Liberty Kathro 11EC

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CHAPTER 1: INTRODUCTION

The main aim of my enquiry is to investigate the attractions of Dawlish and the effects that tourism has on the town. Seaside resorts have different kinds of attractions, both physical and human, and the effects can be very varied. For example a physical attraction of Dawlish is the sandy beaches this effects the town in a mostly social way because it brings new people into the town, it also effects the town in an economical way because it mans that people spend money in the town raising it's economy. This area of Devon is quite seasonal and I think that the season effects the type of visitor for example in the summer families with younger children may visit where as in the spring older generations may take walks along the seaside, but the area can be enjoyed all year round.

We choose to study this area of England for lots of reasons. It's close by so if anyone needs to go back to collect more information they don't have to travel a long way, because it close it means that most of us know a little about it anyway so it makes the research easier. We know the area is a tourist resort because we live close to it and therefore it fits the criteria of our coursework. We know some of the background of the town for example we know it has won a seaside award so it must be a tourist area. The area around Dawlish has lots of National parks for example Exmoor and Dartmoor, and the area is also near to the regional capital Exeter so that would bring in more tourists. As you can see in the below map of the surrounding area:

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Found at www.lonelyplanet.com/maps

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
AVG.MAX	8*C	8*C	10*C	12*C	16*C	19*C	21*C	21*C	18*C	14*C	11*C	9*C
AVG.MIN	3*C	3*C	4*C	4*C	7*C	11*C	12*C	12*C	10*C	8*C	5*C	4*C
MEAN	6*C	6*C	7*C	8*C	12*C	14*C	17*C	17*C	14*C	11*C	8*C	7*C

The table shows the temperatures for the town of Dawlish during 2003 it was found at "http://www.bbc.co.uk/weather www.bbc.co.uk/weather.

This is a map showing the site of Dawlish in relation to the other town's surrounding it. It was found at www.southdevon.com

Insert map 2

My predictions are:

- Why do people come to Dawlish? - Beaches, sea, cheap holidays,
- The town will be busiest in mid-summer,
- The locals will find it hard to park in tourist areas,
- The shops will mostly be tourist based,
- Mostly families and the elderly will visit Dawlish,
- The type of visitor will vary with the seasons.

The map below also shows that Dawlish has a good road network, which makes it easier for tourists to get to:

Insert map 6

THE HISTORY OF DAWLISH

Part Victorian and part Georgian, and part older still, the seaside town of Dawlish has a special charm and character. At its heart is an attractive park with an avenue of mature chestnut trees, colourful flower beds, tall palms, giant cacti, and other exotic plants, all providing a perfect setting for a stream which cascades over a series of waterfalls all the way to the sea. The brook provides a home for black swans and many species of waterfowl. 'The Lawn' is a popular and safe environment for family games during the day, and at night hundreds of coloured lights transforms it to a magical place for a summer evening stroll.

The whole of Dawlish is too large to sample in the time provided therefore sample areas need to be chosen, we chose the area because of previous knowledge of Dawlish, where attractions are situated, it is near the tourist information board, near to the sea, near the arcades, we extended the sample area to the suburbs so that we could contrast it with the town centre where we expect the most tourist attractions would be. We chose simple transect lines along roads so that it was easy to follow and it depends how much time we have how far we will follow the transect line.

Dawlish is set on the edge of beautiful rolling countryside as it meets the impressive cliffs of the South Devon coastline. There are three beaches; Boat Cove, Coryton Cove and the main beach that stretches all the way to Dawlish Warren.

Dawlish is relaxing, but never sleepy! A packed programme of free entertainment and events are arranged on or around the bandstand throughout the summer. There are many shops, cafes, inns and restaurants in the town and its has a range of attractions including boat trips and

fishing trips, a theatre, museum, obstacle golf, and art gallery. There is a swimming pool and mini-golf at the local leisure centre and a bowling green on the Lawn.

The town of Dawlish is near to the regional Capital Exeter. The area we walked is shown on Figure 1, which is a map of Dawlish town centre. It shows the route we walked in blue and areas of interest for the project in orange. You can see from the map that the route we walked goes close to most of the tourist areas.

Figure 2 shows the area of Dawlish in less detail and shows it in relation to the surrounding area and in particular Teignmouth. It shows the surrounding tourist attractions well such as woods and these are highlighted in orange.

Figure 3 shows Dawlish in more detail and on this map our main areas of interest are marked in yellow, the orange highlighted area is our route.

Site is the exact location of a settlement for example in the case of Dawlish it was probably selected for settlement because it was close to the sea so there was always a source of food, it has quite a flat relief that means that it is high enough to avoid flooding but low enough to be sheltered from the wind, it has a clean water supply via Dawlish waters, it has a nearby wood to provide fuel, it has fertile sandy loam soil form the Permian Sandstone area and because it is on the coast transport to other town s by water would be easy and access to Dawlish made easier for other townspeople.

The situation is the location of a settlement in regards to the surrounding area. A settlement with good access to natural resources and other settlement will grow in size. Settlements with the best situations grow into cities as you can see from the locations of towns on the map on the next page:

Insert map 3

Dawlish is a good location for this investigation because of the natural and physical features of the area. For example a Natural feature of the area is the sandy beaches and a Human feature of the area is the train station.

Before we went to Dawlish we laid out a sequence of events that we were going to follow first we collected our data on the 13th of May 2003 this is significant because it means that we collected the data right at the beginning of the season so maybe not many tourists were in the area or maybe a lot were for example if it was a bank holiday.

We decided before we went that the whole of Dawlish was too big to sample, as we didn't have time so instead we chose a sample of the town near to the sea. We chose the samples because most of the attractions we knew would be near to the beach as this is where tourists flock to, also the area we chose was near to the tourist information shop, the main roads in and out of Dawlish and the arcades. We felt that most businesses interested in tourism would set up near to the beach and so most of our sample was directed here. How far we go out will depend on how much time we had. The area we sampled was close to the train station and bus route. The origin of Dawlish comes from its history as a spa town and than when the Victorians came when the railway was built. The impacts and effects of tourism can be seen in the list below:

Environmental damage,
Pollution,
Economy,
Types of shops,
Increase in carnivals and activities,
Lots of arcades,
More car parks-fuller,
Better transport system-railway.

The techniques we are going to use to collect our primary data is seen in figure 6 below:

TECHNIQUES
Questionnaires
Photo's
Sketches
Land-use mapping
Parking-location/capacity/reg. Plates
Environmental survey
Bi-picular survey/very clean +2/clean +1/dirty – 1/very dirty –2

Congestion-pedestrian count
Secondary data-tourist information centre, bus time tables, library

The secondary data will also be collected when we do our extension work, which I have not done yet.

With the data we will compile graphs and work out what the effects are on Dawlish caused by tourism.

In the future for my extension I would like to do the same sort of study on the attractions for tourists and effects on Bath, this is because I would like to compare to tourist areas of which one is by the coast and one that is far away from the coast. Also the origins of both Dawlish and Bath are as spa towns for wealthy Georgians to come and drink the water, then in the late 1800's a railway was built by Isambard Kingdom Brunel and it brought the Victorians to the town and a resort was built, as time went on the railway became famous as one of the most scenic in England and nowadays everyone can afford to come to Dawlish and ride on the Atmospheric Railway.

Next I will do a risk assessment of the Dawlish area:

POSSIBLE RISK	**HOW TO REDUCE RISK**	**SEVERITY OF RISK**
Falling off sea wall	No access to this area	Very high
Being run over by a car	Stay on pavements, and cross roads safely	Medium
Questionnaire abuse	Avoid suspicious people, stay in groups	Low
Getting lost	Stay in groups, have a map, have contact number of teacher	Medium
Falling off cliff	No access to this area	Very high
Being chased by angry dogs	Avoid dogs	Medium/high

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Below is a map showing the whole of England. This shows the relationship between Dawlish and other surrounding towns.

Insert map 5a

WORD	**DEFINITION**
Bar	Ridge of sand or shingle across the entrance to a bay or river mouth
Bay	Large indentation of coastline, usually between two headlands
Beach	Area of deposited materials between the high and low tide marks
Cave	A landform of coastal erosion
Cavern	Large underground chamber, larger than a cave
Cliff	Steep rock outcrop along a coast
Climate	Average weather conditions recorded at a place over several years
Coastal protection	Human action designed to stop coastal erosion
Constructive wave	Gently breaking wave encourages a strong swash and a weak backwash
Drainage basin	Area of land drained by a river and it's tributaries
Erosion	Wearing away of the earth's surface by rivers, waves and wind
Estuary	Mouth of a river where the channel is wide and tidal
Gabion	Wire baskets filled with rocks where there is coastal erosion
Groyne	Barrier, usually made of wood, running down a beach to trap sand and shingle transported by longshore drift along the coast
Headland	Point along a coastline where rock extends further out to sea than the rocks on either side
Landform	Physical feature of the earth's surface for example coastal deposition
Land use	The way the earth's surface is used
Longshore drift	Movement of sediment along a coastline, caused by wave transportation
Mouth	Point at which a river enters the sea
National park	Area of natural beauty
Pedestrianisation	Closing roads to traffic for the use of people on foot
Physical factor	Natural feature
Relief	The height and shape of the earth's surface
Site	Actual land upon which a settlement is built
Situation	Position of settlement in regard to the surrounding area
Stack	Pillar of rock surrounded by the sea and separated from the coastline
Swash	Movement of water up a beach following a breaking wave
Wave	A long body of sea water that breaks forward as it reaches the coastline

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       This is a map showing the parish densities in Devon, it is from the Devon county website. You can see that the Dawlish area is quite densely populated in relation to west Devon.

Insert map 4

TRENDS IN TOURISM IN THE WORLD

Tourism is one of the fastest growing industries in the world today. It is an important part of the economy in most developed countries and it is seen by developing countries as the way to wealth. In Britain in the 18th century spa towns like Dawlish and Bath, were developed so that wealthy Georgians could "take the waters." The yearly holiday is now one of the most important holidays in Britain today and or many it is seen as a way of life. In recent years the trend has been for Britain's to take more holidays abroad and spend longer away. The growth in tourism is due to 4 main reasons, the population of Britain is beginning to show the signs of becoming an ageing population and as a result they spend more holidays away even if it is just with relatives.

As many people are taking voluntary retirement at a younger age the number of elderly people spending money on holiday has greatly increased.

A shorter working week means that the number of contractual hours, which the average person works, has gone down. Of late many businesses have been laying off people in full-time employment and replacing them with people who work part-time.

Longer holidays with pay mean that most employees can take regular, three or four-week holiday with pay. This has obviously greatly increased the numbers of working people taking holidays every year.

Greater affluence or prosperity means that more people can take longer and more frequent holidays very year. This means that people either take lots of mini-breaks or they take longer off work. Greater car ownership means that people have greater freedom to explore the area and for a longer period of time.

Package holidays and self-catering holidays have both increased the numbers of holidays taken every year. Package holidays include all price and board and as a result the are good for the elderly or people visiting an area for the first time ever. Self-catering offers greater freedom and families with young children also enjoy the lower costs of a holiday of this type.

UK TRENDS IN TOURISM AND THE DEVELOPMENT OF THE BRITISH SEASIDE RESORT

Tourism in the UK became popular in the 1800s. People who were wealthy enough visited seaside towns such as Brighton. Unfortunately, the unreliable British weather ruined many holidays. During the 1970s the price of air travel fell so mass tourism went to the Mediterranean coast. By the 1980s many Mediterranean destinations had become overcrowded and the original beauty had disappeared, so people began to look for new places to visit.

Most British seaside resorts started off as small hamlets and gradually developed over time. In the 1800's railways began springing up over the whole of Britain and this produced immediate effects on the numbers of tourists entering the Southwest. The train line that links Dawlish to the rest of Britain is the main line and as it became more and more famous for it's glorious sea views more and more tourists flooded in. The belief that seawater was good for the health was accepted in the second half of the 18th century. Dr Russell's medical thesis, "concerning the use of seawater," published in 1752, encouraged people to visit the seaside. Similar Spa/railway influences have been part of Dawlish town's development from hamlet to thriving tourist centre.

The rate at which a tourist resort develops depends on how well and how quickly they can provide for the needs of visitors. If there are fewer places to stay than there are people wishing to visit, those who cannot find anywhere to stay will go somewhere else and they may never come back. If tourism is going to help a town such as Dawlish, accommodation is very important. Research has shown that payments for accommodation account for 36% of all the money earned from tourism in the UK.

A tourist destination is described as a place where you are going to and tourism is the "temporary movement of people to a destination outside their normal place of work and residence."

People may visit Dawlish:
- To enjoy themselves
- To visit family and friends
- To attend a conference or business meeting
- To take part in an event or activity.

A destination such as Dawlish is made up of primary and secondary features here is a table to explain what I mean:

PRIMARY FEATURE	SECONDARY FEATURE
Climate eg; average temperature	Accommodation eg: hotels
Landscape eg: the length and quality of beaches	Catering eg: restaurants, cafes and bars
Culture eg: the traditional dress	Transport eg: airports
Ecology eg: the plants and trees native to the area	Activities eg: water sports
Architecture eg: churches, cathedrals	Tourist services eg: info centres

The type of tourist destination can be divided into the following sections:

- Urban or rural areas,
- In the UK or not in the UK,
- Built by and for residents or developed especially for tourists,
- Peaceful or lively.

Here is an example for Dawlish:

TOWN NAME	TYPE	FEATURES ATTRACTING TOURISTS
Dawlish	Most of town built for residents but some especially for tourists eg: newer hotels.	Scenery, boating, shops, activities, history, family, atmosphere.

Road access to Dawlish is very important because of the large number of visitors coming each year.

The climate of Dawlish is quite mild all year round here is a table to show the climate

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
AVG.MAX	8*C	8*C	10*C	12*C	16*C	19*C	21*C	21*C	18*C	14*C	11*C	9*C
AVG.MIN	3*C	3*C	4*C	4*C	7*C	11*C	12*C	12*C	10*C	8*C	5*C	4*C
MEAN	6*C	6*C	7*C	8*C	12*C	14*C	17*C	17*C	14*C	11*C	8*C	7*C

www.bbc.co.uk/weather

SEASIDE AWARDS

Coryton cove Seaside Award 2003

Rock pools to explore, occasional sightings of dolphins, cormorants diving for mackerel all coupled with a secluded sandy award-winning beach, offers something for everyone. Within easy walking distance of the town of Dawlish. This is why Coryton Cove got a beach award for 2003.

WATER QUALITY RESULTS FOR SUMMER 2003:

SAMPLE DATE	BEACH	RESULT
01/06/03	Dawlish Warren	Excellent
01/06/03	Dawlish Town	Excellent
01/03/06	Coryton Cove	Excellent

www.teignbridge.gov.uk

Teignbridge city council does a lot to help tourism in the area; a few ways it helps are listed below:

- Directly funds three and assists five additional Tourist Information Centres (TIC'S),
- Produces and distributes 80,000 copies of the South Devon Destination Gu ide,
- Undertakes a national advertising campaign to promote the Guide,
- Distributes the South Devon Destination Guide to TICs across the UK and to individual enquirers,
- Funds and maintains the area's tourism website,
- Has produced a district tourism strategy,
- Works closely with tourism businesses, associations and other destinations to encourage tourism to grow,
- Secures grants and additional funds for new tourism activities,
- Funds market research to keep up-to-date with tourism trends,
- Provides advice and support to local businesses,
- Participates in several marketing partnerships with tourism businesses and councils.

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Here is a map of the roads leading into Dawlish and it shows the accessibility to tourists. You can see that Dawlish has a good road system, which makes it easier for tourists to visit.

Insert map 5

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Here is a model of a conventional seaside resort:

Insert picture of seaside resort mapping system

TOURIST AREA /RESORT LIFE CYCLE:

Insert picture of life cycle

1: Exploration: a small number of visitors attracted by natural beauty or cultural characteristics-numbers are limited and few tourist facilities exist.

2: Involvement: limited involvement by local residents to provide some facilities for tourists-recognisable tourist season and market areas begin to emerge.

3: Development: large numbers of tourists arrive, control passes to external organisations and there is increased tension between locals and tourists.

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.

5: Stagnation: peak numbers of tourists have been reached, although the resort is no longer considered fashionable and turnover of business properties tends to be high.

6: Decline or Rejuvenation: attractiveness continues to decline, visitors are lost to other resorts, and the resort becomes more dependant 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 the tourist facilities.

IMPACTS OF TOURISM:

SOCIAL: Country becomes over exposed and culture is lost.
 NEGATIVE

ECONOMIC: traditional jobs are replaced by unreliable work in the tourist industry.
NEGATIVE

ENVIRONMENTAL: Habitats are destroyed by building tourist resorts.
NEGATIVE

IMPACTS OF TOURISM

SOCIAL: Local culture and tradition may be preserved.
POSITIVE

ECONOMIC: Provides employment in all sectors of industry and brings in money.
POSITIVE

ENVIRONMENTAL: Historic buildings, wildlife and vegetation are given protection.
POSITIVE

CHAPTER 2: METHODOLOGY

METHOD	WHAT IT WAS INTENDED TO SHOW	WHY WE CHOSE TO DO IT IN THE WAY WE DID
Land use survey	To see what services were in Dawlish and to see if our sample area was correct.	Because it was a clear way to show the attractions of tourism in Dawlish.
Pedestrian count	To show busy areas of the town and then relate the facts to tourist facilities.	Because it was a quick and reliable method of sampling.
EQA survey	To show the effects of tourism eg: litter and how attractive the area is. Also to. See the relationship between the EQA and the number of tourists	Because it was quick and consistent
Car park survey	To show how many motorists visited and where they came from.	Because it was dependable and instant way to sample.
Questionnaire	To see where people live, why they come, the total number of visitors, and the length of time they stay for.	Because we wanted to talk to real people and get their feelings about the area.
Field sketch	To show the area we sampled and to show tourist effects and attractions.	Because it was quick and accurate.

On the next page is my field sketch of Coryton cove it shows tourist attractions.

We made land use survey maps to show the tourist shops in the area and the overall land use for Dawlish. We found out that the majority of tourist shops were near to the beach and the seafront.

My sketch map is on the next page it supports our prediction that the majority of tourist attractions will be near to the beach.

For my extension as I have already mentioned I would like to conduct a land use survey and questionnaire on the streets of Bath. I think this is a good comparison to Dawlish because although it is a tourist area it is not a seaside resort and therefore the comparison made could tell me about he layout of tourist conveniences in both seaside and town resorts. Also both Bath and Dawlish started off as Spa towns for the wealthy and this would also mean that the comparison was better.

Also I have chosen to do my extension on Bath because in is inland which would make a beneficial comparison to Dawlish. Also because it's situated inland it would mean I had an opportunity to look at urban tourism.

METHOD	TYPE OF SURVEY
Land use survey	Systematic
Pedestrian count	Random
EQA survey	Systematic
Car park survey	Systematic
Questionnaire	Stratified

I have found out already that the main attractions of Bath are both natural and humanly influenced for example the building in which the Roman baths is in is a human feature but the actual spring water is a naturally occurring feature.

Also on the next pages is my map of the whole of Dawlish it shows the areas we surveyed.

CHAPTER 3: DATA PRESENTATION, INTERPRETATION AND EXPLANATION

My land use survey is on the next page it clearly shows that the majority of tourist shops are located near to the sea front. This shows that my prediction was right and that my aim, to investigate the attractions and effects of tourism on Dawlish, was well chosen.

The pedestrian counts results are shown in the below map it clearly shows that the areas nearer to the beach had more people with the exception of certain areas, these are anomalies and will be dealt with in my evaluation.

The maps on the following pages show the areas we surveyed and the EQA scores, the pedestrian count and the car park surveys.

The sketch maps of Coryton cove and Boat cove both show clearly the human, physical and main tourist routes into the area. They are clear and helpful in deciding our predictions.

Anomalies are shown on the chloropleth map. These are could be due to the hospital nearby square A3, the nursery school near C3 and the lawn area is near to G3 which means that perhaps there were a lot of people walking around and they could have been counted twice.

Photographs of amusements and tourist shops:

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Photographs of the area we sketched and a smaller version of my sketch:

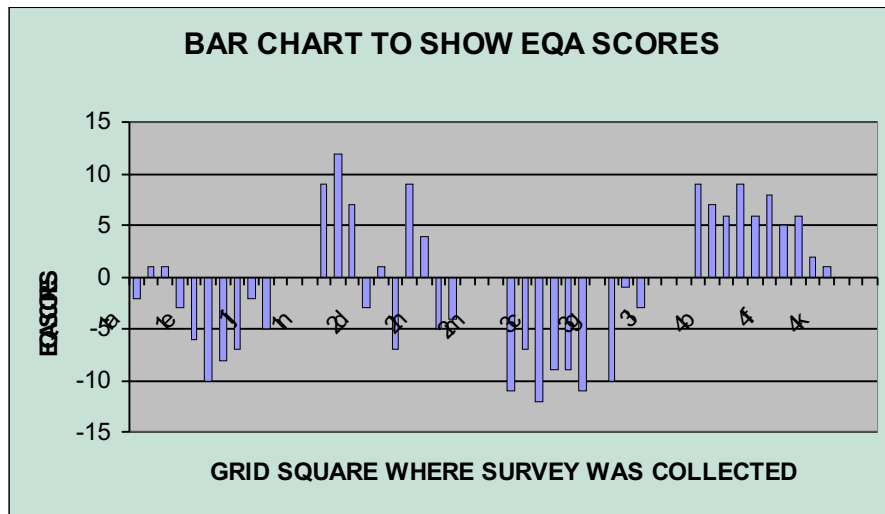**Photographs of some of the reasons tourists might visit Dawlish:**

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Photographs of the views along the train track into Dawlish and miscellaneous pictures of Dawlish:

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A bar graph to show the distribution of EQA scores in the area we surveyed:

BAR CHART TO SHOW EQA SCORES

This graph shows that areas nearer the sea front didn't really tend to have higher EQA scores but this could have been an anomaly it could have been just before rubbish collection or taken on a day when rubbish collection was not done etc. All this could have meant that our survey was not really reflective of Dawlish on a typical day. To the right of the graph is the seaside and to the left are the suburbs, so it was not possible to do an EQA survey in these areas.

A graph to show the distribution of pedestrians:

BAR CHART TO SHOW THE NUMBER OF PEDESTRIANS
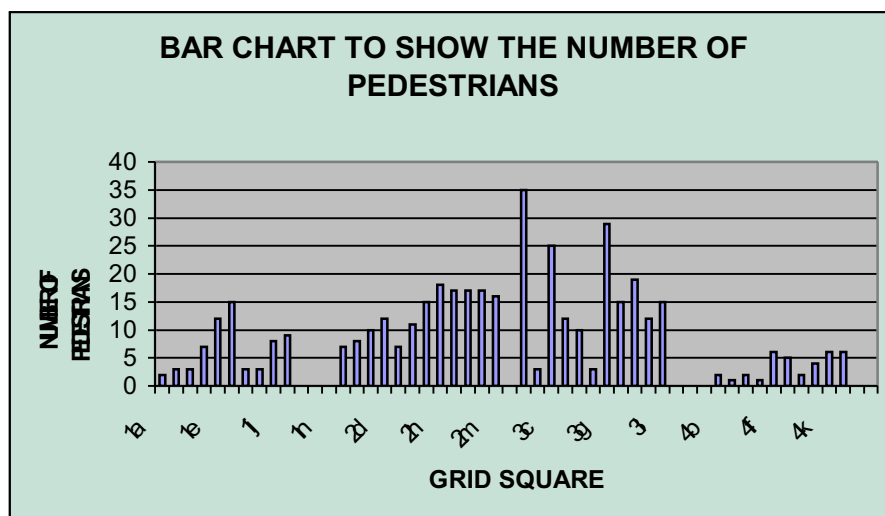
This graph shows us that the middle sections of the pedestrian count were the most popular. This is not what we expected as we expected the most popular areas to be nearer the beach.

This is may be linked to the EQA score as areas with clean pavements may have attracted more people OR areas with lots of people may have been dirtier.

Another link could be that according to the land use map the areas with more pedestrians had more tourist shops and generally more shops per street.

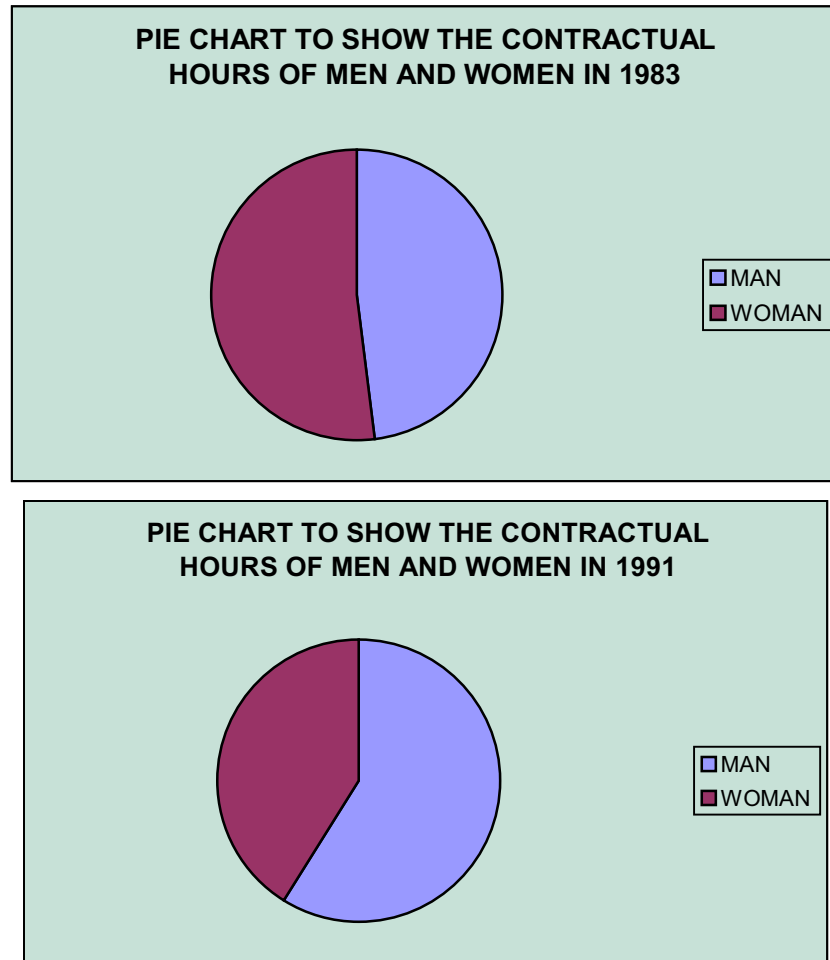Graph to show both the number of pedestrians and the EQA scores in Dawlish:

LINE GRAPH TO SHOW THE RELATIONSHIP BETWEEN EQA SCORES AND THE NUMBER OF PEDESTRIANS

GRID SQUARE
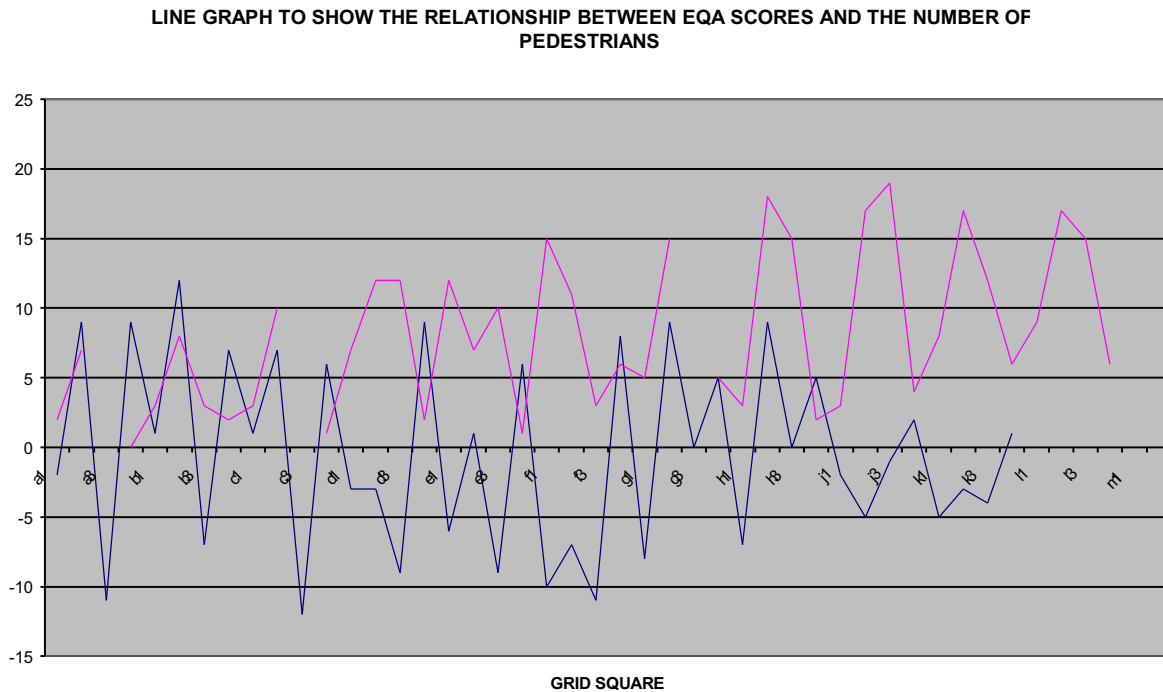
The pink line shows: number of pedestrians.
The purple line shows: EQA scores.

Graphs to show the length of the working week:

PIE CHART TO SHOW THE CONTRACTUAL HOURS OF MEN AND WOMEN IN 1973

MAN
WOMAN

PIE CHART TO SHOW THE CONTRACTUAL HOURS OF MEN AND WOMEN IN 1983

☐ MAN
■ WOMAN

PIE CHART TO SHOW THE CONTRACTUAL HOURS OF MEN AND WOMEN IN 1991

☐ MAN
■ WOMAN
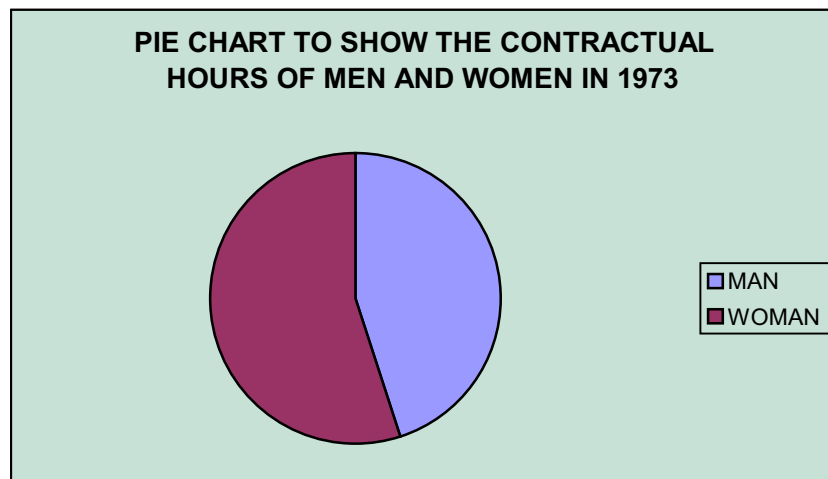
These Pie charts show us that the working week for both men and women has got shorter and the contractual hours have also reduced. This tells us that holidays can be taken more often. I found these statistics on a sheet that was given to us before we started the coursework. These were taken from a sheet we were given in class they were included because they show one of the reasons why tourism has grown-the length of contractual ours has got less and this means thee is more time to go on holiday.

Results of the questionnaire:

Here is a copy of our questionnaire: we had 36 answers to our questionnaires.

Question 1a: estimate of age:

0-20: 0
20-40: 10
40-60: 15
60+: 7
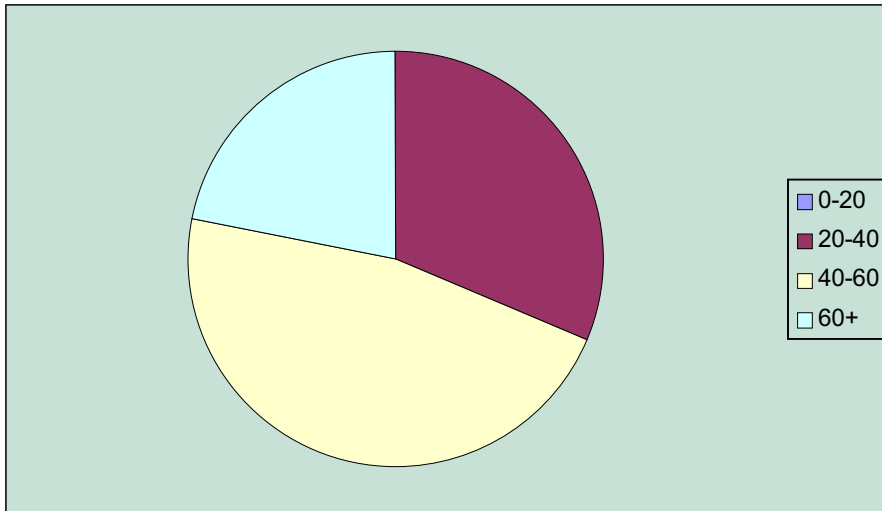
      This may have been unfair because some people did not estimate an age for their questionnaire so the results may have been different if everyone had answered correctly. Age was relevant to take down because we needed to compare the ages visiting Dawlish and our chosen extension area. Also age is a good stratified sample.

Question 1b: do you live in Dawlish:
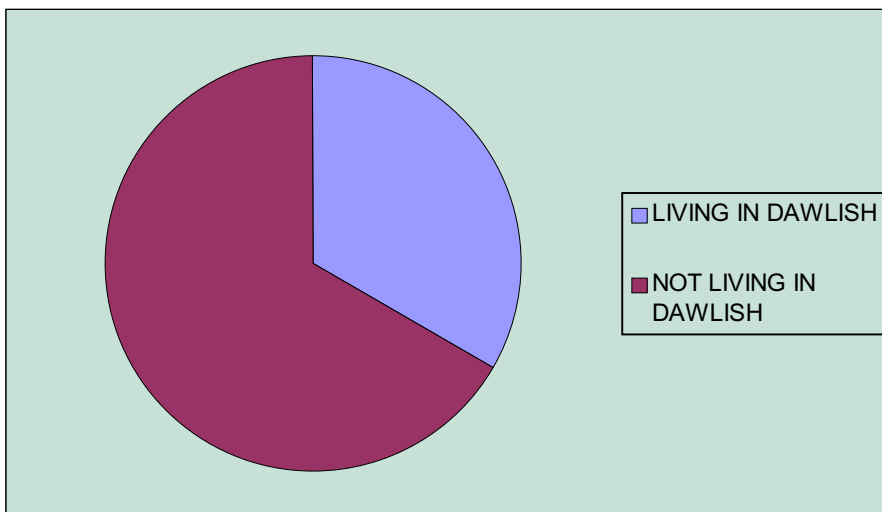
Above is a chart to show what we found out:
People living in Dawlish: 12
People not living in Dawlish: 24

Question 2a: what do you see as the benefits of tourism to Dawlish:

Money x 6,
Summer jobs x 3,
Tourist town,
Nice people brought to the town x 2,
Scenery x 3,
Local economy and shops,
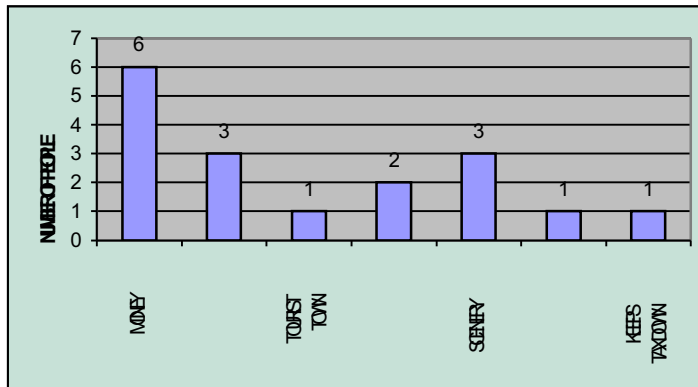
Keeps tax down.

Question 2b: what do you see as the main problems caused by tourism to Dawlish:

Lack of parking,
Lack of facilities,
Crime,
Lots of traffic x 10,
Litter,
Busy town and beach,
Congestion,
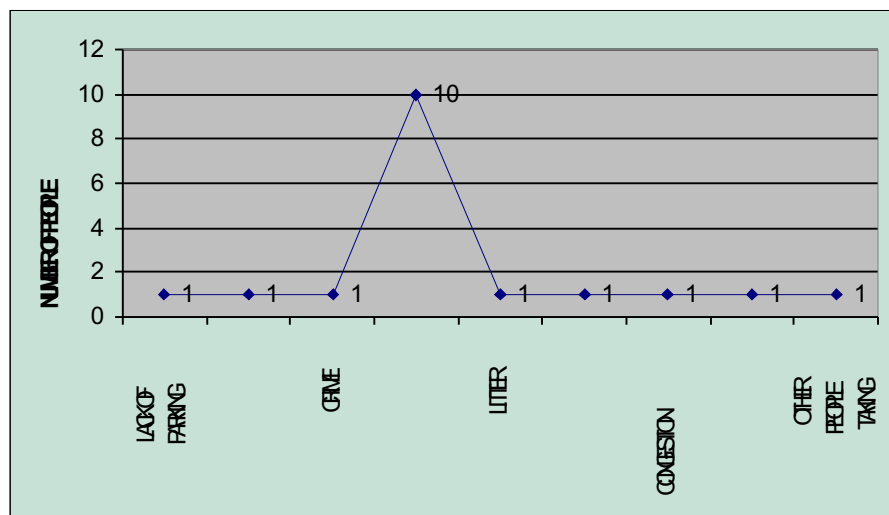
Language breakdown,

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Other people taking jobs.

Question 3: are you on holiday:

People on holiday: 19

Question 4: what is your home county:

Sussex x 2,
Dorset x 3,
London x 2,
Oxford x 2,
Gloucestershire x 2,
Warwickshire x 1,
Derbyshire x 1,
Hampshire x 1,
Wiltshire x 1,
Devon x 16.

Insert map of british isles with desire lines on it

Question 5: are you staying in Dawlish?

Staying in Dawlish: 8
Not staying in Dawlish: 9
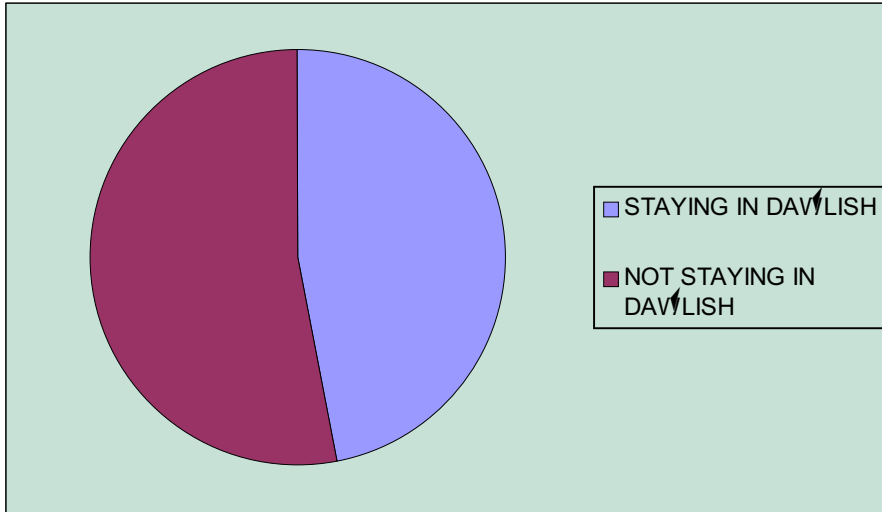
Question 6a: what sort of accommodation are you staying in:
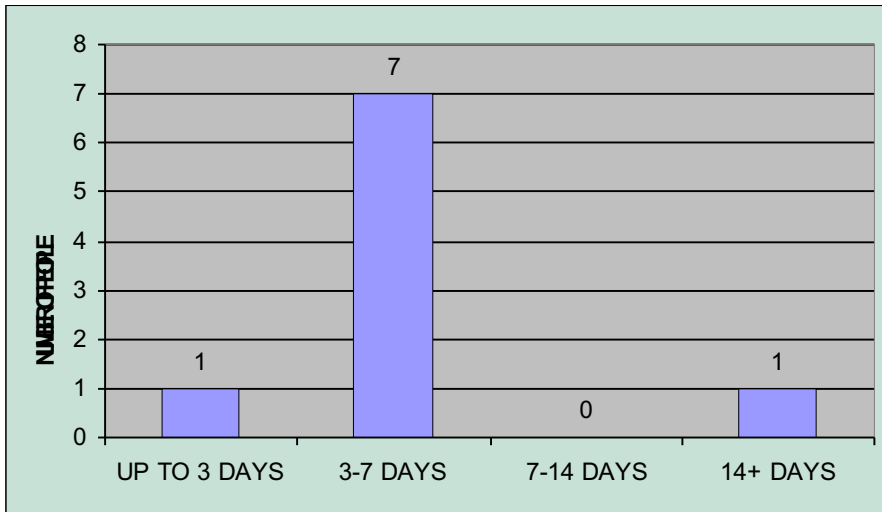
Hotel x 1,
B & B x 0,
Tent x 0,
Caravan x 6,
Cottage x 1,
Flats x 2.
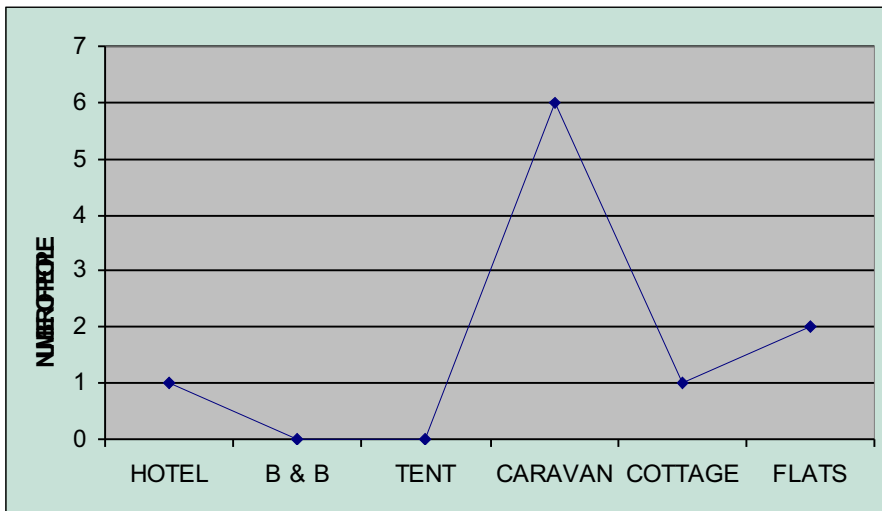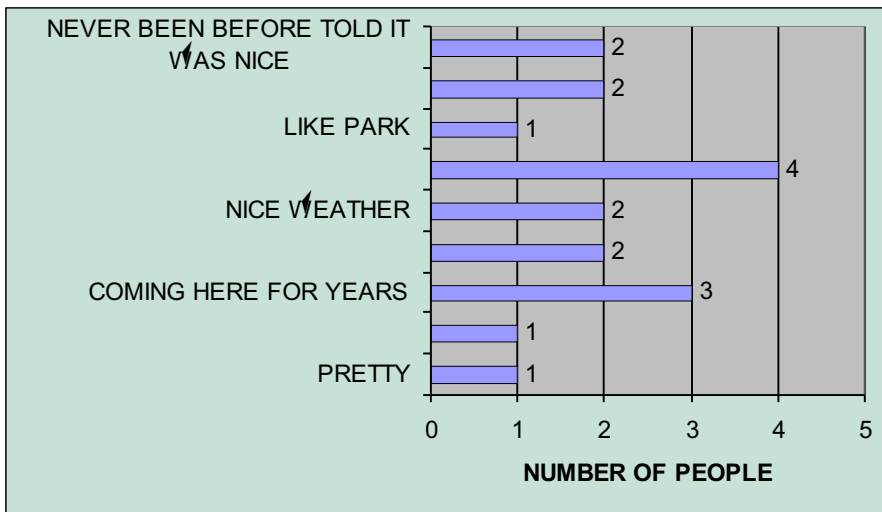

Question 6b: how long are you staying for:

Up to 3 days: 1

3 to 7 days: 7
8 to 14 days: 0
Over 14 days: 1

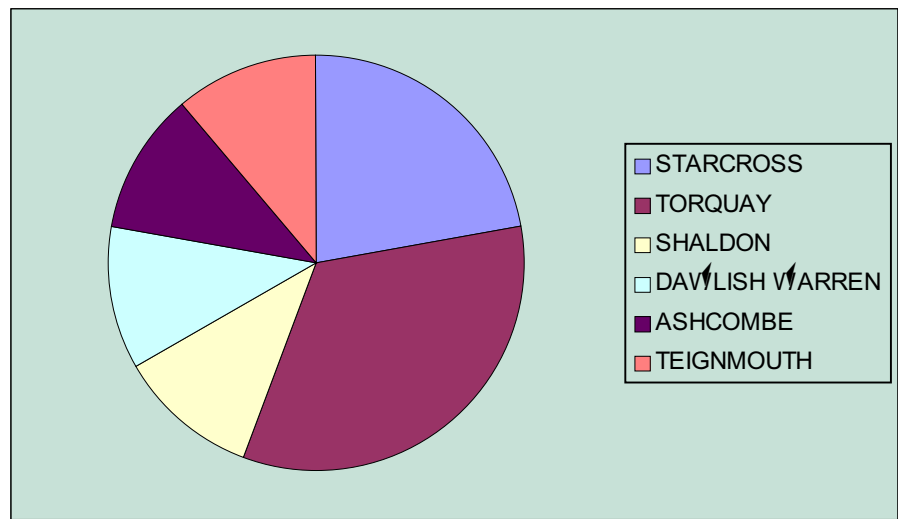## Question 6c: why did you choose to come to Dawlish:

Pretty x 1,
Holiday change of scenery x 1,
Coming here for years x 3,
Sea, fresh air x 2,
Nice weather x 2,
Like it x 4,
Like park x 1,
Like black swans x 2,
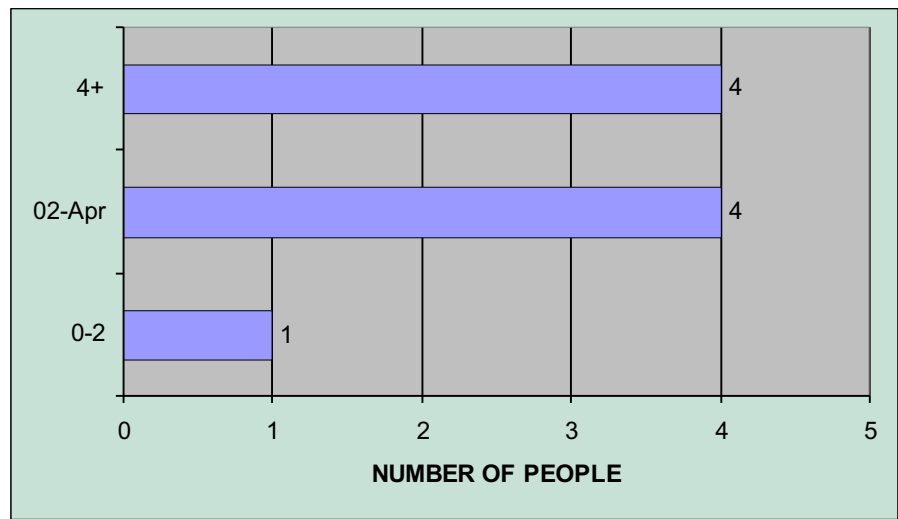Never been before, told it was nice x 2,

Question 7a: where are you staying (if not in Dawlish):

Starcross x 2,
Torquay x 3,
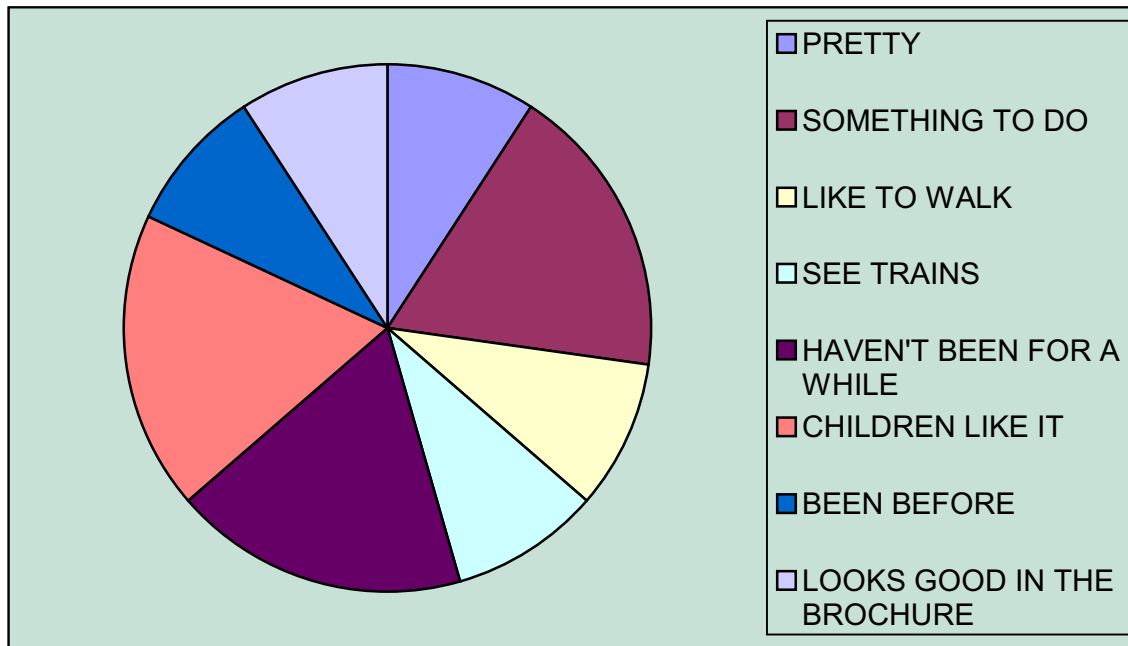Shaldon x 1,
Dawlish warren x 1,
Ashcombe x 1,
Teignmouth x 1.

Question 7b: how long will you actually spend in Dawlish in hours:

0-2 hours: 1,
2-4 hours: 4,
4+ hours: 4.

Question 7c: why did you choose to come to Dawlish today:

Pretty x 1,
Something to do x 2,
Like to walk,
See trains,
Haven't been for a while x 2,
Children like it x 2,
Been before and liked it,
Looks good in the brochure.

I am now going to do a scatter graph to show the correlation between the number of pedestrians and the proximity to the sea. I predict that as you get closer to the sea there will be more pedestrians. I will not use the three anomalies I had.
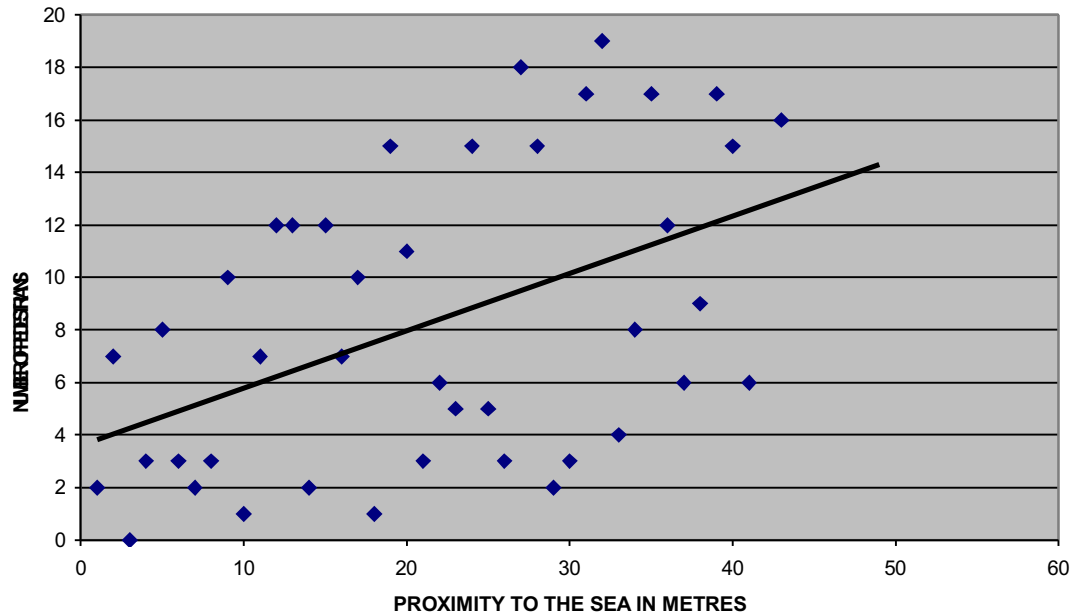
MY EXTENSION PIECE ON BATH

I chose to do Bath in England for my extension piece because they are both Spa towns, which would provide a good comparison. Also because it is inland and urban instead of on the coast it will provide a good comparison.

The main attractions of bath are both human and natural because it is the Bath spa water that attracts most people along with the historical Abbey and of course the Roman Baths and Pump Rooms.

When I was in Bath I carried out an EQA survey outside the main attractions and did a questionnaire. I also took some photos of the area.

Below are the results of the EQA survey:

Outside the Roman Baths and Pump Rooms:

Pavement very clean, little or no chewing gum. No litter. Quite a lot of cigarette ends. Flowers decorating the are outside the pump rooms make the area look more pretty. The buildings are clean. Pavement is a bit uneven as it is made of slabs, which make it hard for mobility.

Overall mark: +2

Outside the Abbey:

Slightly more chewing gum around the Abbey. No flowers outside the Abbey. No litter. Quite a lot of cigarette ends. Building is clean; pavement is quite uneven so makes it hard for mobility especially for wheelchairs.

Overall mark: +1

The results of the questionnaire are below on the next page is a copy of the questionnaire.

Question 1a: estimate of age:

0-20: 2,
20-40: 3,
40-60: 1,
60+: 3.

Question 1b: do you live in Bath:

Yes: 2,
No: 7.

Question 2a: what do you see as the main benefits of tourism to Bath:

It's fantastic and good x 1,
Economy increased and more shops x 1.

Question 2b: what do you see as the main problems caused by tourism to Bath:

None x 1,
Litter and the town are busy x 1.

Question 3: are you on holiday:

Yes x 6,
No x 1.

Question 4: what is your home country/county:

Italy x 1,
Kent x 1,
Sussex x 1,
U.S.A x 1,
Nottinghamshire x 1,
Devon x 1,

Question 5: Are you staying in bath:

Yes x 1,
No x 5.

Question 6a: what sort of accommodation are you staying in:

Hotel x 1,
B & B x 0,
Tent x 0,
Caravan x 0,
Cottage x 0,
Other x 0.

Question 6b: how long are you staying for:

Up to 3 days x 0,
3-7 days x 0,
8-14 days x 1,
Over 14 days x 0.

Question 6c: why did you choose to come to Bath:

Heard it was beautiful had to visit x 1.

Question 7a: where are you staying:

Devon x 1,
Tour x 2,
Chippinham x 1,
Trowbridge x 1.

Question 7b: how long will you actually spend in Bath today:

4 hours x 2,
5 hours x 1,
Half a day x 1,
1 day x 1.

Question 7c: why did you choose to come to Bath:

Part of the tour x 1,
Heard it was nice x 1,
Bus stopped here x 1,
Historical interest x 1,

It sounded nice in the brochures x 1.

Quite a lot of elderly and families like in Dawlish. Not many teenagers. Lots of groups of foreign tourists (Germans, Italians, Americans, Japanese).

Insert map 7

This map shows that Bath has a good road network with many roads leading into it. This means that tourists find it easy to get to. The roads around Bath are grouped like a spiders web.

URBAN TOURISM AND ITS IMPACT ON BATH

Urban tourism is different from coastal tourism, because there are fewer seasonal trends. Seaside centres tend to be busiest in the summer months and can be relatively quiet during winter. In some urban areas there may be some attractions, which are under cover such as the Roman Baths in Bath. This means that they are not dependant on sunny weather.

The city's main attractions are:

- The Abbey and it's outstanding architecture
- The Roman Baths

- The Pump Rooms
- The variety of shops
- The many pubs and restaurants in the city, full of character and history
- The city trail.

13.3% of tourists visiting surrounding towns also visit Bath. Some people feel that tourism in Bath is the bane of the city, with long traffic jams in the summer, overcrowded car parks and lots of litter lying around. Others regard tourism as a gain, and argue that without it, many people would not have jobs and the city could have problems of unemployment or out-migration.

Below is a chart of tourist costs in Bath:

Tourist information centre	2000
Number of personal enquiries	414,866
Number of postal, telephone and e-mail enquires	52,000

Visitor statistics:	
Number of UK staying visitors	587,000
Number of Overseas staying visitors	350,000
Total number of staying visitors	937,000
Number of day visitors	2,756,000

Visitor spend:	
Value of UK staying visitors	£67,863,000
Value of Overseas staying visitors	£54,523,000
Value of day visitors	£72,677,000
Value of tourism (total)	£195,063,000

Local employment:	
Total actual jobs supported by tourism	6,460

Visitor information:
Overseas markets in order of number of visitors:
North America,
Australia,
France,
Germany,
Japan,
Ireland.

Most visited attractions:
Roman Baths Museum,
Bath Abbey,
Museum of costume,
Sally Lunn's refreshment house & museum,
American museum,
Holburne museum of Art.

What do visitors enjoy most when visiting Bath:
Buildings and Architecture,

History and Heritage,
Shopping,
River and Canal,
Parks, gardens and floral decorations,
Atmosphere.

<u>What do visitors enjoy least when they visit Bath:</u>
Parking,
Traffic,
Crowds,
Commercialism.

CHAPTER 4: CONCLUSION

My original aim was to investigate the impacts and effects of tourism on Dawlish. Then for my extension I had to investigate the effects and impacts of tourism on Bath. The results I have found out suggest that my predictions were correct.

My predictions were:

- Why do people come to Dawlish? - Beaches, sea, cheap holidays,
- The town will be busiest in mid-summer,
- The locals will find it hard to park in tourist areas,
- The shops will mostly be tourist based,
- Mostly families and the elderly will visit Dawlish,
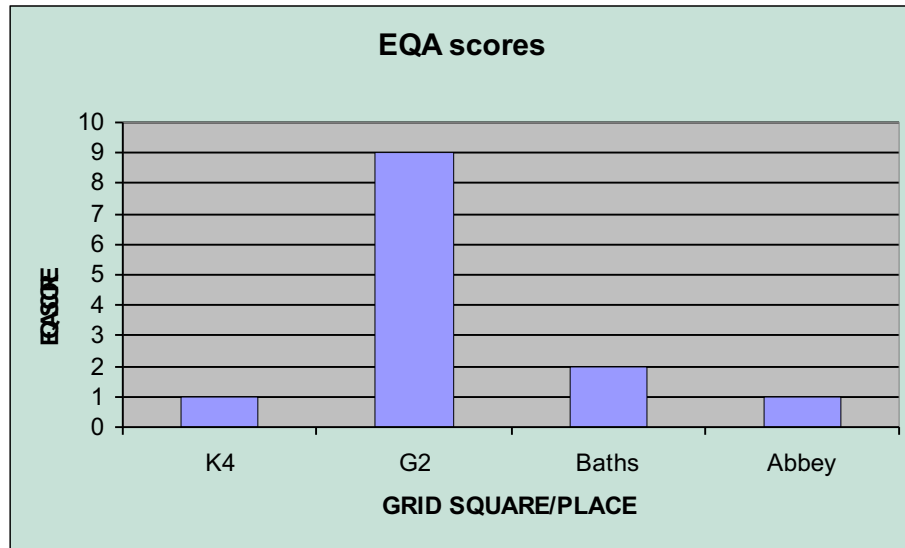- The type of visitor will vary with the seasons.

I have found out by comparing these two tourist towns that the age of people visiting the spa town of Bath is on average: 57.7 or 58 years of age where as in the spa town of Dawlish the age on average is: 52.6 or 53 years of age. From this you can see a difference although it is hard to compare because when we were in Dawlish we had a lot more data because there were more of us to collect it where as when I went to Bath by my self I only collected 9 answers to my questionnaire before running out of time compared to the 32 collected in Dawlish.

Overall I think my work has been conducted in a very well managed way. In my extension I found out that Bath's main tourism industry area is the Abbey and the Roman Baths where as in Dawlish the beach is the main draw of the area. Bath has a higher standard of tourist facilities and the area looks more devoted to tourism than in Dawlish. For example in Bath there are tourist buses for sightseeing) and the whole area is devoted to tourists, there are shops selling tourist items and souvenirs. Although you can see souvenir shops in Dawlish they are cheap and draw only a particular sought of tourist that have younger children and want to by cheapish things.

If I did the investigation again I would have liked to conduct a section on whether anyone visited these tourist shops and is so what they bought. Also I would have liked to include some of the foreign tourists statistics in some way but I didn't know whether they spoke good enough English to understand the questions so they weren't included in my extension questionnaire. Foreign tourists were only seen in Bath not in Dawlish I would have liked to see whether this was the case if you visited Dawlish in the summer months.

I also noticed that there was more money in Bath, which was spent on the tourist industry. For example the tourist shops in Dawlish looked more run down and dirty than the ones in Bath.

The relationships between the EQA scores in Bath around the main attraction (the Abbey and the Roman baths) and in Dawlish two picked because they are near tourist attractions are grid square's K4(1) and G2(9).

EQA scores

A bar chart titled "EQA scores" with y-axis labelled "EQA SCORE" ranging from 0 to 10 and x-axis labelled "GRID SQUARE/PLACE". The bars show: K4 = 1, G2 = 9, Baths = 2, Abbey = 1.

CHAPTER 5: EVALUATION

MARK OUT OF TEN (10=BEST, 0=WORST)	METHOD	WHAT WERE THE PROBLEMS?	WHAT IMPROVEMENTS WOULD WE MAKE?
6/10	Land use survey	Amount of detail, size of buildings on the map, time consuming, map difficult to work with, changes to buildings, didn't cover whole town, classification-difficult, had to keep referring to the sheet, things blowing away, the food outlet category was hard to do-fast food, cafes?	Enlarge map-bigger space to write things, more time-covered more area, food outlet category-where to put things, do you include pubs?
	Pedestrian count	People walking back and forwards do you count them or not. Very small sampling window. Some people could avoid students	Should be longer. Scattered people though the area and all count at the same time. Don't count anomalies.

5/10		with clipboards. Do you count babies? Bus arriving or anomalies. When we compare figures we didn't all count at the same time.	
4/10	EQA survey	Very subjective survey. Weren't enough classes eg: dog poo, vandalism. Timing issue-when do bird's poo-after lunch.	All needed to access every square. Guide lines-what is rubbish?
5/10	Car park survey	Selection of cars is biased. If car was bought second hand. Students could be suspected for breaking into cars!	Look at tax disks.
6/10	Questionnaire	Rude people. People, who don't answer, quiet talking. Found it hard to find a local who wanted to talk. Who to ask-random sampling. Your area and time of day might change you results. Not very large sample. Couldn't find enough people. Time of year-bias results.	Time of day/year. Could do a larger sample.

MY FIELDWORK METHODS:

I think that it would have been better if we had had more time because I think our results would have been less biased. I also don't think I collected a large enough sample, it would have been better if I had collected more data because then I would have been able to do a better average and it would have been more reliable.

The problems with the method of data collection is shown in the above table as is what I would have done if I had repeated the investigation.

I have collected additional data in the form of my extension investigation for Bath. The additional data, which I would have collected if I had done this investigation, again would have been similar but I would have definitely collected more data so that an average was more reliable and I would have also spent longer at Dawlish so that the results were more accurate. Also to improve accuracy I would have collected data over several years and in different times during the year, for example August, March, December and October. This would have given a more accurate and reliable result.

The reliability of my results was affected by the time we had to conduct the investigation, only one day, and the time of year we did it on, 14th may 2003. The day was quite cold and breezy so I expect tourists may have gone for inside resorts fearing rain, so if the investigation had been carried out on a warmer day even in the same month the results would have been different. Therefore these results cannot be that reliable, in order to make them so I would have liked to

conduct the investigation over several months taking into account weather conditions and perhaps recording them for comparison.

There were a few anomalies, which surprised me. They were taken in grid squares A3, C3 and G3 the results were far higher than we had expected and as a result we set about trying to discover why this was so. I concluded that they were either the result of human error while counting or an error in the data collection method. Also we found out that these areas were close to the hospital the entrance bridge to the lawn area and a nursery school. All this shows why there may have been anomalies.

I could improve on the accuracy of my results by refining the way I measured my results. I could do this by for example in the questionnaire, question 1a, the groups are quite large, and there is a big difference between a baby of 1 year and a 17-year-old teenager. So if I did this investigation again I would make the groups smaller so the accuracy of my results was greater.

The validity of my results was quite good, but for example in the EQA survey the whole thing was dependent on what your personal opinion was. For example some people might think flowers looked pretty while others might look more carefully and see that in fact they were dead and therefore ugly. This would result in two very different scores for the same thing this shows that this method of data collection was flawed. It may also depend where you stand in an area as to what score you give it.

My conclusions could be limited or wrong because of the above reasons, so if I was doing the investigation again I would do the investigation over many months so that the results would be more reliable, also I would increase the validity of my results by doing it all my self so that the results would be all subscripted to the same persons opinion.