Year 10
Mock Field Work

Malham

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Introduction

Malham has 150 inhabitants and is located in North Yorkshire, in the southern region of the Yorkshire Dales National Park approximately 6 miles from Settle and 11 miles from Skipton. It is a small village in the Pennines, surrounded by limestone dry-stone walls, and with a stream running right through the middle of the village. Malham is one of the most popular villages in the Yorkshire Dales and attracts tourists, geologists and naturalists. The main attractions to visit are Malham Cove and Gordale Scar.

Malham has been a settlement for at least a thousand years. One hundred years ago, Malham was a place of mills and mines. Now, hill farms and tourism are the main activities.

Malham has a National Park Centre and plenty of guest houses. Two pubs, the Buck Inn and Lister Arms and shops and cafés are found here. In addition there is a Youth Hostel and a Field Studies Centre.

The majority of people living in Malham are farmers and workers who own the shops and accommodation e.g. Inns, pubs and cafés. There is only one school in Malham and therefore there are few families with children besides the families that work in Malham. Generally the people that live in Malham are the people that workers and farmers.

Camille Foncel 10Y

In this piece of coursework I am going to investigate the hypothesis **'Malham is entirely dependent upon Tourism for its survival.'** This means that Malham depends only on Tourism for financial support and to keep Malham going so it can survive; without Tourism Malham wouldn't be able to survive.

If I was going to accept this hypothesis I would expect Malham to be quite crowded and busy but sparse in villages else where. This is because many tourists will be visiting, especially in summer. Also I would imagine there to be many tourist shops and information centres and in addition cafés, public houses and lots of accommodation to service and cater for the tourists. As well as that I would expect Malham to be very beautiful and pleasing to visit. This is what tourists will want and be expecting from a place like Malham and if Malham only depended on Tourism then they will want to attract as many tourists as possible. I don't think that they would visit as much if it was dirty, boring and an eyesore. As well as this I would expect Malham to only have services for tourists and nothing else e.g. farms, factories because this would mean that Malham would depend on other things not just tourism.

If I was going to reject this hypothesis I would expect Malham to be quiet and have many villagers living there and few workers. Also I would expect for there to be no services for tourists e.g. Tourist Centres, Hotels/Inns but services for the villagers and the Village itself e.g. Supermarkets, banks, factories etc...

I intend to investigate this hypothesis by visiting Malham and collecting as much information as I can. I will do a pedestrian count at given places in Malham so that I can see how many people are in Malham on that day and where they are on the map. This will help me figure out if Malham is full of activity or very quite. I can also find out where most people are located and

the reason for this e.g. café, shop etc... This will help me answer my hypothesis.

I will also count the number of cars in the main car park three times during the day. If there are lots of cars then it suggest that Malham is busy and crowded, if not then it suggests that Malham is quite sparse and has few tourists.

In addition I will do a land survey of all the buildings in Malham and find out the function and where it is located. If the building is a Tourist Service e.g. Café, Tourist Centre and is located in the centre or on roads leading to attraction such as Malham Cove then it is most likely to be for tourist which then supports the hypothesis. If there are many houses and services for the villagers and they are randomly placed then this is most likely to be for the benefit of the villagers and not for Tourist and therefore will not be supporting the hypothesis 'Malham is entirely dependent upon Tourism for its survival.'

I will then carry out a questionnaire and record all my answers. I will be asking questions relating to tourism. I will find out reasons why people visit Malham and whether they live in Malham or not. This will help me find out whether or not Malham attracts Tourists and if so does it depend on Tourism.

I visited Malham on Friday 14th May in order to collect my results.

My first set of results came from counting the no. of cars in Malham Car Park. I did this so that I could monitor the no. of cars in the Car Park throughout the day. I did a car count three times during the day at 10.20, 1.15 and at 2.30. I made sure I counted them carefully and I counted them twice each time so that my results were accurate. I placed my results in a table like this:

Times During the Day	No. of Cars
10.20 am	25
1.15am	54
2.30 am	54

I found this quite easy. However when there were quite a lot of cars it was slightly more difficult and there was more of a chance that my results were incorrect but I overcame this by making sure they were accurate by counting twice.

I obtained my questionnaire results by asking 5 people a set of prepared questions. I did this so that everyone was answering the same question and it made it a fair test. The results were:

- Do you live in Malham?
- **(This is for the people who live in Malham)**
- How long have you lived here?
- What is your Occupation?
- How important is tourism to your job?
- Where did you move from?
- How do you think village has changed?
- **(This is for the people who don't live in Malham)**
- What is the purpose of your visit?
- How often do you visit?

- How has the village changed since you have known it?
- How have you traveled here?

I recorded each persons answer and recorded any other relevant information.

Instead of asking 20 people or more I asked 5 because it was less time consuming and then I would have more time to make other notes about Malham. However managed to obtain a good number of results as we shared our questionnaire results in class; are results were therefore more accurate as we had more. However some of us asked the same people. This was a problem because if one person is asked a lot of times then the results would be biased. This made are data slightly unreliable but we collected a good number to even this out.

Lastly I did a land survey of Malham. For each building I located its position accurately and wrote down other relevant information:

- Function e.g. House, Shop   How modern it was
- It's approximate frontage.   How many storeys it had

I collected information about the main building in Malham and I tried to get a variety. This is because I did not have a lot of time. However I overcame this by Taking Pictures and making notes on my map. I found this quite easy however it was very time consuming.

This is a table to show the pedestrian counts at the different sites at different times during the day.

Site	Time of Day	Children	Teens	Young Adults	Old Adults	OAP's	Total
1	10.40am	3	9	2	9	2	25
	1.30pm	0	0	2	10	4	16
	2.10pm	13	3	2	5	4	27
	Total	16	12	6	24	10	68
2	10.40am	0	0	1	21	20	42
	1.30pm	0	5	2	4	2	13
	2.10pm	0	15	5	3	6	29
	Total	0	20	8	28	28	84
3	10.40am	0	0	0	2	6	8
	1.30pm	0	0	1	5	4	10
	2.10pm	0	0	4	6	0	10
	Total	0	0	5	13	10	28
4	10.40am	0	0	0	2	1	3
	1.30pm	0	0	4	3	0	7
	2.10pm	0	0	0	2	0	2
	Total	0	0	4	7	1	12
5	10.40am	0	0	0	4	0	4
	1.30pm	0	0	1	4	8	13
	2.10pm	1	0	2	0	0	3
	Total	1	0	3	8	8	20
6	10.40am	0	0	0	6	1	7
	1.30pm	0	0	3	8	4	15
	2.10pm	0	0	2	5	0	7

Site	Time of Day	Children	Teens	Young Adults	Old Adults	OAP's	Total
	Total	**0**	**0**	**5**	**19**	**5**	**29**

Site	Time of Day	Children	Teens	Young Adults	Old Adults	OAP's	Total
7	10.40am	0	0	3	10	1	**14**
	1.30pm	0	0	4	5	3	**12**
	2.10pm	0	0	2	2	0	**4**
	Total	**0**	**0**	**9**	**17**	**4**	**30**

Site	Time of Day	Children	Teens	Young Adults	Old Adults	OAP's	Total
8	10.40am	0	0	0	3	0	**3**
	1.30pm	0	0	3	7	2	**12**
	2.10pm	0	0	0	3	1	**4**
	Total	**0**	**0**	**3**	**13**	**3**	**19**
Site	**Time of Day**	**Children**	**Teens**	**Young Adults**	**Old Adults**	**OAP's**	**Total**
9	10.40am	0	0	0	0	0	**0**
	1.30pm	0	0	0	2	0	**2**
	2.10pm	0	0	0	0	0	**0**
	Total	**0**	**0**	**0**	**2**	**0**	**2**

This is a table to show the no. of cars in Malham car park three times during the day.

Times During the Day	No. of Cars
10.20 am	25
1.15am	54
2.30 am	54

Results

These are tables showing the information gathered from the Questionnaire

Do you live in Malham?

Yes	No
8	20

How long have you lived there?

Length of Time	No. of people
< 1year	0
< 10 years	2
> 10 years	3
All Life	3

What is your Occupation?

Occupation	No. of people
Farmer	4
Shop Owner	1
Hotel owner	2
Café Owner	1
Other	0

How important is your job to Tourism?

How important	No. of people
Very	4
Fairly	0
Little	1
Not at all	3

How do you think the village has changed?

- More People and Hotel/Accommodation
- Fewer Farmers
- More Shops
- More Houses
- No Supermarket services

Where did you move from?

Name	No. of people
Grassington	2
Bradford	2
Otley	1

These are the answers to the questions for the people that didn't live in Malham.

What is the purpose of your visit?

Purpose of Visit	No. of people
Work	0
Shopping	0
Tourism	6
Walking	12
Other	2

How often do you visit?

How often	No. of people
Daily	
Weekly	1
Monthly	7
Occasionally	12

How has the village changed since you have known it?

- More Tourist shops
- Enlarged Housing
- More People Visiting

How have you traveled here?

Transport	No. of people
Bus	0
Car	18
Walk	2
Other	0

This is a Pie Chart to Show who lives and who does not live in Malham
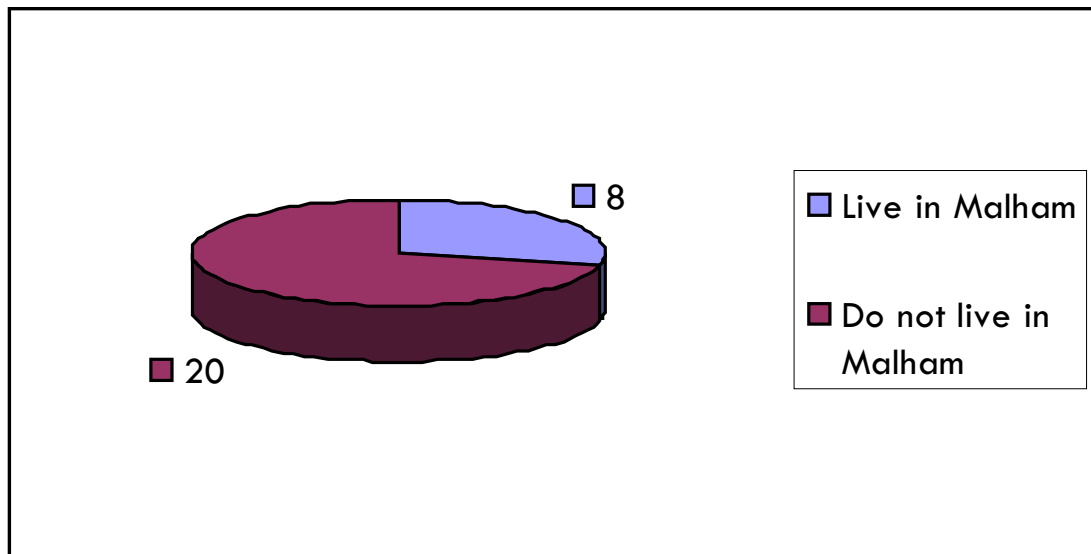
From looking at this graph I can see that out of the no. of people we asked 20 said that they did not live in Malham and 8 said that they did. This means that over 70% of people that we asked lived elsewhere. This suggests that they were tourists and visiting Malham; this favors my hypothesis 'Malham is entirely dependent upon Tourism for its survival.' This is because if a lot of people are coming to visit then it must be attracting tourists therefore it must have services for tourist such as shops, tourist centres and some sort of accommodation. In addition it must also be a beautiful place with attractive scenery. Malham agrees with all these statements and agrees with the criteria which was mentioned in my introduction about what Malham would have to have in order for it to agree with the hypothesis. From this graph I can conclude that Malham must depend on tourism for its survival even if it is just a little.

This is a Column Chart to show each persons Occupation

This is Column Chart to show each persons Occupation

No. of people

Occupation

No. of People

Farmer | Shop Owner | Hotel Owner | Café Owner
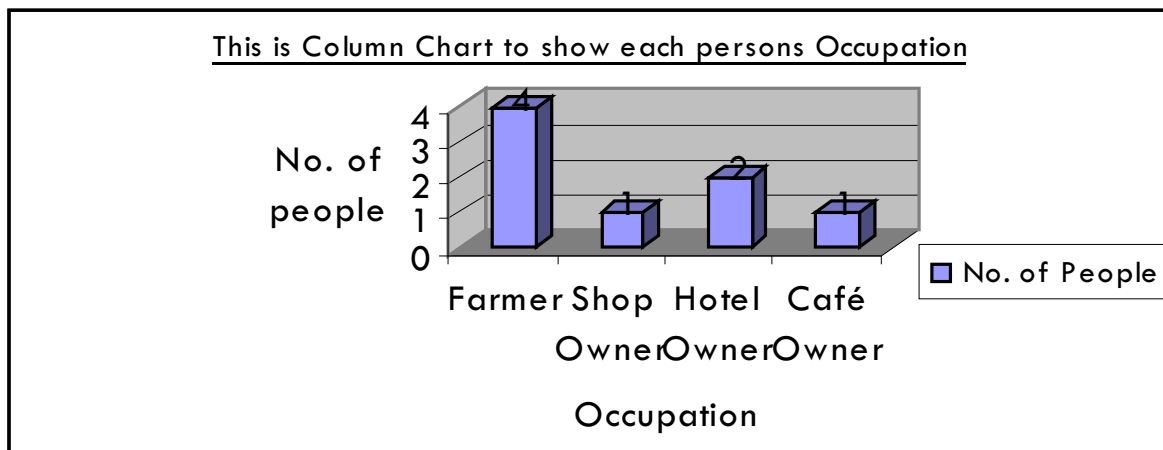
This graph shows that ½ the people we asked were farmers and ½ were working in shops, hotels and cafés; these can be classed as services. This agrees with my hypothesis 'Malham is entirely dependent upon Tourism for its survival.' This is because it suggests that roughly half the people in Malham are working in shops etc... and therefore Malham must have services to cater for tourists which implies that Malham must need to attract tourists in order to survive. It also suggests that Malham also depends on farming to survive. Therefore this graph implies that Malham isn't entirely dependent on Tourism but it relies on Tourism as well as Farming.
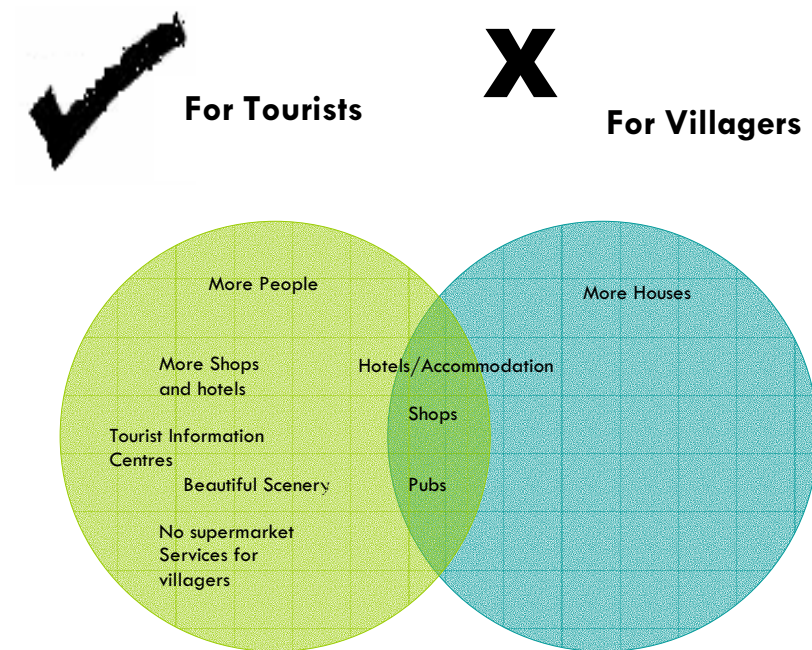
**This is a Doughnut Chart to show how important each persons job is to Tourism**
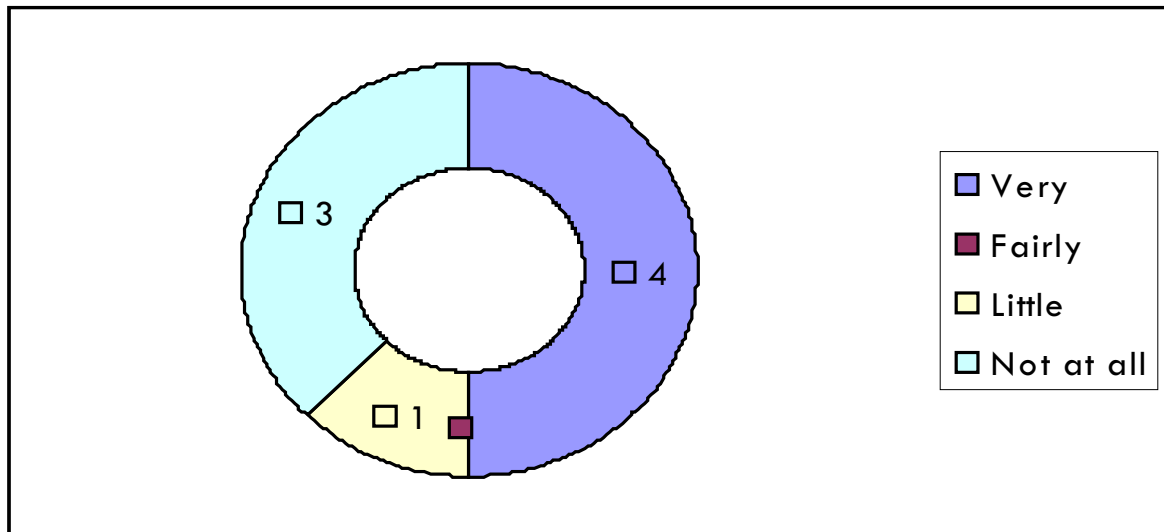
From looking at this graph I can see that ½ the people we asked said that their job relied on tourism and the other ½ said that tourism had little or no effect on their job. This graph links in with graph 2 and suggests that ½ of Malham depends on Tourism because they are working in shops, tourist centres or hotels etc and therefore need tourism to survive. However the other farmers (50%) don't need tourism to survive. This agrees with my hypothesis as it is still implying that Malham depends on Tourism however it is only services e.g. shops etc...

This is a Venn Diagram to show what there is in Malham for Tourists and what there is for the people that live there. Also what there is for both.

For Tourists

X

For Villagers

More People

More Houses

More Shops and hotels

Hotels/Accommodation

Shops

Tourist Information Centres

Beautiful Scenery

Pubs

No supermarket Services for villagers

From looking at this Venn diagram I can see that Malham has a lot more things for tourists than for the villagers. For example Malham has a lot of shops, tourists centres and services for tourists but doesn't have services for the villagers e.g. supermarket. It has houses but that is the only thing the villagers have for themselves; they share the pubs and cafés with the tourists. This suggests that Malham has few people living there and most of the people that visit are tourists. Therefore Malham has Tourist Services instead of Supermarkets etc... This means that Malham must want to attract Tourist in order to survive.

<u>This is a Radar Graph to show where and how many people came from to visit Malham</u>
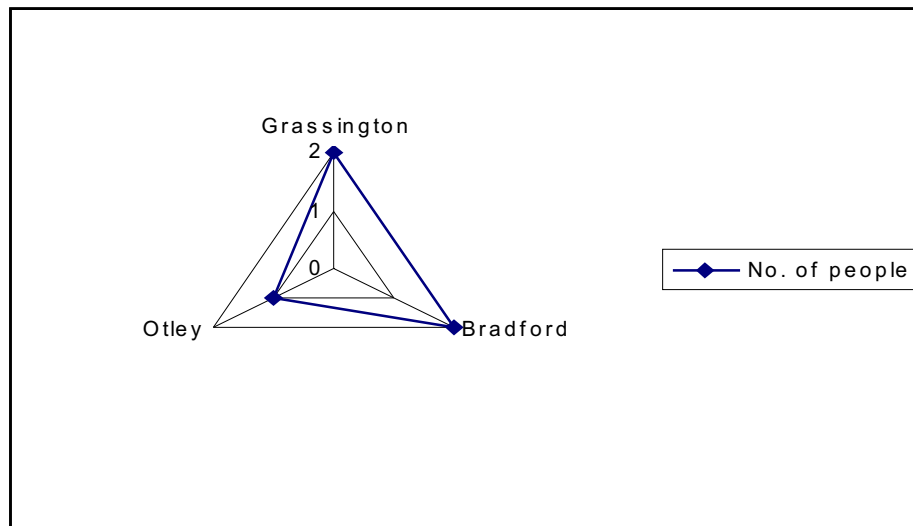
From looking at this graph I can see that 2 people came from Grassington and Bradford and 1 person came from Otley. This shows that more than half the people came from quite far away e.g. Bradford and Otley and not from the local area e.g. Grassington, Settle etc... This suggests that people are willing to travel far distances to visit Malham which implies that Malham must be a good tourist destination; it must be beautiful and have many tourist attractions e.g. walking, shops etc... This means that if Malham has these facilities then it must want to attract tourists which means that it must depend on Tourism even is it is just a little part of Malham. This agrees with my hypothesis.

This is a Bar Chart to show the no. of cars in the Malham Car Park three times during the day
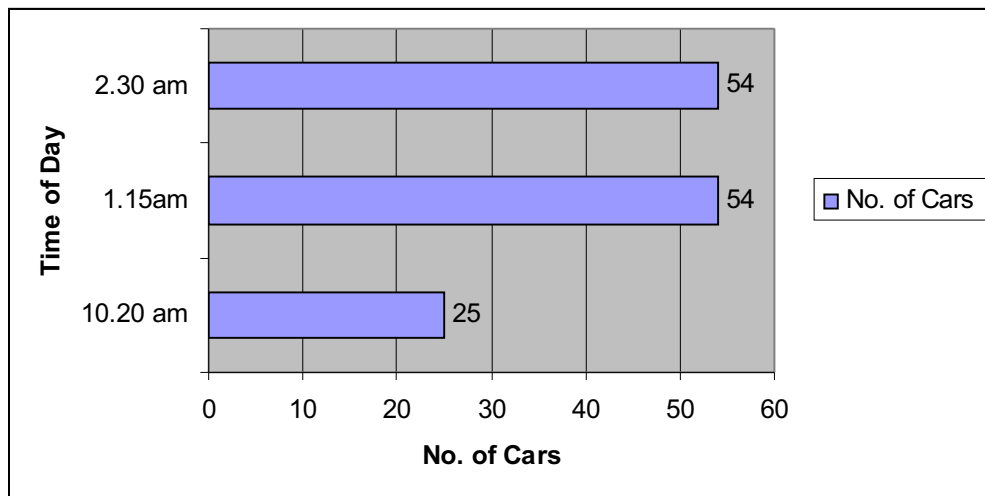
From looking at this graph I can see that the no. of cars increased from 10.20 to 1.15 from 25 to 54. I think that late morning is the perfect time for tourists to come and therefore I think that the increases in numbers was due to tourists and the 25 cars that were there at 10.20 will have the workers who are working Malham since the average time for work to start is about 9.00am.   I think that this graph agrees partly with the hypothesis "Malham is entirely dependent on tourism for its survival" This is because it implies it is suggesting that over half the people who come to Malham are tourists (29 cars in the car park) and the other half are workers (25 car in the car park at 10.20). From this I can say that if tourists are visiting Malham then there must be some attractions and services for tourists and therefore Malham must need to attract tourists and therefore must depend on tourism even if it is just part of Malham.

Analysis of Land Use Map

From looking at my Land Use Map I can see that there are 2 farms, 2 Cafés, 5 Shops, 1 pub and 6 Hotels. This means that about 80% of the buildings are for Tourists and about 30% are hotels. This suggests that Malham has a lot of services for Tourists and therefore must depend on them for it to survive. It also has 2 farms so it also must depend on Farming. However from this Map it is clear to see that Malham depends more on Tourism than it does Farming as 80% of the buildings are for tourists and 20% of Malham land use is for Farming. For that reason I can say that this graph partly agrees with the hypothesis "Malham depends entirely on Tourism for its survival" However it does not agree with it totally because it also relies on Farming to survive.

Analysis of Stacked Bar Graph

From looking at my Staked Bar Chart I can see that most people visit Malham to walk (12) and nobody goes to Malham for Work or Shopping. This links with Graph 4 and suggests that people don't go shopping because there are no supermarkets but people go walking because Malham has attractive scenery. It also implies that if people are not coming for work then most of them must be tourists. If Malham has no supermarkets then it must be relying on tourism to bring in money and to survive. Therefore this graph agrees with the hypothesis "Malham depends entirely on tourism to survive" This is because it is saying that Malham doesn't have any other services e.g. supermarkets and the only thing it has to offer is beautiful scenery in order to attract tourists.

Analysis of Pictogram

From looking at my pictogram I can see that the majority of people traveled to Malham in a car (18), 2 people walked and nobody came by Bus. This suggests that if a lot of people came by car then they must have been traveling a long distance. This links with graph 5 and implies that tourists came from places like Bradford and Otley in a car in order to visit Malham. This means that Malham attracts tourism and therefore it must have services for tourists and as a result of this must depend on Tourist to survive. This means that it agrees with the hypothesis.

Conclusion

From looking at all my results I have come to the conclusion that the hypothesis "Malham relies entirely on Tourism for its survival" it partly correct. This is because all my graphs and results link up together and show that Malham does rely partly on tourism as it has many tourist services e.g. shops, tourist centres, pubs and hotels. It also has very attractive scenery and therefore it needs tourist to give money to these services in order to survive. Also it doesn't have many supermarkets, banks, industrial buildings or other services like this and as a result needs to produce money in some way. The easiest way is tourism. In addition my results also show me that there are more people visiting Malham than actually live there and this means that a lot of them are tourists or people visiting Malham, they are obviously attracted by the tourist services and if Malham these services then it depends on tourism in order to gain money from them. Furthermore ½ the people living in Malham work or own a business relating to tourism and therefore depend on tourism. However there are also farms in Malham and ½ the workers in Malham work on farms. This implies that Malham also relies on farming as well on tourism. This is why the hypothesis is only partly correct because does rely on tourism but it also relies on farming.

If I has unlimited time to do this project I would do a continued analysis and group my results together; this would make it easier to understand and explain. I would also make averages with my results also making them easier to understand. In addition I would carry out further test and questionnaire on Malham throughout the year. This is because I would then have fair results and they wouldn't be biased e.g. I would collect results for summer and winter or when it was raining or sunny or when it was a working day or holiday.   This is because when I did my investigation it was a working day and all the children were at school and therefore there were mainly older people visiting Malham and I was not getting the true picture about tourism in Malham. If I was to carry out test and questionnaires throughout the year then my result would be fair and I would my results would be more accurate.

To further my investigation I would study the hypotheses:-
- "Most people come to Malham for walking."
- "Most people who come to Malham travel a long distance"
- "Mostly old people visit Malham"

This is because from studying this hypothesis I have found some evidence to suggest that these hypotheses might be true to a certain extent and I would like to see whether they are.

For this piece of coursework I used:

- www.multimap.com

- www.google.com – information bout Malham

- Malham Leaflets from the Tourist Centre, these included:

  - ✓ Pennine Way

  - ✓ The Southern Dales

  - ✓ Malham Trail

  - and info   and build