

Introduction

The aim of my coursework is to identify the areas in Greenwich, which are or can be labelled a honeypot. I am going to achieve this aim by collecting factual information to accept or reject my hypotheses.

My four hypotheses are:

1. If Greenwich is a honeypot, there will be many pedestrians in an area, the area will be busy. This is because if the area is a honeypot, lots of tourists will go there to see the attractions and to see what it is like.
2. Another way I can find out which areas in Greenwich are a honeypot, is by looking at the conditions of the environment. I predict that if the area is a honeypot, the surrounding area will be clean and tidy. I think this because if the area is a honeypot it would be good for the local economy so the council will try to make the area look as nice as possible so that tourists will come back.
3. I think that the areas in Greenwich which are honeypots will have many tourists. The tourists would be in Greenwich because they might have heard from someone it is a nice place or are visiting a certain attraction.
4. My final hypothesis is that the pricing in cafes/restaurants will be higher in honeypot areas. This is because when selling food a café would put its price up as more people visit so they are secure and would be able to put the prices up.

Geographical Theory

What is tourism?

Tourism is the activities a person travelling or staying in a place, that is outside of their usual environment, for usually less than 12 months. Tourism is an important industry, especially for employment opportunities. There are different parts of the tourist industry. A person who is involved in the activity of tourism, is called a tourist. In our lifetime most people have or will one day be a tourist, whether in a foreign country or just a different area in their own country. Tourism is important because it provides employment opportunities and earn valuable foreign exchange. Tourism also greatly benefit's the economy greatly.

What makes Greenwich a potential tourist area?

Greenwich is seen as a potential tourist area because it has many attractions such as the Cutty Sark, and it is visited by many tourists each year. There is a market and the O2 arena. Greenwich is located just south of the river meaning it has a river view of the London skyline, which would also attract people. Greenwich is also seen as a potential tourist area because there are various public transport systems that will get you there; buses, boats and trains.

What is a Honeypot?

A honeypot is a popular visitor attraction that has a certain attraction that people visit, for example Greenwich Park. Honeypots are popular because they are places of attractive scenery or of historic interest. Tourists often flock to honeypots in large numbers. However, although honeypots can be encouraged because they concentrate the damage caused by tourists onto smaller areas. They can also be discouraged because they can often be greatly overcrowded, littered and they can cause a strain on local facilities and transport, there may also be problems with crime. The term honeypot comes from bees buzzing around a beehive and honey. Honeypots are usually characterised as a small area, that concentrate tourists and crowds of people. Some examples of honeypots in the UK are; Bowness-on-Windermere (the lake district, a national park) and Swan age (Dorset, a coastal town).

Methodology

Our year 10 geography class travelled to Greenwich on May 9th 2008 to carry out coursework which would find out which areas in Greenwich are honeypots. We travelled to Greenwich via tube and DLR. After we arrived at the Cutty Sark (meeting point) we split into groups of around four or five and we were given an area in which to conduct data, either supporting or rejecting our hypotheses. We arrived at our site around 11.00, when we started our pedestrian count.

1. To make our pedestrian count fair the groups all started the pedestrian count at the same time and we all counted for ten minutes. I carried out the pedestrian count because I wanted to find information which would lead me to find out which areas of Greenwich are honeypots, by counting the number of people walking past a certain point within the allocated area (St Mary's Gate) . This data would help me to find and show which areas in Greenwich are honeypots because I predict that if there are a lot of people the area is most likely to be a honeypot, as it is known that honeypots are often swamped with large numbers of people. The data was recorded on a tally chart as we believed it would be a quick method of noting down passing people. To record the tally we stood either end of the gate and counted the number of people passing through. The tally was a good idea as it meant that results could be taken down quickly, however the survey could have been improved by taking down passing vehicles and also dividing the groups further maybe into gender which will mean that we can also see whether the site attracts all genders/age groups or whether only a certain type of people visit. If only certain people say elderly women visit, it may not necessarily be a honeypot as honeypots should appeal to all people.

2. We also carried out an environmental survey. This is because I wanted to see whether the environmental conditions agree or disagree with my second hypothesis that the areas in Greenwich that are honeypots, will have nice surroundings and will generally be a clean and well looked after area. We carried out this survey by talking amongst the group and agreeing on a score (1-5, 1 being the best, 5 being the worst) for the question. We recorded the information on a questionnaire, the lower the final score, the better the environment. A good thing about the survey was that the whole group worked on the survey together meaning the results are more reliable. Another good thing about the survey is that everyone had the same questions which made it a fair test. The survey could be improved by having a question that asked the general public what they thought of the environment.

3. I carried out a tourist survey because it would help me to see if my third hypothesis, the area in Greenwich being a honeypot would have many tourists, will be true or if was incorrect and would be rejected. I carried out this survey by asking the public entering through the gate, three questions to define whether they are a tourist or local and noting down the results. The information was recorded like a tally on the questionnaire. The good thing about this survey is that you are asking the public, so will get any number of different results. However the questionnaire could not be truly fair because when asked, some people, presumably tourists, said that they did not speak English, so couldn't reply. Also at different times of the year eg, summer holidays, there are different peaks in the number of tourists.

4. I looked at pricing in cafes and bars for my fourth hypothesis because I wanted to see which areas in Greenwich are honeypot. My fourth hypothesis is that prices in cafes and bars would be more expensive in honeypot areas. I took all these prices quickly in a notebook so that when I was ready I could put it all into a table later. I got the pricing by going inside cafes or looking at their window menus. I took the price of 3 items, tea, coffee and cake, I chose these items because they are commonly sold in most cafes. The good thing about this method is that it more fair because it is the same food and beverage items that I am comparing. The bad thing though is that some areas did not have a cafe or bar and the pricing in one certain or bar may not reflect the average pricing for the area.