Sahim Choudhary 11D

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Introduction

With the specifications of the 2003 G.C.S.E exam we must cover topics such as National Park, Farming and Glaciation. As well as these topics, the specifications state that we must cover the topic of "Tourism". In accordance with this we are studying the village of Betws-Y-Coed and its function, which is likely to be one of tourism. To accomplish this task a number of surveys will be done in the village of Betws-Y-Coed itself to accumulate the data. The surveys will take forms of traffic tallies, customer counts and questionnaires. In this project I aim to establish the function of Betws-Y-Coed. The fieldwork will be carried out on October 9th 2001 and will be carried out by the students in Year 10 studying Geography.

In and Around Betws-Y-Coed

Nowadays Betws-Y-Coed is vastly populated, even though it has dense, hilly forests. Around the time of 1749 Betws-Y-Coed had only round the number of 200 people living within its boundaries. Thanks to Thomas Telford, when he introduced new improvements in travel in 1849, people could now travel vast distances with great ease, so people travelling to Holyhead via Betws-Y-Coed saw how magnificent the scenery was that they decided to move there from the city.

One of the favourite sites for visitors to go see is the "Bridge of Waterloo", known as it is because it was constructed in the same year as the Battle of Waterloo was fought. The Bridge was engraved with the "symbols" which represent the countries in the United Kingdom. The Bridge contains the following words:

"The Bridge of Waterloo was constructed in the same year as the Battle of Waterloo was fought"

Since 1868, when the first railway track reached Betws-Y-Coed it has been possible for people to visit the Welsh village for day trips and/or holidays. Due to this more and more hotels, B&Bs and such have been built to accommodate the growing number of visitors travelling to/through the area. One of the first hotels to be built in the area was "The Royal Oak" and it still stands to this day. The sign that once sat so proudly on top of this building now resides inside the building itself. The person who designed it was once a world famous artist named David Cox and nowadays-young artists from around the world (more so now than before) travel to Betws-Y-Coed to try and follow in his footsteps.
Since the construction of the first railway track in Betws-Y-Coed four more platforms have been added to the original. The station is located next to the "Log cabin" which is another great tourist attraction. It is so called because it resembles a Log Cabin.

A few other tourist attractions are:

- "The Automobile Museum"
- "The Miniature Avon Bridge"

And…

- "Swallow Falls"

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Location of Betws-Y-Coed

Betws-Y-Coed is located in the Northwest of the country Wales. It can be found a few miles within the Snowdonia National Park along the A5 and along side the River Conwy. It is situated within a rural area of countryside and woodland, in the Region of Conwy. North of Betws-Y-Coed lays Llanwrst, along the A470 and to the West is Blaenau Ffestiniog, also along the A470.

Location of Betws-Y-Coed in the United Kingdom:

Location of Betws-Y-Coed in North Wales:

Betws-Y-Coed Close up:

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Hypothesis

I expect that the majority of people visiting Betws-Y-Coed will fall into a general category. I predict that the majority of people will be female, around the age of 60 and that they would have travelled there by coach and a maximum distance of 150 miles.

Hypothesis Explanation

I came up with my prediction that the maximum distance travelled would have been 150miles by using logic- if they were to travel a greater distance than the one previously stated it would be likely to suggest that there would have been a National Park closer to their origin, making the journey to this one un-necessary. (An example of another National Park would be the Pennines)
I predicted them to be of an older generation because it is likely that people of a younger generation would be working during the week.
They are likely to be older females because there are far fewer males of this age as many men who would have been this age may have died in either of the World Wars. Another reason for suggesting this is because of statistics. Statistics show that the life expectancy of males is less than that of females.
The purpose of visitation would be Tourism as they are likely to be retired and may consider this a way to spend their free time.
The method of transport used will be coach because they may be too old to drive a car for themselves or it may be easier not too. It is also likely that they will be travelling with a "club" or friends.

Aim

My aim is to try and prove my hypothesis correct. To accomplish this a survey will take place within the area itself-taking the form of a questionnaire, which will be used to collect the required results, to help with our investigation. The results will be collated and then we will present the data in graph form so that is easier to analyse.
We, the students, will design our questionnaires in school and carry out the survey in the village of Betws-Y-Coed, on a random select basis-each student surveying a minimum of 25 people.
The survey will be carried out on Tuesday 9th October 2001.

Method Map

About the Questionnaire

- The surveys will be carried out, by Wirral Grammar students, between the hours of 11:00am and 2:30pm, on the 9th October 2001
- The questionnaires themselves were previously designed in class. The questions were prepared for later interviewing of respondents.
- The selection of respondents will be random. The people carrying out the surveys (a.k.a the "Questioners") will stand in an allocated area and asked every third person who walks past to participate with the survey.
- Each student was required to interview a minimum of 25people each.
- A clipboard and an upside-down plastic sheet will be used for convenience and protection of the questionnaire.
- A sample of the questionnaire can be found on the sample chart.
- Instructions of how we are to fill can be found on the next page.

How the questionnaire is to be filled in

1. The questionnaire is to introduce himself, and what he is doing.
2. The respondent is asked if they had previously participated in a questionnaire by one of our classmates.
3. If they answered
    a. Yes: The questioner thanks the person for their time and begins the random selection method once again.
    b. No: The Questioner asks the questions as set out on the Questionnaire (see sample sheet) and notes down the responses.

(The answers will be recorded using a simple key, devised as a group. A 1 will record the answers noted from the first person and the data received by the second by a 2 etc.) This number will be placed into a group/range/type (e.g. they travelled there by coach, or they are male). This will be done so it is possible to see if a lot of people have things in common, or it the results are just completely random.

4. After the above is completed the Questioner will thank the respondent for their time.
5. If:
    a. After this time he has gathered data from at least 25 people, then he moves on to his next given task.
    b. After this time he has <u>not</u> gathered data from the minimum requirement he will start the random selection method again and repeat the above.

Strengths and Weaknesses of the Questionnaire

Weaknesses

- Some of the questioners travelled around in large groups as opposed to doing the survey individually. If they were to do this the number of boys doing the survey in one area will be more concentrated than another e.g. In a place where there would be very few people or tourists.
- The date that we visited Betws-Y-Coed would have had an influence on the results. The date we visited the village was 9th October 2001. As this was in the Autumn Season there would have been fewer tourists as the weather in Wales is not going to improve much as to make tourists want to visit the area.
- We only surveyed the area for a short period of time. By doing this we received inaccurate data, as if we had done it over a larger period of time e.g. one week our results would have been more accurate as there would have been more data to analyse.
- Many people asked to participate refused to co-operate- making it difficult to collect the data. This may have decreased the range as more people welcoming people may have varied our results.
- Very few people knew the distance that they had travelled. Time was lost when the Questioner was trying to find out how far they had travelled.

Strengths

- Most of the visitors seemed to congregate in one particular area. This helped because the questioner did not lose time walking distances to find people to interview.
- Approximately 60 students had interviewed at least 25 people each, creating a great range of results.
- The weather was pleasant meaning that more people were outdoors at the time, so the survey was done with greater ease.
- We collected our data using numbers-as the person was questioned answers were writes down in number form. Writing down streams of writing would have become tiresome for the Questioner.
- We asked if the respondent had previously participated in a questionnaire. By doing so we did not acquire data which had already collected- making our results more accurate

Table of relevant Results from the Questionnaire

Gender	Male	Female	Total
	310	364	674
Age			
<15	9	17	26
16-30	18	22	40
31-45	46	40	86
46-60	85	81	166
61-75	133	171	304
>76	19	33	52

Mode of Transport			
Bike	121	157	278
Bus	117	119	236
Car	30	37	67
Coach	14	24	38
Foot	15	15	30
Train	3	2	5
Other	10	10	20

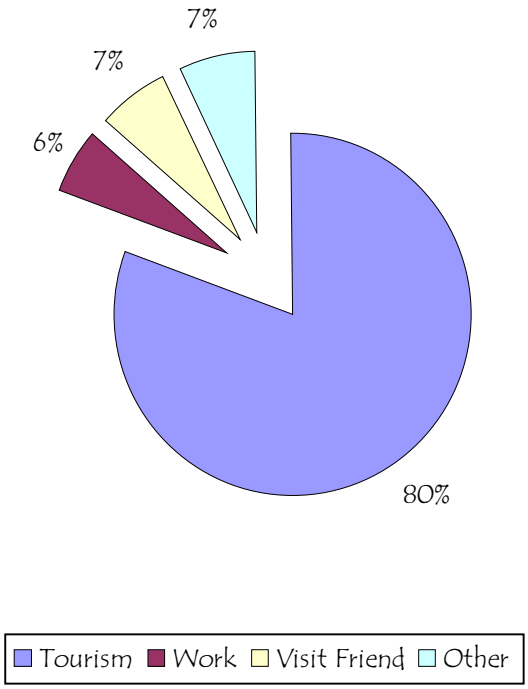
Distance Travelled			
<5miles	36	33	69
6-10miles	37	39	76
21-50miles	73	80	153
51-100miles	80	80	160
>101	84	132	216

Purpose of Visit			
Tourism	243	301	544
Work	25	21	46
Visit Friend	20	18	38
Other	22	24	46

Origin	
Betws-Y-Coed	63
Chester	58
Crewe	59
Llandudno	26
Llanwrst	33
Liverpool	67
Manchester	44
Midlands	36
Shropshire	35
West Midlands	45
Other	208

Pie Chart for Purpose of Visit

Exploded Pie-Chart Showing the Purpose of Visitation of Respondents



Stacked Area for Transport Used

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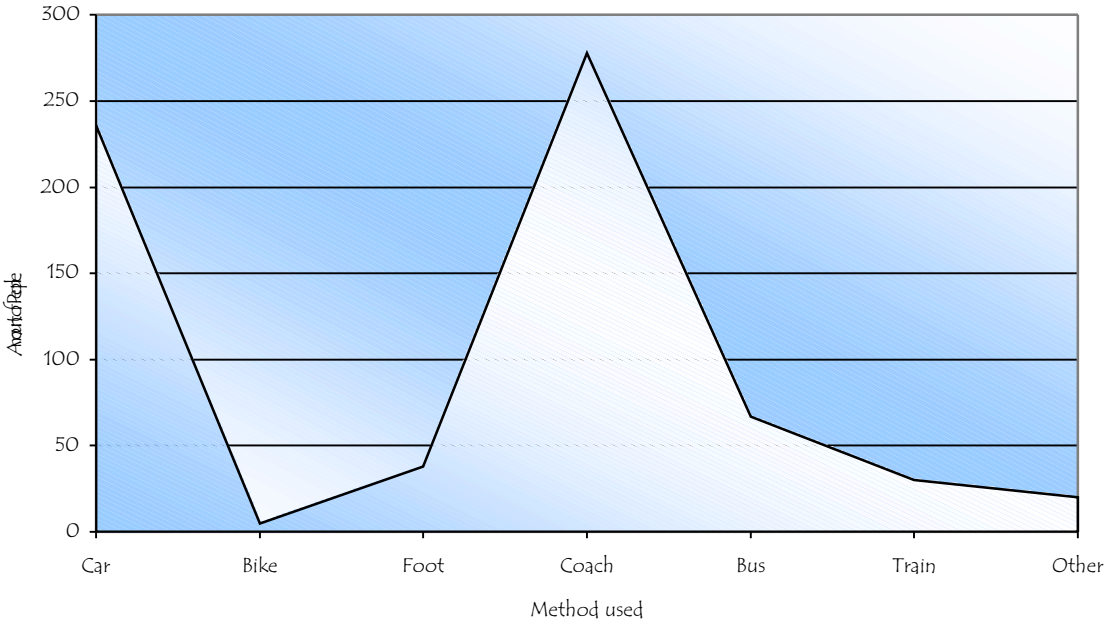
Stacked Area Chart Showing methods of transport used by repondents



This chart presents the data for the transport used. It shows that 278 of the respondents questioned travelled there by coach.

Histogram for Distance travelled

Age gender pyramid

Choropleth map for origin

Analysis

Reminder of my Hypothesis:

It was predicted in my Hypothesis that the majority of people visiting Betws-Y-Coed will fall into a general category. It was predicted that the majority of people would be female, around the age of 60 and that they would have travelled there by coach and a maximum distance of 150 miles.

Description

Techniques used:

1. Age-Gender Pyramid
2. Stacked Area
3. Histogram
4. Pie-Chart
5. Choropleth

- The Age-gender Pyramid, which represents the age and gender of the respondents. This technique was chosen to show this data because it represents well the accuracy of the Hypothesis, the data was continuous as each range on both axis relate to each in a direct proportion, so it could and was shown on a continuous chart. This was also used as it enables us to show two pieces of information in one chart.
  The chart shows that of all the females that participated in the survey about 30 were over 76 years old, 170 were between the ages of 61-75, 80 were ages 46-60, about 40 were between 31-45, 20 were 16-30 and 15 were aged 15 or younger. For the males that visited Betws-Y-Coed and participated in the survey, the technique shows that about 20 were aged 76+, about 130 were aged 61-75, about 80 were between 46-60, 45 were ages 31-45, about 15 were 16-30 and approximately 10 were aged 15 or younger.
  The trend here is that there were more females than males and that the majority of them were in the age range of 61-75, following my Hypothesis.
  This particular technique may have improved by a few methods, one of which would have been collecting the exact ages of the respondents. Doing so would have enabled us to produce a curved technique rather than one consisting of bars. But doing so may have offended the respondents.

- The Stacked Area- this was used to represent the data showing the different modes of transports used by visitors to the area. This technique was chosen because it was simple, like the data itself. It can be easily represented and

analysed with this technique. This data is dis-continuous because the categories on the x-axis do not relate t each other.
This technique shows that approximately 280 people arrived to Betws-Y-Coed by coach, about 240 by car, 70 by bus; nearly 40 by foot, 35 people by train, 5 by bicycle and 20 arrived by other "means".
The trend is that the majority of people travelled there by car, which does not agree with my Hypothesis.

- A histogram was used to represent the distance that the respondents had travelled to get to Betws-Y-Coed. This technique was chose to be used because the values and/or ranges on both axes were directly related to one another so a continuous technique such as a histogram seemed fairly suitable.
The technique shows that about 160 people travelled 51-100 miles; about 150 people travelled 21-50 miles, about 80 people travelled 6-20 miles and about 70 people travelled under 5 miles.
The trend is that the majority of people travelled from over 100 miles and a lot travelled between 21-50 miles and 51-100 miles to get to Betws-Y-Coed, which does reflect some light on my Hypothesis but not accurately enough.
This technique could have been improved by making the range more specific. E.g. Every 5 or 10 miles up to 150miles - as to obtain more accurate results.
- The Pie Chart. This was used to represent the data showing why the respondents travelled to the area. The data being collected was dis-continuous as none of the categories were related in any way, and as a pie chart shows dis-continuous data it was chosen for this. Another reason it was used was because that it is rather simple and therefore easier to analyse than most other charts.
This technique shows us that about 80% of the respondents were in Betws-Y-Coed for the purpose of tourism; only 6.8% were there for work, only 5/6% to visit a friend and only 6.8% for other purposes.
This technique could not be improved because it was so simple as was the data.

Hypothesis

I predict that the majority of vehicles travelling through Betws-Y-Coed will be cars with some LGV's but far fewer. I also predict that the busiest of the three junctions we will be surveying is likely to be Junction B.

Hypothesis Explanation

There will be more cars than any other vehicle because it is the most common form of transport. Although I predict this it differs to what you may expect with regards to my previous chapter. In the Questionnaire Chapter I predicted that the majority of people would be travelling by coach. The reason that I predict more cars in this chapter is because it must be recognised that coaches can carry numbers that several cars could not.
I also predicted that there would be quite a number of LGV's. The reason for this prediction is that there are likely to be Good's Vehicles supplying all the shops in the Village. The reason I did not predict there to be many HGV's is because the roads in the village are far too small for them to travel comfortably on.

Aim

My aim is to prove my hypothesis correct. In order to accomplish this surveys will be carried out in the village of Betws-Y-Coed in the form of Traffic Tallies. These tallies will be designed in class in preparation for the fieldwork. The fieldwork will take place on Tuesday 9th October.

About the Traffic Tally

- The traffic tally was previously designed in class, in preparation for use for our visit.
- The tallies took place between the hours of 11:00am and 2:00pm on Tuesday 9th October.
- The tally sheets were placed on a clipboard and placed in a polystyrene bag as to protect it as a precaution for unwanted weather changes.
- Categories that were selected for use on the tally sheet were as follows:
    1. car
    2. LGV
    3. HGV
    4. Bikes
    5. Coach
    6. Other
- The designated roads were monitored in turn so that each person monitored a road for 30minutes.
- All of the vehicles that passed through any of the monitored roads were recorded with a simple tally system to categorise what type of vehicle they were and the direction that they were going.
- The design of the Tally System can be seen on the Sample Tally Chart.

How the Tally Chart was filled in

Junction A

As junction C leads to a number of small car parks outside the village centre there will be fewer cars passing through this Junction than Junction B but more than Junction A. I predict that this will be the second busiest of the three Junctions.

Junction B

As junction C leads to a number of small car parks outside the village centre there will be fewer cars passing through this Junction than Junction B but more than Junction A. I predict that this will be the second busiest of the three Junctions.

Junction C

As junction C leads to a number of small car parks outside the village centre there will be fewer cars passing through this Junction than Junction B but more than Junction A. I predict that this will be the second busiest of the three Junctions.

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