

Hypothesis 1

Aim

To find out if Malham is a 'Honeypot' site.

Method

During my field trip I did the tax disc survey, and we took pictures of attractive scenery and I did a questionnaire. I brought back some leaflets and pamphlets about Malham and how the N.P.A. are improving the facilities for tourists, from the tourist information centre. With these sources of information, I am going to prove my hypothesis.

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The results description

To help me prove that Malham is a Honeypot site I will use the Tax disc survey results to produce a map showing Malham's sphere of influence. This I have done by plotting the visitor's origins on a blank A4 map of the British Isles. I have used the destination on the tax discs to help me with this task. Once I had plotted these places. I used a scale of 1.5cm = 70miles, to draw rings around Malham at 1.5cm intervals to show the extent to which people travel to Malham.

To further help me prove my hypothesis. I have used questions 1,2 and 3 of the visitor's questionnaire results, and transformed these into a graph; these show visitor's trends.

I will also use secondary sources of information and photographs taken by the schoolteacher on the day, which show tourist attractions in Malham.

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Data interpretation

Malham village, situated to the southwest of Yorkshire Dales, has been the focus for recreational activity over the last 200 years today approximately 1 million visitors come to Malham, to walk, to climb or just to view the dramatic scenery of Malham cove, Gordale Scar and Malham's other beautiful sites.

People are prepared to visit Malham over hundreds of miles.

When analysing the results of the tax disc survey I found out that the amount of people who travelled between 0-70miles was higher because they were close to the National park.

70 miles = 10

140 miles = 5

210 miles = 4

280 miles = 2

350 miles = 2

420 miles = 1

Over than 420 miles = 1

These results prove that Hypothesis 1 is a Honey pot site because people are prepared to travel long distances to Malham, to see the attractive scenery. Some of the reasons why people are visiting Malham more often are:

- Leaflets written in Urdu and Dutch.
- Advertising on T.V and in magazines
- More leisure time due to shorter working weeks, part time jobs and earlier retirement
- Improved access by motorways and local road improvements
- More people have longer and paid holidays
- Self catering holiday, camping and caravan
- Internet - sites access to Yorkshire Dales → [www. Malham.com](http://www.Malham.com)
- Greater mobility, more people own cars
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The graph showing why people travel to Malham show clearly that Malham has many attractions. To visitors walking being the greatest activity carried out along with sightseeing. Compared with the 1994 all parks visitor survey, which show that 54% and 65% of visitors visited the Yorkshire dales national parks to walk for 1-4 hours and sightseeing respectively. This proves that Malham attracts visitors regularly and they come to visit the attractive scenery and landscape.

(See pictures below).

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Janet's Foss

Analysing of results

Janet's Foss is an attractive waterfall. According to legend Janet (or Jannet) was a queen of the fairies who lived in a cave behind the waterfall. Foss is an old word for waterfall.

The pool below the waterfall was used for sheep washing. (There was a notice of information for tourist near there).

Janet's Foss is surrounded by woodland that was probably been there since the last ice age. It provides a rich habitat for wildlife and an excellent atmosphere for mosses and ferns.

The National Trust bought Janet's Foss in 1982

Limestone pavement

Analysing of results

This is situated at the top of Malham cove. It is a brilliant sight. Big rocks of limestone can be found next to each other. There are gaps between these rocks, which means it can get a little dangerous. The stones are called clinks and the gaps are called grykes.

The whole pavement is mainly flat because of the huge amount of ice, which would have been on top.

Visitors going to Gordale scar

Gordale scar

Gordale scar

Analysing of results

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This is an impressive site for tourists. As you walk towards it you take a sharp right and then you see the impressive sight. It is a cliff face, which has been eroded by glacial erosion, and it continues to erode. Two small waterfalls have also been formed. The wall of the cliff's look very similar to a face. This probably why so many people come to see the site. It has beautiful limestone scenery.

Malham cove

Analysing of results

Malham cove is one of the most popular sites amongst tourists. At 260 feet high it can be seen from far away. It is made of limestone and used to be a waterfall. This site is one of the main reasons why so many tourists come to Malham. It has easy accessibility because there is a path (which the National park authority has provided) that leads up to it.

The graph showing how people travelled to Malham shows that 64% of visitors has travelled to Malham by car. This is because access directly to Malham is easier by car as there is no rail service direct to Malham, although a single bus service does make the journey to Malham about twice a day. Making it accessible only to walkers and car owners, including other vehicles.

This may be so that they do not congest Malham itself. This may suggest that it is a "Honeypot" site.

Finally when looking at the graph showing how long people visited Malham the results show conclusively that 84% of the visitors as had went to Malham for a day visit, because it was out of season when we went, many people were not there on holiday but only for a day participating in walking and sightseeing. Hence why there were only 2 caravans on the day campsite near Gordale Scar. This proves that Malham has an obvious pulling power even out of season.

Conclusion

In conclusion I can say that Malham is a "Honeypot" site. The evidence to prove this includes my sphere of influence map that clearly shows that visitors to Malham come from all over the British Isles including abroad

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Also graphs and photographs conclusively that Malham attracts many day visitors who come normally by car who visit to walk and sightseeing around the beautiful scenery of Malham.

I believe that the results and my methods of transforming them help me prove the hypothesis easily.