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Oxford Cambridge and RSA

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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.
- The following stimulus material has been adapted from published sources. It is correct at the time of publication and all statistics are taken directly from the published material.
- This document consists of **12** pages. Any blank pages are indicated.

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BRIGHTON – East Sussex

Brighton is an English seaside resort town about an hour south of London by train. It is a popular day-trip destination. Iconic Brighton is loud and proud. This super cool south coast town has pebble beaches, trendy boutique shopping and palatial architectural gems. Regency monuments compete for space, from chalky white pavilions with onion domes to regal theatres and clock towers. With restaurants and cafes, bars and pubs, clubs and live music and a wide range of accommodation you can see why it attracts so many tourists who are looking for things to do in Brighton. Shoppers can wander the famous Brighton Lanes, seafarers can yacht, kayak and powerboat from the marina, while bikers and hikers head inland to the tracks and paths over the rolling South Downs. Top places to visit in Brighton include the Royal Pavilion, Brighton Pier, The Lanes, and the picturesque Devil's Dyke.

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Tourism Facts:

- 8 million tourists visit the city every year spending £408 million
- Second most culinary city outside London with over 400 restaurants
- Brighton Festival is England's largest Arts festival with over 700 events
- Royal Pavilion attracts 300,000 visitors a year
- UK's healthiest city as residents have the lowest heart rate and cholesterol level
- Green capital of Britain as residents buy more green products than any other city
- Top 10 UK destination for overseas visitors
- 100s of independent shops, hotels and bars

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Fig. 1a

Royal Pavilion and Brighton Museum



The Royal Pavilion is currently Brighton's top rated attraction on Trip Advisor. Our turnover for 2014–15 was £6.9m with almost 60% coming from our own activities, from admissions, retail, learning, catering and events to functions, weddings and location filming. A further 23% of our income came from a local authority grant of £1.6m, and additional public funding was obtained from outside the city – 10% came from Arts Council England Major Partner Museum grants, 8% from other Arts Council England grants, and 2% through other grants and trusts.

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More opportunities for our city – the potential economic impact of the Royal Pavilion Estate Masterplan

One of the key elements of the Royal Pavilion Estate Masterplan – is that in addition to the financial benefits going to the partner organisations there will be an economic impact on the city of Brighton.

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It will enhance the city's tourism profile. With over 8 million visitors per year Brighton has a substantial tourism market. Strategically, it is the plan to encourage longer stays and higher spend. Having an improved world class cultural and heritage destination at the heart of the city will act as a key driver for this process. The project aim is to increase the number of high spending visitors who can be described as 'purposeful' cultural tourists: i.e. those who come to Brighton specifically for the cultural and heritage.

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Fig. 1b

Brighton Lanes shopping – from quirky shops to live jazz...

Once the heart of the fishing town, Brighton Lanes' historic quarter is a fabulous maze of twisting alleyways crammed with quaint shops, restaurants and cafes. The Brighton Lanes are best wandered lazily and explored as you find them. You'll often find buskers livening up the streets, making the Lanes a great place for shoppers to grab a coffee and soak up the history to the sounds of some live jazz. If you're looking to put a creative edge into your shopping, Brighton Lanes offer a shoppers paradise of independent shops and boutiques.

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Old town traffic improvements

The town council conducted an investigation and found that a significant proportion of traffic in the old town was through traffic leaving within 5 minutes. As a result, the area suffered from high levels of traffic, forcing pedestrians to crowd onto narrow footways. This volume of traffic detracted from the character of the area, creating noise and pollution and potential conflict between pedestrians and vehicles.

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The narrow streets of the Lanes were not designed for the volume of traffic that were using them and in 2015 certain streets became pedestrianised at weekends with the aim of creating a more pleasant environment for the thousands of shoppers who walk through the streets. The trial was to last for 18 months and during that time the council would monitor and assess its effect and make a decision whether or not to make the arrangements permanent.

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Fig. 1c

Tourism strategy

The City Council, in Partnership with the Brighton & Hove Economic Partnership produced an update of the Tourism Strategy in response to the continuing challenges facing the sector. The new strategy sets out a vision to 2018 that will see the city being a destination where the needs of the:

- visitor
- the tourism industry
- the community
- the environment

are in complete balance and consequently will make a significant contribution to improving the quality of life for local people.

The vision of the City Council, partners and stakeholders including: Tourism South East; Sussex Tourism Partnership; Visit Britain and Visit England play a key role behind which private sector businesses and communities can unite to positively shape the development of Brighton & Hove.

A detailed access audit of the city centre was carried out in partnership with Tourism South East. The audit aimed to maximise tourism industry investment and to identify opportunities to improve visitor accessibility.

Fig. 1d

CUBA



Introduction

The largest of the Caribbean Islands is also its most diverse. Lavish Spanish colonial architecture contrasts with imposing communist squares and sublime beaches, teeming coral reefs, plantations and impressive mountains making the island one of the most beautiful in the Caribbean.

Welcome back to Cuba



If you look back to 2014, nobody could have predicted the sudden warming of relations between the US and Cuba. President Obama announced that diplomatic relations would be resumed, and the embassy in Havana reopened after a gap of 54 years.

However, US visitors are not allowed to spend money in Cuba, and credit or debit cards linked to US banks are not accepted. Restrictions were expected to ease in 2016 and demand was enormous, but how well equipped Cuba might be for an influx of an estimated 10 million US tourists a year is another big question.

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Cuba received three million visitors in 2014, the biggest market being Canada, while European markets were growing strongly with direct charter flights to mainly all-inclusive resorts along the north coast. Varadero is the largest, being served by Thomas Cook Airlines, which flew more than 60,000 people to Cuba. TUI-owned UK brand Thomson resumed flying to Cuba in 2016, with Boeing 787 Dreamliner flights to Varadero.

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According to the World Travel and Tourism Council (WTTC) the total contribution of travel and tourism to GDP was 10.4% in 2014 and is forecast to rise by 4.3% per year, 12% of GDP by 2025.

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The airport in Havana needs major work to its infrastructure to modernise and increase capacity as demand continues to increase. The Cuban government is working towards improving the situation, with 53 investment projects in tourism under way, though some won't be completed until 2018. The Ministry of Tourism has also increased prices across the board for government-run hotels, restaurants, tours and car rentals.

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Cuba's hotel industry is well developed, and although all hotels are state-owned, many are now managed by European chains such as Sol Melia, which has nearly 30 hotels, and Iberostar Cuba describes 60,000 of its hotel rooms as of four or five-star standard. However, the vintage cars will still be seen around Havana for a good while yet, and Cuba is still a very long way from having a Starbucks on every corner.

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Fig. 2a

Cuban Culture

Cuban culture is diverse, complex and truly fascinating. Not only is Cuba a beautiful country, it also has a population that is very friendly and hospitable in spite of the economic difficulties in the last few years.

Cuba is known for its cultural diversity, built from Spanish, African, French and Asian influences and has been home to many famous artists in literature, fine art, film, ballet, modern dance and theatre. Cuban music must also be mentioned for the island is the birthplace of such intoxicating rhythms as the Danzón, the Son, the Bolero, the Mambo and the Cha Cha Cha. 30

But in almost every Cuban town you can find buildings, theatres, churches or old forts that are well worth seeing. Amid concerns that the country could become more “westernised” as its borders open and therefore lose its travel appeal, the message from the Tourism Minister is that these are positive and exciting times for Cuba. It’s a destination with a wealth of political and natural history, together with a unique culture. So far, there’s no sign of that changing. 35



Fig. 2b

Cuba's UNESCO World Heritage Sites

As the largest island in the Caribbean, located just a stone's throw away from the sunny shores of Florida, Cuba is packed with some of the most distinct cultural and natural wonders to be found in the region. 40

Cuba's UNESCO sites are a fine testament to the island's rich and varied heritage.

Site name

Old Havana and its Fortification System 45

Trinidad and the Valley de los Ingenios

San Pedro de la Roca Castle, Santiago de Cuba

Desembarco del Granma National Park

Viñales Valley

Archaeological Landscape of the First Coffee Plantations in the Southeast of Cuba 50

Alejandro de Humboldt National Park

Urban Historic Centre of Cienfuegos

Historic Centre of Camagüey

Old Havana and its Fortification System

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Protection and management requirements 55

Old Havana and its Fortifications are largely owned by the Cuban state. The Cuban state provides resources for a five-year restoration plan to manage the process of rehabilitation and restoration. Sustaining the outstanding features of the property over time will require continuous programmes to ensure the proper repair and conservation of the built fabric of Old Havana that is in disrepair due to decay, chronic neglect and weather systems. 60

Fig. 2c

JAPAN

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Japan's Prime Minister hopes that Tokyo's successful 2020 Olympic Games bid will boost tourism to the country.

"We've got a great chance to make Tokyo and Japan shine,"

Hosting the Olympics and Paralympics will have good effects on a wide range of areas such as infrastructure and tourism." 5

In its final presentation, Tokyo made its case as the 'safe pair of hands' but the prospect of Japan hosting the greatest show on earth had raised concerns due to reports of a leak of radioactive water from the Fukushima nuclear plant just 150 miles away.

Tourist numbers in Japan fell more than 50 per cent year-on-year after the 2011 earthquake and tsunami, which triggered meltdowns and explosions at the Fukushima Daiichi nuclear plant. Fears over the nuclear safety of Japan, which gets most of its power from atomic power plants, have seen tourism badly affected. 10

The country offered 10,000 foreigners **free** airfares to visit the country last year in an attempt to boost its ailing tourism industry.

Tourism authorities hoped that positive reports from travellers about the experiences in Japan would help ease international worries about visiting the country. 15

Cheapflights.co.uk's travel expert believes that the country that brought us the bullet train is well-placed to deliver organised and on-time Games: "Tokyo is probably the safest choice for staging the games and it will be interesting to see how it opens up to a wider tourist market as a result of interest in the games." 20

Tour operator Audley Travel stated that it expected to see an increase in the number of travellers wanting to visit Japan and bookings had already increased by 35% in 2015. The company expect this growth to continue as a result of Tokyo winning the Olympic bid. The exchange rate is also favourable for UK visitors too. The Product Manager at Bales Worldwide said: "Japan is one of those countries which instantly conjure up an exciting blend of images; futuristic urban jungles, snow-clad Mount Fuji, sumo wrestlers and geishas, tranquil gardens and temples. This incredible mix of the ancient and modern, the familiar and strange, make this country an inspiring and increasingly popular destination. We expect people to become even more intrigued about it, and keen to see this magical country for themselves." 25 30

Fig. 3a

Japan's tourism industry recovering after the tsunami



Japan's tourism industry is showing signs of recovery following the devastating tsunami and earthquake, according to a report. The immediate impacts of the disaster on Japan's travel & tourism industry were extremely stark as international arrivals were down by 50% in March and then 62% in April of that year. Inbound leisure tourism fell by an estimated 90% in those two months according to the Japan Tourism Agency (JTA).

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According to recent research into the recovery of travel and tourism after this and several similar events e.g. Hurricane Katrina, the Indian Ocean seaquake and tsunami in 2004, as well as terrorist attacks show that the average duration of an impact is between 8–26 months. This is the length of time taken for visitor spending to return to normal levels.

Overall the length of time taken for recovery has varied depending on the extent of the damage, the political support to rebuild infrastructure and to promote the country to improve the tourist's perception of the destination.

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"So, while a full recovery is still some way off, the situation has improved significantly," the WTTC stated.

The council's president and chief executive said in the report: "As the world's third largest travel and tourism economy, the recovery of Japan is one of the most compelling issues facing the industry anywhere in the world."

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Fig. 3b

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