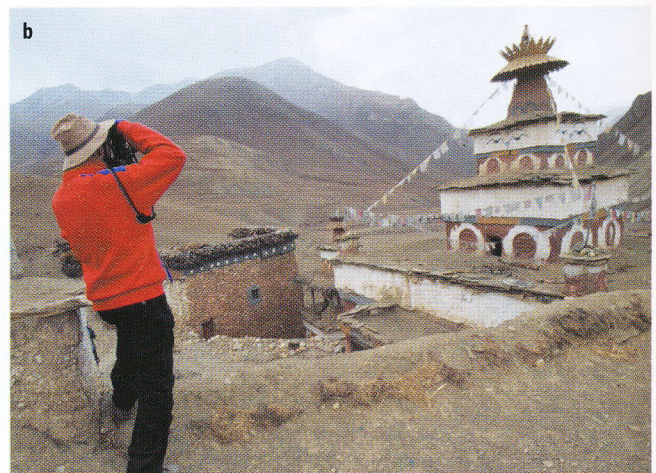


Figure 20.28

a Spain, b Nepal, c Greece

Exam practice: basic structured questions

- 4 Study Figure 20.28.
- Describe the tourist attractions of each of the areas shown in the photographs. (6 marks)
 - Butler's model of the life cycle of a tourist resort shows the following stages:
 - exploration
 - involvement
 - development
 - consolidation
 - stagnation
 - rejuvenation or decline.
 Suggest, with reasons, which stage has been reached by each of the tourist areas shown in the photographs. (12 marks)
 - Name a tourist resort that has reached the later stages of the model, and explain what is being done to rejuvenate the tourist industry there. (7 marks)
- 5 a Refer to Figure 20.29. Name the most popular destinations for tourists from the UK in:
- Europe
 - regions outside Europe. (2 marks)
- b i With reference only to holidays taken in Europe by residents of the UK, describe and account for the distribution of the main holiday destinations. (5 marks)
- The number of UK residents taking holidays in Europe in February is fairly small. Suggest, with reasons, how the distribution of holiday destinations is likely to be different from that shown on Figure 20.29. (6 marks)
- c Study Figure 20.30. Describe and explain the patterns shown by the data of tourism from the different world regions. (12 marks)

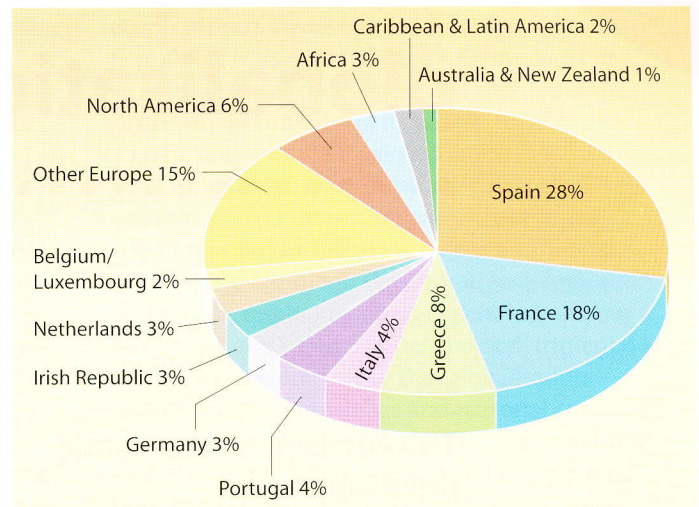


Figure 20.29

Foreign holidays taken by UK residents

Region of origin	Millions	% change 2005/06
Africa	24.5	12.1
Americas	142.2	3.7
Asia & Pacific	166.5	7.7
Europe	473.7	4.7
Middle East	24.8	8.9
World	846.0	5.4

Figure 20.30
International arrivals to UK, 2005/06

Exam practice: structured questions

- 6 The Peak Park Authority issued a revised Management Plan for 2006–11. The two main principles underpinning that plan are:
- partnership working
 - sustainable development.
- Referring to the Peak District National Park or to any other tourist area that you have studied:
- Describe how conflicts can arise between different groups and individuals who use the land in the Park. (7 marks)
 - Discuss how the aims and principles of the Management Plan for the Peak Park could help to manage and reduce land use conflict. You must make reference to specific conflicts in named places. (18 marks)
- 7 Study the table below Figure 20.9 on page 591.
- There has recently been an increase in the number of protected areas in the UK. Explain why. (10 marks)
 - With reference to one or more such areas, explain how the development of protected areas is affecting tourism. (15 marks)

Exam practice: essays

- Explain how tourism can bring both advantages and disadvantages to the people and environment in areas where it develops. Make reference to countries at different stages of development. (25 marks)
- Can the development of tourism lead to sustainable development in poor, remote areas of the world? Discuss this with reference to examples that you have studied. (25 marks)
- Account for the recent rapid growth of tourism in Goa (or in any other tourist resort in a less developed country that you have studied). (25 marks)