



General Certificate of Education  
Advanced Level Examination  
January 2010

## TRAVEL AND TOURISM

TT11/PM

Unit 11 Impacts of Tourism

### Pre-release Material

To be issued to candidates on or after 1 December 2009

#### Instructions

- This material **must** be kept unmarked for use in the forthcoming examination.
- You **must** take this material with you into the examination.
- Do **not** contact the destinations and facilities mentioned in this material for more information.

#### Advice

- You should read the information contained in this booklet and become familiar with the data provided.

## **Introduction**

New Zealand and Antarctica are two areas in the southern hemisphere where the impacts of tourism are being felt. In the case of New Zealand, these impacts have been recognised for some time and the government has recently produced a Strategy for Tourism to 2015 which recognises the implications of such impacts. New Zealand also carries the responsibility for a section of Antarctica known as the Ross Dependency, an area which is almost three times the size of New Zealand itself. Antarctica is one of the world's remaining great 'wilderness' regions and the impacts of tourism here have more recently come under scrutiny.

The information in this booklet relates to both of these areas.

## **Item A    New Zealand background information**

### **People**

New Zealand is a small but wealthy Pacific nation which is dominated by two cultural groups: New Zealanders of mostly British descent, and the minority Maori whose ancestors arrived on the islands much earlier than the British, about 1000 years ago. British sovereignty was established in 1840, and the country, now independent, still has the British Queen as the official Head of State.

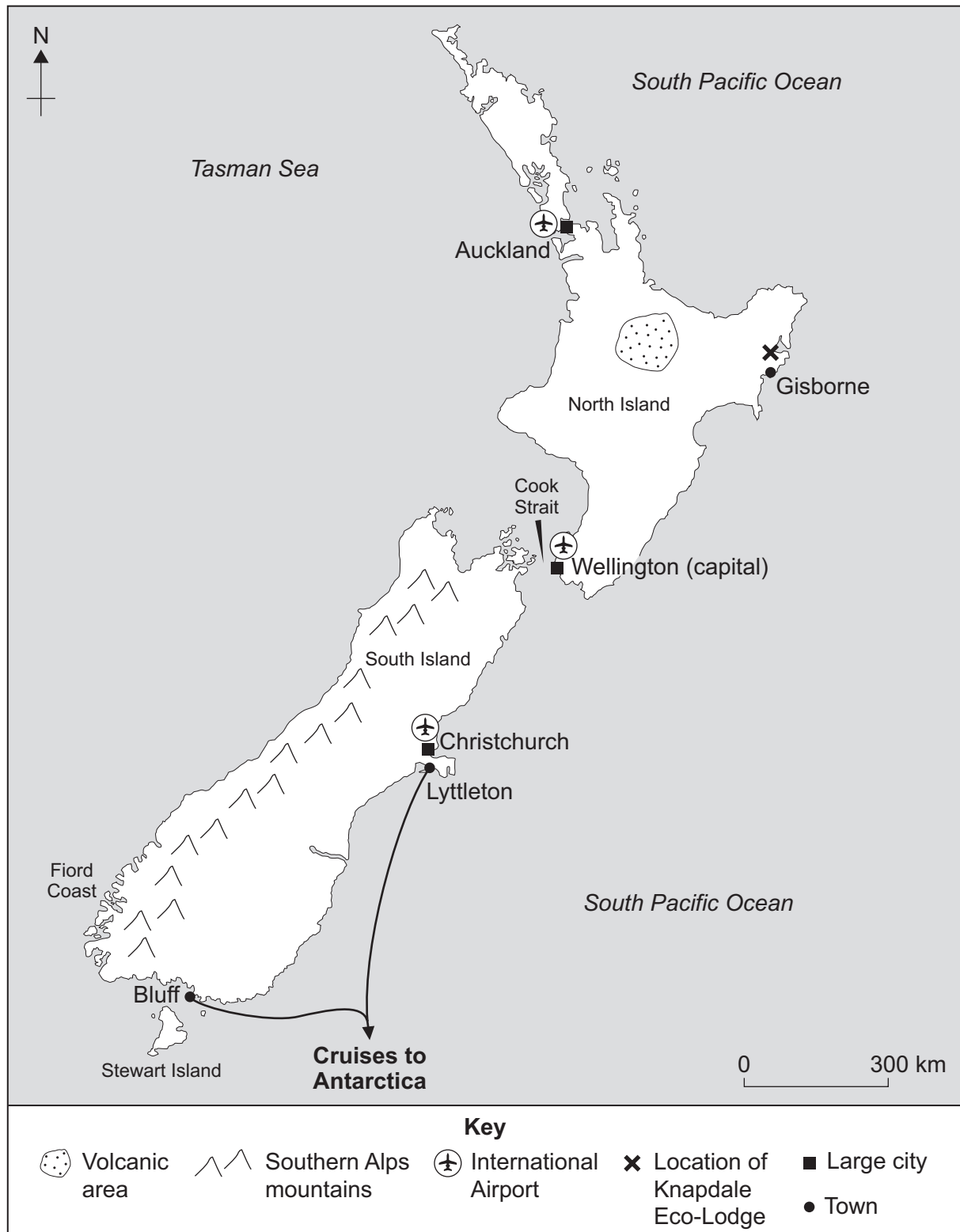
Today the Maori form about 15% of the total New Zealand population of just over 4 million. By 2021 it is estimated that new immigrants from Asian and Pacific Island states will make up 13% of the population.

### **Economy**

The New Zealand economy has been traditionally dominated by agricultural production of sheep and cattle products along with grain, fruit and wine, much of it for export. Recently, tourism has overtaken agriculture as the main source of foreign exchange, but there have been no mass tourism developments in New Zealand.

### **Landscape**

The landscape is a big attraction for tourists, with high mountains, glaciers and rugged coastlines in the south of South Island and active volcanic areas, with natural hot springs, geysers and long sandy beaches in North Island. Forested areas are widespread.

**Item B    Map of New Zealand****Turn over ►**

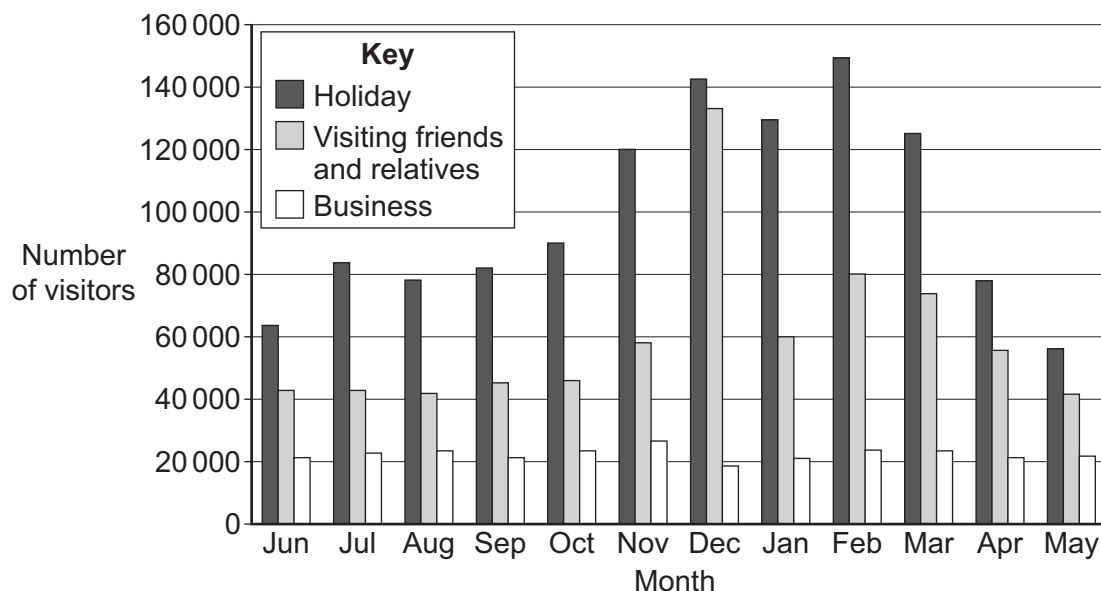
## Item C Some key tourism statistics for New Zealand

International Visitor Arrivals		Year ended May 2008	
<b>• International arrivals:</b> 2 482 881 (up 30 694 or 1.3% on the previous year)		<b>Major sources of tourists</b>	
<b>• Purpose of visit</b>		Australia	966 383
Holiday	1 213 003	UK	290 852
Visiting Friends and Relatives (VFR)	729 319	USA	218 279
Business	266 252	China	125 424
Other purposes (not specified)	274 307	Japan	115 253
<b>• Average length of stay:</b> 20.8 days		These 5 countries provided 69% of the international visitors to New Zealand for the year ended May 2008.	

Economic Contribution of Tourism to New Zealand Economy		Year ended March 2007	
<b>Total tourism expenditure</b> (billions NZ\$)	20.1		
International Tourists	8.8 (includes international airfares paid to NZ carriers)		
Domestic Tourists	11.3		
International tourist expenditure accounted for 18.3% of New Zealand's total export earnings.			
Tourism supported 108 100 direct and 73 100 indirect full-time equivalent jobs (9.7% of the total workforce in New Zealand).			

International Tourist Expenditure		Year ended March 2007	
Average expenditure per person per day	NZ\$ 138		
Average expenditure per person per trip	NZ\$ 2 829		
<b>Top five international sources of spending</b>	(millions NZ\$)	<b>Total expenditure by purpose of visit</b>	(millions NZ\$)
Australia	1 461	Holiday	3 341
UK	990	VFR	1 307
USA	731	Business	908
Japan	456		
South Korea	315		

**New Zealand monthly visitor numbers by purpose of visit, 2007–2008**



## Item D Based on the New Zealand government's 'New Zealand Tourism Strategy 2015'

### THE CHALLENGES FACING TOURISM IN NEW ZEALAND

[Tourism in New Zealand faces a number of challenges if it is to grow successfully. Some of the challenges are influenced by what is happening in the global market.]

#### GLOBAL INFLUENCES

- **Climate change** – Concern on this issue is increasing, particularly in New Zealand's key markets in the UK and Europe. If people start flying less, this may affect visitor arrivals.
- **The global economy** – The growth in the tourism sector is dependent on the economic growth in our visitors' countries of origin.
- **Aviation capacity** – Airlines' decisions on routes, prices, etc will affect visitor numbers, e.g. Air New Zealand will introduce a new long-range type of aircraft in 2010 which will increase the number of Pacific Rim countries from which direct flights to New Zealand are possible.
- **International competition** – The popularity of different destinations is constantly changing. New Zealand's distance from international markets means it is expensive to get to, and so it must work hard to maintain and to expand its market share.
- **Fluctuations in the exchange rate** – affect visitor spend on arrival. These affect visitors from Germany, South Korea, USA and Japan more than those from the UK and Australia.

#### WHAT KIND OF TOURISM IS BEST FOR NEW ZEALAND?

Twenty years ago the debate centred largely on how many international visitors would be appropriate. Today, the best kind of tourism for New Zealand is considered to be sustainable tourism. Tourism relies more than any other sector on our continuing sustainability as a nation. This is because New Zealand itself is the product that we are selling.

The debate is now much more complex. There are many factors we need to consider if we are to achieve our goal of becoming a sustainable nation and to increase the value of tourism to our visitors, our businesses, our environment, and our communities. These include:

- how much visitors spend while they are here
- what time of year they come
- what sort of experiences they expect while they are here.

We need to find ways of reducing seasonal fluctuations in visitor arrivals.

It is important to provide products that will meet the needs of visitors who are becoming increasingly concerned about their environmental footprint.

Bearing these issues in mind, in order for the tourism sector to deliver the best kind of tourism for New Zealand, it must:

- focus on steady, managed growth with an emphasis on increasing expenditure per visitor
- attract visitors who respect New Zealand's environmental, cultural and social environments and who share our values
- provide a wide range of products, from wilderness experiences to urban attractions, that promote interaction with New Zealand's environmental, cultural and social values and that contribute towards our economic objectives
- maintain and keep improving the products that meet the needs of our ideal visitors
- provide compelling reasons for travel in the four 'shoulder' months of March, April, September and October
- encourage visitors to travel off the beaten track and experience the local character of New Zealand's regions
- hold more conventions and stage events to help make tourism less seasonal and to increase profits.

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## GROWING MAORI TOURISM

Maori tourism adds a rich dimension to both the domestic and international visitor experience. Maori culture is a major component of this experience, and sets us apart from the rest of the world. Engaging with Maori culture has the ability to deepen the quality of visitor interaction with our communities and our landscape, particularly in relation to the value of *kaitiakitanga*\*.

Demand for authentic Maori products is increasing, particularly those that combine traditional values with a contemporary product. This means there is a huge potential for greater Maori participation in the sector.

One of the challenges for Maori tourism is to make sure that the Maori are supported to consistently deliver high quality experiences. There have already been significant improvements since the last Strategy was published in 2001. As a result there are now more high quality Maori tourism products available and more *Qualmark*\*\* accredited businesses. These products also have a higher international profile.

\**kaitiakitanga* is the Maori term for 'guardianship', which underpins the entire New Zealand Tourism Strategy approach to sustainably managing the natural, cultural and built environment for current and future generations.

\*\**Qualmark* is the New Zealand quality assurance mark used extensively in the tourist industry.

### Item E Knapdale Eco-Lodge, near Gisborne, North Island New Zealand

The Knapdale Eco-Lodge is a small, sustainably managed tourist operation based around a forestry replanting scheme. The development was started 20 years ago with the planting of a range of quick growing trees to combat the rampant soil erosion experienced on steeper parts of the farm.



The luxury Lodge itself was completed in 2004, with further tourist accommodation chalets added later. The building materials used had as small an ecological footprint as possible. Most structural timber was sourced within a 20 mile radius and was milled by a local two-man operation sawmill. The timbers used were non-native, and not imported, but were sustainably grown in a forest park. The Lodge only uses rainwater, which is collected in three large underground tanks. Hot water is provided by a large solar panel in summer and a fire stove in winter. For 8 to 9 months of the year the Lodge is disconnected from the local electrical grid supply for hot water needs. The electricity which is consumed from the grid is produced at the nearby hydro plant, which means the Eco-Lodge is almost entirely run from renewable resources. There is also a solar underfloor heating system which does not draw any electricity other than to run the very small water circulation pump. A small sewage treatment plant produces grey waste water which irrigates a small native tree plantation at the bottom of the Lodge garden.

The Lodge owner is a forestry graduate who also works with other local landowners and research organisations to restore degraded native forests in this part of New Zealand. Such groups are also investigating how to link inbound tour operators to these restoration projects to help offset the effects of long distance travel by their international visitors.

At the Lodge, much work has been put in to plant native trees (for bees and birds), avocados and other species, to set up a deer unit, establish a highland cattle stud, increase the number of bee hives and to harvest poplars and other species for fencing and retaining walls. A few emus and a flock of sheep also keep the pasture trim while new plantings of trees are still young. The farm provides beef, venison, honey, fruit and vegetables for Lodge food supplies, and the surplus is sold.

Dining Because the Lodge is 5km away from the nearest restaurant, visitors usually dine at the Lodge, at least on the first night. Gourmet dinners are prepared at a cost of NZ\$65 per person. Booking is needed so that no food is wasted.

Lodge activities for visitors include a 3 to 4 hour walking tour (costing NZ\$125 per person) which comprises:

- greeting and feeding the Lodge animals
- farm tour, bees and mud volcanoes
- nature walk around the lake and forest tour
- Maori historic site visit.

Maori experience. Knapdale's eco-tourism venture includes visits by *Waka Toa*, a local Gisborne Maori cultural performance group, to two historic Maori sites in the forest on the farm. The directors of the group explain what they are trying to do –

*'Our journey started with the dream of a small group of people to combine a very special message with the cultural treasure of the Te Tairāwhiti Maori. This led to the foundation of Waka Toa . . . which uses traditional Maori techniques, stories and legends with modern drama, music and humour in a distinctive presentation. It is our hearts' desire to see people's lives changed through the message we share of hope, destiny, new beginnings and prosperity to the nations. And now we wish to share it with you.'*



Members of *Waka Toa* welcome visitors to the historic Maori *Whaitiripapa pa* (defensive earthworks) and explain its history and significance in Maori culture.

Dive Tatapouri can be visited from Knapdale. Here, stingrays can be fed in the Pacific Ocean as part of a marine eco-tour. Dive Tatapouri is undertaking on the sea what Knapdale does in the Gisborne foothills.

Excursions to Gisborne Wineries can be arranged through Knapdale. Here award-winning Chardonnay wines, grown on the 'Golden Slopes', can be sampled.

Eastwood Arboretum, an internationally famous planted forest and garden, is just 45 minutes away and can be visited, with the owner of Knapdale as the guide.

The whole Gisborne and East Coast region has many forests, lakes and rivers along with a spectacular unspoilt coastline and beaches.



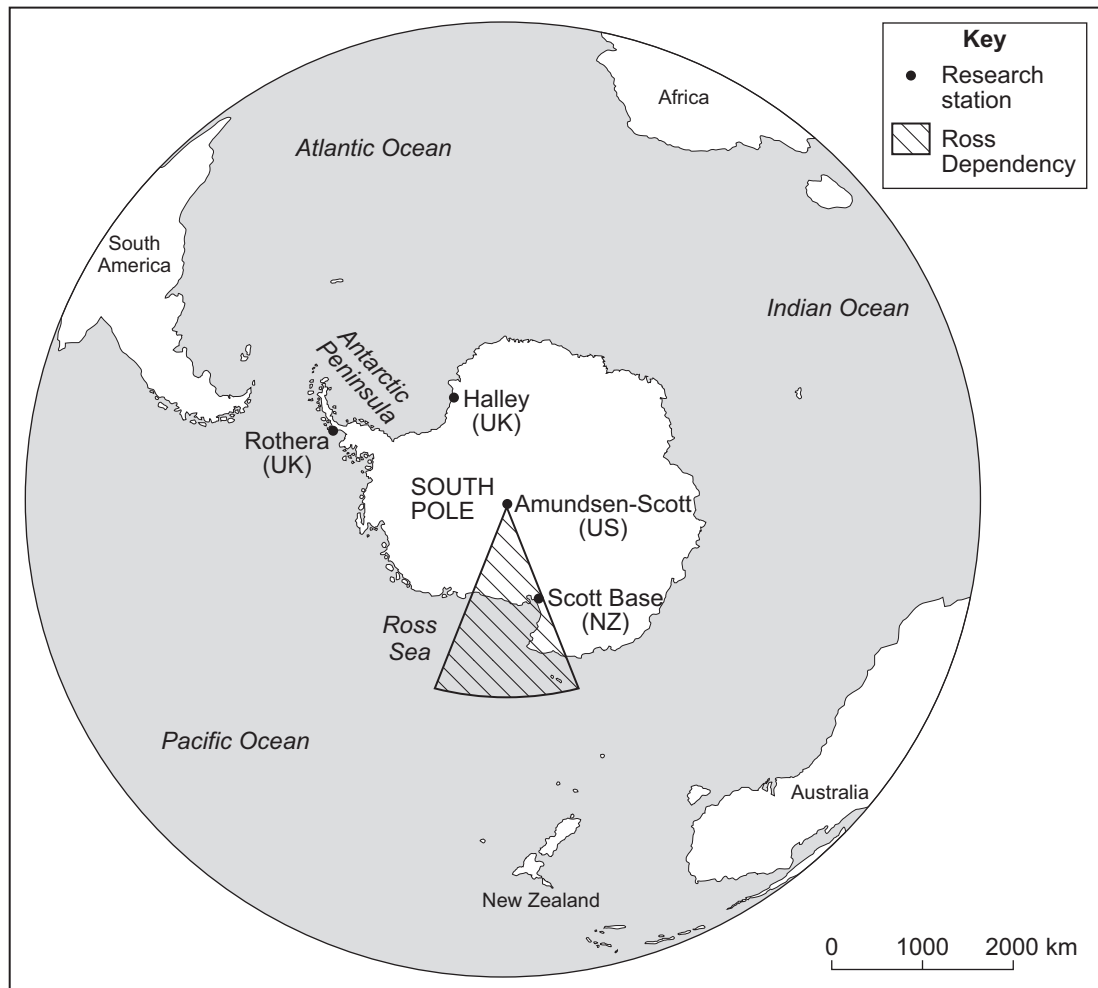
Gisborne city itself has shopping facilities, a museum, art and cultural centres, along with fantastic beaches. Gisborne is often referred to as the surfing capital of New Zealand because of the breaking waves from the open Pacific Ocean.

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## Item F Antarctica

Major scientific research stations shown with operating country in brackets e.g. Scott Base (NZ)



Antarctica covers almost 10% of the world's land area. At its centre lies the South Pole. It is surrounded by the southern sections of the Pacific, Indian and South Atlantic Oceans. It is almost totally covered by an ice sheet, with an average thickness of about 1800 metres. It contains 90% of the world's ice and more than 70% of its freshwater. No people live there permanently but scientific research bases are established and many of these are constantly occupied.

Early explorers, whalers and sealers claimed for their countries the islands closest to Antarctica as they discovered them in the late 1700s and early 1800s. Once expeditions began to explore the continent itself, they too claimed the parts they saw and explored. Seven Antarctic territorial claims still exist today, all using lines of longitude to define their boundaries. On a map these boundaries divide Antarctica into slices like a pie, with different countries claiming a wedge of the continent, and one piece left unclaimed.

The section of Antarctica claimed and looked after by New Zealand is the Ross Dependency – a wedge of land and sea focused on the Ross Sea and running in towards the South Pole.

The Antarctic Treaty of 1961 was a unique international agreement which did not ratify or reject the original claims, some of which overlap (such as those of the UK, Chile and Argentina), but allowed scientific research and environmental protection to continue without major problems.



## Item G Based on an 'Antarctica New Zealand' Information sheet



Antarctica New Zealand

### TOURISM IN ANTARCTICA

There is no doubt Antarctica is an incredible tourist destination. It is a magnificent and largely uninhabited wilderness with majestic mountains, glaciers, icebergs and abundant wildlife. Its remoteness, inaccessibility and severely cold climate add an element of adventure to any visit. Visitor numbers have increased rapidly over recent decades. In 2006/7 almost 29 000 tourists visited Antarctica, compared with only 6 000 in 1992/3. Only about 5% of these tourists visited the Ross Sea, where New Zealand's national programme activity is focused. The majority of tours are to the Antarctic Peninsula region, close to South America.

Tours are organised by private companies, and people from all over the world make the long journey to see the icy continent. The majority of tourists originate from the USA, followed by Germany, Britain and Australia. The trend of increasing visitor numbers has led the Antarctic Treaty countries to establish guidelines and regulations to minimise the impact of these visitors on this remarkable environment.

#### **Flights to Antarctica**

Tourists began to 'overfly' the Antarctic Peninsula in the 1950s, and in the 1960s the first commercial flights landed at McMurdo Sound and the South Pole. Regular overflights ran between 1977 and 1980, with over 11 000 people taking the trip from Australia and New Zealand. At a meeting in 1979, Antarctic Treaty Nations expressed concern at the danger of flying in the turbulent Antarctic atmosphere where there was a lack of radio beacons, meteorological stations and emergency services. Later that same year, 257 people were killed when one of these overflights struck Mt Erebus in poor visibility. However, flights have resumed and more companies are now putting on flights, particularly over the Antarctic Peninsula from South America. There are also businesses which arrange flights for climbing expeditions and trips to the South Pole.

#### **Ship-borne Tourists**

Ship visits also began in the 1950s with an Argentine vessel which took 100 passengers to the Antarctic Peninsula, and in 1968 a ship visited the Ross Sea with 24 people. Since then, cruise ships have regularly visited the Antarctic Peninsula, operating from Argentina and Chile. It is one of the most popular areas to visit because of its proximity to South America, its slightly warmer climate, abundant wildlife and many scientific research stations, which are visited by some tours. Several cruise ships now also operate in the Ross Sea area, sailing out from Bluff and Lyttleton in New Zealand and Hobart in Tasmania. From these cruises, which last two to three weeks, landings are made in zodiacs (small inflatable rubber boats) at a variety of locations. Helicopter flights are regularly made from one of the ships for overflights and to visit special locations. The vast majority of tourism is conducted by ship. A small number of yachts also visit Antarctica each year, some with fee-paying passengers. There are currently no land-based facilities constructed for tourism on Antarctica.

#### **Impact of Tourism**

Although remoteness and lack of development make Antarctica a difficult and expensive place to visit, there is no shortage of people wanting to make the trip – tourist numbers now exceed the numbers of scientists and support staff who work in Antarctica. However, the length of time spent ashore by visitors is usually short, but they are concentrated into a small number of landing sites, creating the potential for cumulative impacts in the long term.

Turn over ►

Some consider tourists an environmental pressure Antarctica could do without. Others note that tourists are generally well-informed and concerned about the Antarctic environment and usually become very good advocates for the protection of Antarctica when they return home.

Poorly managed visitors of any kind (whether paying tourists or scientific and other support personnel) can cause damage to slow-growing moss beds, disturb wildlife and take historic items or geological souvenirs. Rubbish and wastes from ships have been a problem, as have unplanned visits to scientific bases.

Visits are becoming much better regulated, and impact has been reduced in some areas. Nevertheless, with any operation, accidents can occur with major consequences for the environment, such as the oil spill after the grounding of the tourist and supply ship *Bahia Paraíso* on the Antarctic Peninsula.



### Regulations

The Environmental Protocol to the Antarctic Treaty applies the same requirements to any kind of activity, including tourism. Under the Protocol, organisers of Antarctic activities are required to complete an Environmental Impact Assessment (EIA). The EIA describes the activities of the operator and helps to identify and reduce possible impacts of tourists on the environment. Environmental monitoring is being used at some sites in the Antarctic Peninsula area to detect any environmental changes caused by visitors.



In 1994, the Treaty countries issued “*Guidance for Visitors to the Antarctic*” which was intended to make individual visitors aware of their responsibilities under the Treaty and Protocol. This document concerns the protection of Antarctic wildlife and protected areas, the respecting of scientific research, personal safety and impact on the environment.

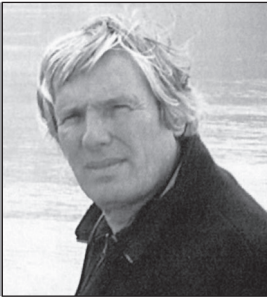
### Visiting a research station

Guidelines have also been written for the organisers of tourist and private ventures – these require:

- prior notification of the trip to the organiser’s national authority (such as Antarctica New Zealand)
- Environmental Impact Assessments
- the ability to cope with environmental emergencies such as oil spills
- self-sufficiency
- the proper disposal of wastes, and
- respect for the Antarctic environment and research activities.

Individual countries have also introduced measures to minimise the effects of tourists. Chile requires all captains of ships that sail to Antarctica to attend a month-long school in Antarctic navigation. New Zealand sends a government representative on all ships visiting the Ross Dependency to supervise visits to historic huts and Scott Base and to observe how well the provisions of the Treaty and Protocol are adhered to.

## Item H Article on Antarctic tourism from Tourism Society Journal



# Responsible Tourism

## Is Tourism Development to Antarctica Responsible?



"Celebrate the festive season in Antarctica," invites an advertisement in a recent Saga magazine. The cruise featured lists six separate landing opportunities on the Antarctic Peninsula. Tourism has arrived on the continent.

The 1991 Environmental Protocol, fully ratified by all the Antarctic Nations in 1998, designated Antarctica as a "nature reserve devoted to peace and science".

Members committed to the "comprehensive protection of the Antarctic environment and associated ecosystems" both on land and in the surrounding oceans. Human activities, including tourism, "should take place in a manner consistent with these principles" and activities shall be "modified, suspended or cancelled if they result in or threaten to result in ...impacts inconsistent with these principles."

In 2007/8 an estimated 37 000 visitors made 200 000 landings on the Antarctic Peninsula. As sea ice retreats, more shipping lanes will open up. With an increase in the number and size of cruise ships visiting, numbers could triple in the coming decade to near 100 000, with half a million landings.

Uniquely, Antarctica is an uninhabited continent (apart from 4000 people who make up the scientific community). Tourism therefore brings no economic gain to the continent itself. The environment is the sole stakeholder. The impact of rapidly growing tourism on the pristine Antarctic environment is therefore the key issue.

Research in the Galapagos suggests the presence of humans can put stress on wildlife. Terrestrial

tourism footprints can also bring in alien species, so far limited but representing "a huge potential problem" according to Rachel Clark of the British Antarctic Survey (BAS).

There are also huge threats to the marine environment. The most obvious one is a massive oil spill from the increasingly large cruise ships. The running aground of a Norwegian cruise ship on Deception Island last year was "a wake up call" according to Dr John Shears of BAS. Only last November the MV Explorer was holed by an iceberg and sank just off the Antarctic Peninsula (luckily with no fatalities). Pollution and waste disposal issues grow as ship numbers increase. Finally, scientists are concerned that ships' hull fouling may be the most significant pathway for the introduction of invasive marine species.

In 2007, Antarctic treaty members came extremely close to implementing a tighter, binding set of tourism regulations but failed to receive the necessary unanimous vote. There is a voluntary code in place for the members of the International Association of Antarctic Tour Operators (IAATO). This limits the size of ships and the number of visits ashore. However, this does not control the large cruise lines, who are not IAATO members.

The regulators and the tourism industry should stop burying their heads in the ice. A radical solution is required before damage is done. To protect the marine environment, access to Antarctic waters for tourism purposes should be strictly limited in terms of numbers of visits and ship size. More controversially, the Antarctic land mass should be tourist free; a place to be seen, but not touched.

Tourism has brought huge economic benefits to many destinations, but uninhabited Antarctica is different. Action is required now to ensure that it remains a natural reserve, a place of icy wonder and mystery – the last no-go place on the planet.

Roger Heape FTS

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Item C: New Zealand Ministry of Tourism.

Item D: New Zealand Tourism Strategy 2015 – produced by the Ministry of Tourism, Tourism Industry Association New Zealand and Tourism New Zealand.

Item E: Knapdale Eco-Lodge, Gisborne, New Zealand.

Item F: Source: British Antarctic Survey.

Item G: Antarctica New Zealand Information sheet.

Item H: This material was taken from issue 134 of the Tourism Society journal “Tourism” [www.tourismsociety.org](http://www.tourismsociety.org).

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