



**THE UNIVERSITY OF THE WEST INDIES
FIVE ISLANDS CAMPUS**

Semester II

Examinations of April/May 2023

Course Code: TOUR 2003

Course Title: Tourism Planning and Development II

Date of Assessment: April 26, 2023

Time: 9:00 am

Duration: Two (2) Hours

INSTRUCTIONS TO CANDIDATES:

This paper has 5 pages and 6 questions.

YOU ARE REQUIRED TO ANSWER 3 QUESTIONS.

THIS ASSESSMENT IS WORTH 60 % OF YOUR FINAL GRADE.

ASSESSMENT DETAILS FROM INSTRUCTOR(S):

This paper has six (6) questions; two (2) Sections A & B.

Students are to answer Three (3) questions: Answer One (1) Question in Section A (1-2) and any two (2) questions of your choice from questions 3-6. Each question is worth 20 marks.

Section A

Question 1 - CASE STUDY

Instructions: Read the case and answer the related questions.

The Great Barrier Reef, Australia

The Great Barrier Reef is made up of some 600 islands, 300 cay (reef islands) and almost 3,000 submerged reefs. It is one of the largest coral reefs in the world. It is home to 15,00 species of fish, 400 sponges, 4, 00 mollusks and it is made up of 350 different types of coral. Because of its location at a distance offshore on the North East coast of Queensland, Australia it has remained relatively underdeveloped in terms of tourism.

However, in the last quarter (and particularly the last decade) of the twentieth century tourism began to expand on the Reef. Between 1975 and 1990, charter boat numbers grew from 135 to 300 and registered speed boats in the area increased from 15,000 to 24,000 in the period. In 1982, large high-speed catamarans were introduced, and these offered much easier access to the reef. In the period 1982-1992 there was a 35-fold increase in visitors, and they were going to four times as many sites on the reef by the end of this period. In 1988 over 900,000 tourists visited the area, but this had risen to just under 2 million by 1996.

The standard trip to the reef did not change very much in the last 20 years of the twentieth century. Most visitors take a day trip by large catamaran, and this is moored to a pontoon anchored close to the ridge. Some visitors travel to islands that are part of the reef. In addition to the overall growth there has been a substantial increase in international visitors. In the late 1990s, Japanese formed the largest single international group of visitors, with increasing numbers from Taiwan, Hong Kong and Singapore. The chief activity on the reef is scuba diving and snorkelling. Sightseeing from semi-submersible and glass-bottomed vessels is also popular.

By the late 1990s, there was evidence of increasing environmental impacts. These include physical destruction of reefs by anchors and divers' feet and hands. Divers can even cause damage to the coral merely by resting on it, as it is so sensitive. There has been localized water pollution from sewage and boat fuel. Some divers feed and/or touch fishes. This seems an innocuous form of activity but can lead to the modification of fish behaviour. Many of the catamaran operator's crew, also feed the fish from the

back of the boat as part of the tourist experience. This may also have an impact on the behaviour of the fish, as they become accustomed to being fed at particular times in specific places to entertain visitors. The removal of coral and fish specimens has also been reported.

The Great Barrier Reef Marine Park was set up in 1975, partly in response to growing environmental problems, but also in an attempt to provide a framework to deal with the effects of the increasing number of tourists. The main strategy within the park management is a zoning system. There are three main categories in the zoning system:

- a. A General Use zone (about 80 percent of the park in the late 1990s) where most activities are permitted, provided they are ecologically sustainable.
- b. National Park zones that allow only activities that do not remove living resources.
- c. Preservation zones which permit only scientific research

Tourism is permitted in two of the zones but not to the Preservation zone. However, permits are required in both the General Use and National Park zones. Factors considered in the issuing of permits are the size, extent, and location of unsafe, access conditions, likely effects on the environment in general and ecosystems in particular and likely effects on resources and their conservation. In relation to any large-scale development, proponents are encouraged to produce Environmental Impact Assessment and follow this with Environmental Impact Statements as a routine part of the developmental process. Tourists are targeted via a number of educational strategies including pictorial symbols on the reef, leaflets, guides and code of conduct. These are backed up with local controls and prohibitions depending on particular circumstances. Combined together, these are an attempt to encourage responsible behaviour to conserve the marine environment.

Adapted from Williams (1998)

Answer the following:

- a. Based on the above case, identify five things which could contribute to a deterioration of this natural habitat. **5 marks**
- b. Explain with examples how carrying capacity would be relevant to the maintenance and sustainability of the Great Barrier Reef experience **5 marks**
- c. Does Doxy's 1975 Irritation Index impact tourism planning and development? Give reasons for your answer. **10 marks**

Question 2

Assess the use of “carrying capacity” as a framework for understanding changes in tourist arrivals in the Caribbean region.

20 marks

Section B

Question 3

‘ Heritage Tourism is often claimed to be a sustainable form of tourism.’

- a. Define Heritage Tourism and explain how it is different from conventional tourism.
- b. Examine planning and conservation issues for cultural and heritage attractions or sites.
- c. Discuss TWO practical ways of managing Cultural Heritage Tourism in the Caribbean region.

4 marks

8 marks

8 marks

Question 4

According to Swarbrooke (1997) there is a close correlation between attractions and tourism. It is argued that attractions are the reason for the growth and existence of tourism destinations. Explain the correlation between attractions and the development of destinations. Support your answer with relevant examples.

20 marks

Question 5

Discuss the value of hallmark events as a viable strategy for urban development and renewal.

20 marks

Question 6

As the recently appointed Director of Tourism , the development of a meaningful tourism policy is of fundamental importance on your current agenda.

- a. Discuss with your staff three (3) factors that planners should take into consideration when developing tourism policies. **6 marks**
- b. Identify and briefly discuss four (4) elements that are frequently overlooked in tourism policy formulation. **8 marks**
- c. Discuss with your board what “EIAs” are and their importance. **6 marks**

END OF QUESTION PAPER