

Data Collection for Aim 1

Aim 1

To study the influence of Tourists on Settle's Land-use.

Hypothesis 1

The shops and services in Settle's market area are mainly for tourists.

During my visit to Settle I completed a land use survey of Settle's market square and the surrounding buildings. The use of each building was recorded on a base map given. The map was of the buildings in Settle's market square, each building was numbered from 1-55. Overleaf was a table in which I recorded what each building was used for next to the correct number. I recorded what each building was used for at eye level i.e. the ground floor. These buildings were then classified in different categories e.g. tourist, mixed and residential. The buildings were categorised as it would help me when finding if most of the shops and service's in Settle are mainly for tourists. A sketch of Settle's market was also produced on the same map, showing what the stalls sold and where they were situated. I was able to do this as I went to Settle on a market day.

Hypothesis 2

The majority of visitors have never visited Settle before.

The data which was collected for this aim is a mixture of primary and secondary. The primary data which was collected were questionnaires. These questionnaires were asked to 10 random people as I didn't discriminate against age, gender or race during my visit to Settle. The people asked were randomly selected as they were asked at different times and points in Settle. As it is impossible to ask a sample had to be taken and therefore only a select few were asked to represent the whole of Settle. For it to be a true representative it was done randomly and so the first person seen was asked, this was done so it wasn't biased. There were two different kinds of questionnaires, one was for tourists and the

other one was for the locals who actually live in Settle. Each student in my class did 10 questionnaires as well. All the data was collected and collated together giving a larger sample of data therefore being more representative of the views that we sought for. All this data was put on the computer so everyone in the class had access to it; the programme used was Microsoft Excel. These questionnaires would help with my aim and help me accept or reject the hypotheses as it would give me a good idea of why tourists came to Settle. The questions asked included: -

1. *Where have you come from today?*

The reason why this question was asked was because it would tell us if they were tourists and give us an idea of Settle's sphere of influence.

2. *Why are you visiting Settle?*

This would tell us why they are in Settle today.

3. *How have you travelled to Settle?*

This would tell us how accessible Settle is.

4. *How often do you visit Settle?*

This question will be very helpful for me as it would give me a good idea of how often tourists visit Settle

Data Collection for Aim 2

Hypothesis 3

To study Settle as a Central Place in North Yorkshire

Most of the data used for this aim was secondary as we got the information from other sources. Information was given on the population size and the number of amenities for 38 settlements around the Settle area. The 1991 Census was used to find the population size for each settlement and the numbers of amenities were obtained from the Malham Tarn Field Centre. The information was used from these sources as they were easy to obtain although they are now out of date and don't give the current information. The reason why data on population and amenities were collected was because the central place around the Settle area would have the highest population and number of amenities. We were also given information on the types of services in Settle and the surrounding settlements.

Some primary data was also collected from some questionnaires which were done. These included answers from the tourist and residential questionnaires. The question on the residential questionnaire that would help me is:-

- In which town would you normally buy?*
 - a) Fresh vegetable, fruit, bread, milk and newspapers*
 - b) Computer, TV, furniture, watches and jewellery*

The reason this question was asked was because it would tell me where the residents of Settle buy mainly low order goods which include fruit, bread and newspapers and where they buy high order goods which may include furniture and computers etc. This would tell whether they do most of their shopping in Settle or not.

The question we asked tourists only which would help me accept or reject the hypothesis is:-

- Where have you come from today?*

This question will help me as it would help me find out how big Settle's sphere of influence is.

Data Collection for Aim 3

Aim 3

To study the relationship between Pedestrian Density and Land-Use in Settle.

Hypothesis 4

Retail Land-Use attracts more Pedestrians than other Land-Uses.

The data collected for this aim was a mixture of primary and secondary as some was collected by me when we visited Settle and other pupils in my class this was then collated together. During our visit to Settle we all did a pedestrian survey but in different points of Settle. The reason this was done was so we could find out which parts in Settle have more pedestrians. Everyone did a tally chart showing the number of people who walked past them. The survey started at exactly 12.00pm and finished at 12.00pm. It lasted 10 minutes as we couldn't do it for the whole day and because 10 minutes is long enough to give an accurate account of the number of pedestrians in an area. The reason why everyone did the survey at the same time was so we could get a photographic image of pedestrians at that time.

Everyone in the class had a specific point in Settle for which they had to be at 12.00pm to do the survey. The points in Settle are shown in the map. As you can see in all they were 30 sites at which the survey was carried out in and these points are dispersed to cover a large area of Settle. The surveys done by each member of the class was then put together so we all knew the number of pedestrians passing each point.

Data Presentation for Aim 3

Pedestrian Survey

Site Number	Number of Pedestrians
1	2
2	2
3	5
4	6
5	3
6	4
7	22
8	23
9	26
10	4
11	
12	3
13	1
14	4
15	8
16	3
17	42
18	3
19	6
20	68
21	54
22	44
23	90
24	106
25	6
26	19
27	20
28	26
29	23
30	129

Total number of pedestrians counted = 707

Data Interpretation for Aim 3

Hypothesis 4

Retail Land-Use attracts more Pedestrians than other Land-Uses.

From the results of the pedestrian survey an isopleth map was produced to show pedestrian flow. This map shows that there is a greater concentration of pedestrians near the market place and as you move away from the market place the numbers of pedestrians begin to decrease. This tells us that most of the pedestrians were shopping in the market place. But as we begin to get further away from Settle's market area the number of pedestrians decrease this is because here there is mainly residential land-use and therefore not that many visitors or tourists would travel there. As it shows that sites which are closer to the market place such as 30 and 17 have high pedestrian flow but sites such as 1 and 11 which are on the outskirts of Settle have a low pedestrian flow.

This can be shown on the cross section diagrams done. These diagrams begin from site 30 as it has the highest number of pedestrians of 120 and 4 cross sections were produced. These went to the north, east, south and west from site 30.

The cross section to the north shows that pedestrian begins to decrease rapidly from 120 pedestrians to 40 pedestrians. But then from this point there is a very steady decrease. The reason for this could be that as you travel north past the Whitefriars car park the road ends and then the land use begins to become residential.

The cross section to east shows a very rapid decrease in the number of pedestrians, this could be because the land use also changes from retail to residential and therefore showing retail land use attracts more people than residential. The pedestrian flow from site 30 to the west decreases rapidly but then begins to slow down. This could be because of the car park which people need to use and also the Booths supermarket which would attract a few people.

All this evidence supports the hypothesis that retail land-use attracts more people than any other land uses. This can be seen on the isopleth map as it shows that pedestrian flow is the highest near the market place and this is where most of the shops are located. It also shows us that as you move away from the market place the pedestrian flow begins to decrease. This is linked with Aim 1 hypothesis 1 where we found out why people were in Settle to do shopping, for tourism or another reason. Most of the people said they were out to do shopping and this could be why most of the pedestrians were near retail land use. The fact that the survey was done on a Market day could also affect pedestrian flow.

But I believe there is sufficient evidence to accept the hypothesis.

Interpretation for Aim 1

Hypothesis 1

After collating all the information together I produced a pie chart showing the number of shops and services in Settle which were aimed at tourists. I categorised the shops and services in to 4 groups' tourist, mixed, non tourist and empty.

The criteria used to place the shops and services in to different groups were:-

1. Tourist

- Shops and services which had information and knowledge which tourists would find useful.
- If the shop or services sold momentums or souvenirs.
- Places for visitors to stay.
- Refreshments for people e.g. café

2. Non Tourist

- Shops where you go for everyday basic needs.
- Don't travel far to buy the goods sold in the shops.

3. Mixed

- Both residents and tourists use it

4. Empty

- Disused buildings

The pie chart shows that there are 14 more shops for non-tourists only than shops and services which are for tourists only. Out of the shops and services which are in use 29% are aimed at both tourists and non tourists. This means that tourists can also use shops and services which are a mixture of tourist and non-tourist. Therefore all together tourists can use 24 of the 51 shops and services available this is 48% of the total shops and services in the market area. This is less than the 44% of shops which are for non tourists only.

As there aren't as many shops and services for tourists only as there are for non tourists therefore I have to reject the hypothesis.

The reason why not many shops are aimed at only tourists is because they would get bankrupt quicker than shops and services which cater for both tourist and non tourist. The reason for this is because shops which provide for both needs have a larger threshold. Threshold is the amount of customers you need to keep a business profitable. Another reason why most the shops aren't all tourist based is because tourism is season and most tourists only come at certain time in the year like summer but not many come in winter.

I also grouped the different shops and services according to the goods they sold. I grouped them in to luxury, convenience or comparison. The criteria I used were:-

1. Luxury

- Infrequent
- Expensive
- Not essential
- People will be willing to travel a long distance

2. Comparison

- Cost a bit
- Quality
- Style
-

3. Convenience

- Perishable
- Goods brought frequently
- Cheap
- People not willing to travel far to buy the goods

The information I collected on this shows me that 25% of the shops in Settle's market area sell convenience goods. Only 20% of the shops sell luxury good this is 35% less than comparison goods. Although only 2 more shops sell convenience goods than luxury goods. There are some connections between the type of good the shop sells and who the shop is aimed at. Most non tourist shops sell convenience and comparison goods whereas tourist shops sell more luxury goods. As there are less shops

selling luxury goods it reinforces that most of the shops aren't mainly for tourists.

Hypothesis 2

From asking the questionnaires I found out how often tourists come to Settle. This information was then put in to a doughnut chart. The chart shows that the majority of visitors we asked said they visited Settle weekly or more often. Only 10% of the tourists said they've never been to Settle before. Out of the 183 people asked 40 said they visit Settle rarely this is only 2 more people more than who said they visit Settle monthly. But 47% of the people said they visit Settle weekly or more often.

This undermines the hypothesis as the majority of visitors have been to Settle before. Therefore I have to reject the hypothesis.

The reason why so many visitors have been to Settle before could be because many tourists come from the near by area so they find it easier to travel to Settle. This also relates to Settle being the most important settlement in the area as if it is the most important people from near by settlement would visit Settle often to use the services which they might not have.

Although I can't accept the hypothesis it can be modified:-

The majority of tourists visit Settle weekly or more often.

This hypothesis can now be accepted.

Interpretation for Aim 2

Hypothesis 3

With the information obtained about the number of services and population of Settle and surrounding settlements a line graph was produced. This graph shows that there is a link between the amount of services and population in a settlement. As it has a positive correlation of 0.8 this was worked out using spearman's rank. Most settlements are close to the line of best fit but a few are not. One of these settlements which don't follow the rule is Settle. According to the graph Settle which has a population of 2390 should only have 60 services yet it exceeds this amount as it actually has 203 which is more than four times the number it should be. So in theory many of the shops should have gone bankrupt as a result of not having a low threshold which is the minimum number of people needed to keep a shop or service open. But this has not happened.

The reason why this might not have happened is because people living in other towns or settlements must come to use these services. This is linked to hypothesis 2 in aim 1 we found out that most of the visitors visit Settle weekly. Also from the information given about population and the number of amenities we find out that from the 37 surrounding settlements that Settle has the biggest population and number of amenities this means that out this is the biggest settlement in the neighbouring area. This therefore proves the hypothesis.

After this the types of services were classed in to high and low order. The criteria used was as follows:-

Low Order

- Selling mainly convenience goods
- Cheap
- Small threshold
- People don't travel as far to use the service
- Everyday use

- Perishable
- In all/most settlements
- Small and local shop

High Order

- Selling mainly convenience/luxury goods
- Expensive
- Larger threshold
- People travel further
- Large sphere of influence
- Specialises

After the services were categorised in the two groups proportionate pie charts were produced showing the number of high and low order services in each of the 38 settlements.

From these we can see that Settle has the biggest pie chart, this means it has the largest number of amenities out of the 38 surrounding settlements. Settle also has many high order services which most of the settlements don't have. This means Settle is important as it has amenities which people from other settlements need to use.

From the questionnaires we asked the residents in Settle I have found out that Settle has the facilities needed by the residents. This is shown in the pie charts. We can see that most of the residents this is 87% do shop in Settle for low order goods. From the 196 people asked where they buy high order goods 76 said they shop in Settle this is 38%. 62% said they buy goods such as computers and furniture in other towns and cities. This means that Settle must not have the services needed for residents needing to buy high order goods. So Settle must not be used for people buying high order goods.

A central place should have the largest population and number of amenities in its area, and Settle does have. Therefore Settle can be classed as a central place as it also attracts people from other settlements consequently it must be the most important settlement in the area.

Therefore I can now accept the hypothesis as I believe there is sufficient evidence to support the hypothesis.

