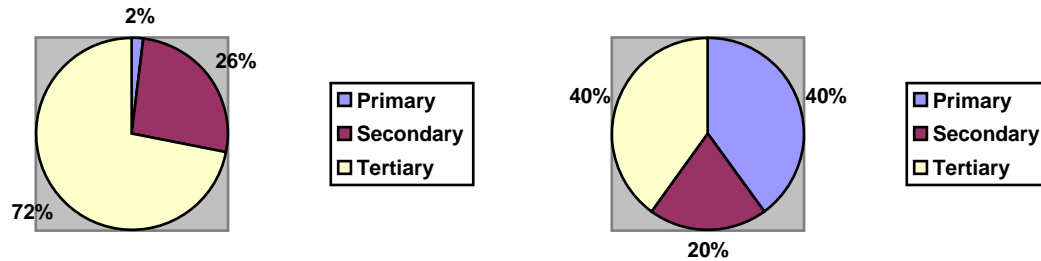


## Topic: Tourism

1. The graph below shows the percentage of workers in different types of economic activities in Singapore and Peninsular Malaysia.



### **Singapore**

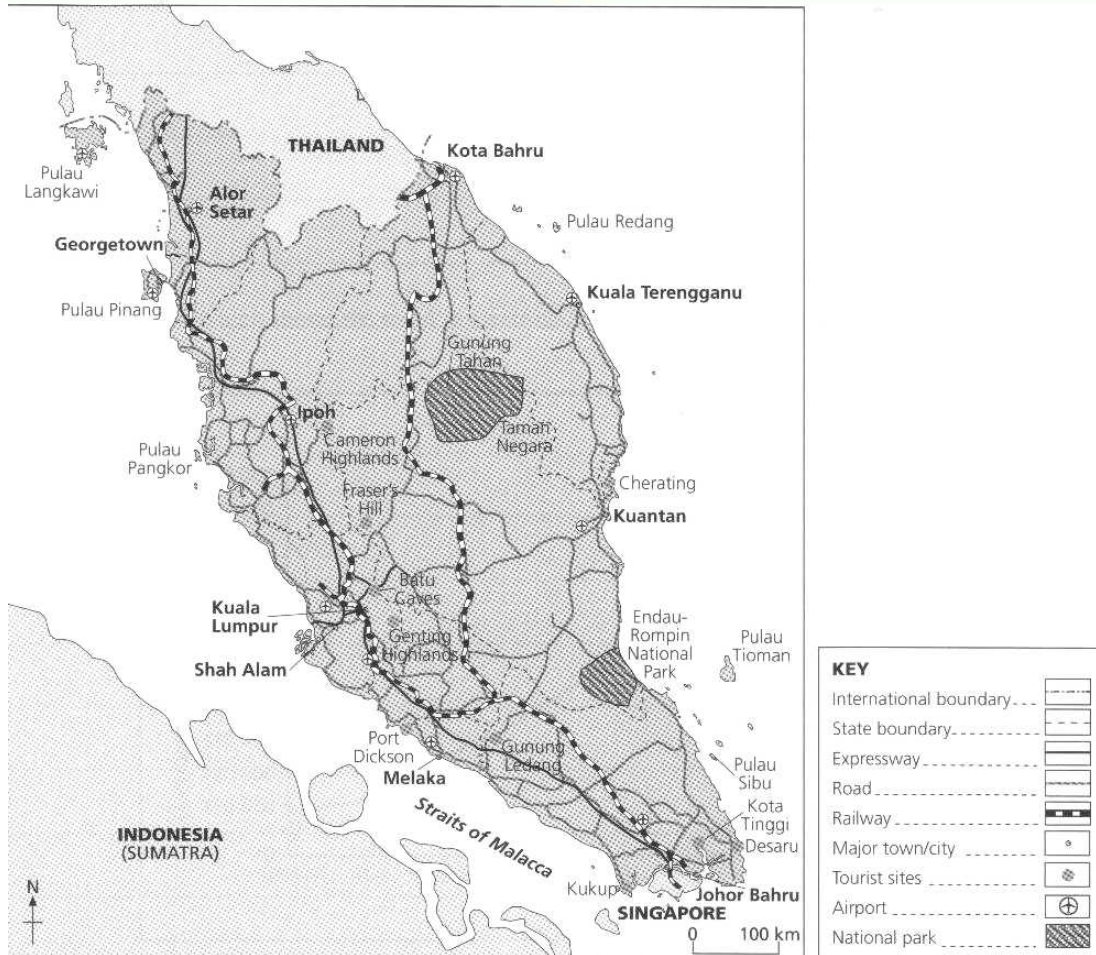
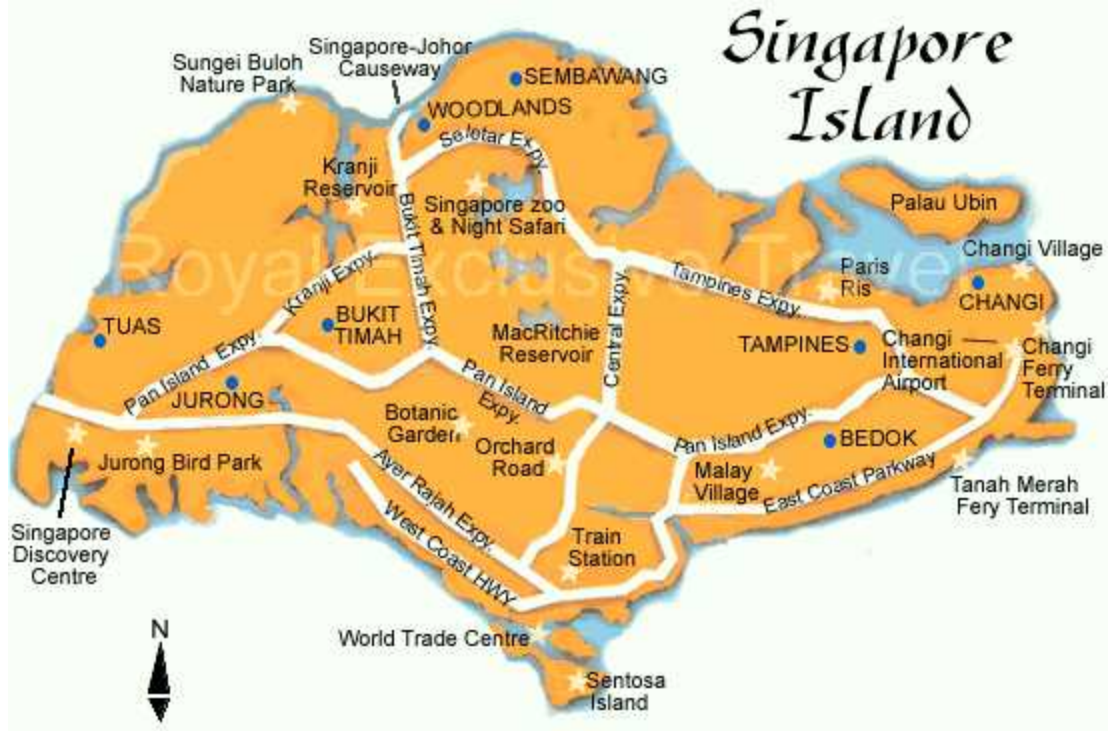
### **Peninsular Malaysia**

- a) Use the above graphs to describe the differences between the percentages for Singapore and Peninsular Malaysia and suggest reasons for their differences.
  - b) For both Malaysia and Singapore, explain why the government seeks to develop tourism and what impact this has on the locals and their surroundings.
2. "The tourist industry, more so than any other industry, depends on surplus wealth." Explain this statement.
  3. Taman Negara National Park is an important location for ecotourism in Peninsular Malaysia. Describe and explain the likely economic and environmental aspects of developing ecotourism in national parks such as Taman Negara.
  4. a) Some factors that contribute to the growth of tourism are:
    - (i) Presence of attractions
    - (ii) Accessibility
    - (iii) Availability of amenities

With reference to either Singapore or Malaysia, describe how these factors mentioned above that can affect the growth of tourism.

b) With reference to the map of Malaysia, explain why the Endau-Rompin National Park could be promoted as a good ecotourism attraction.

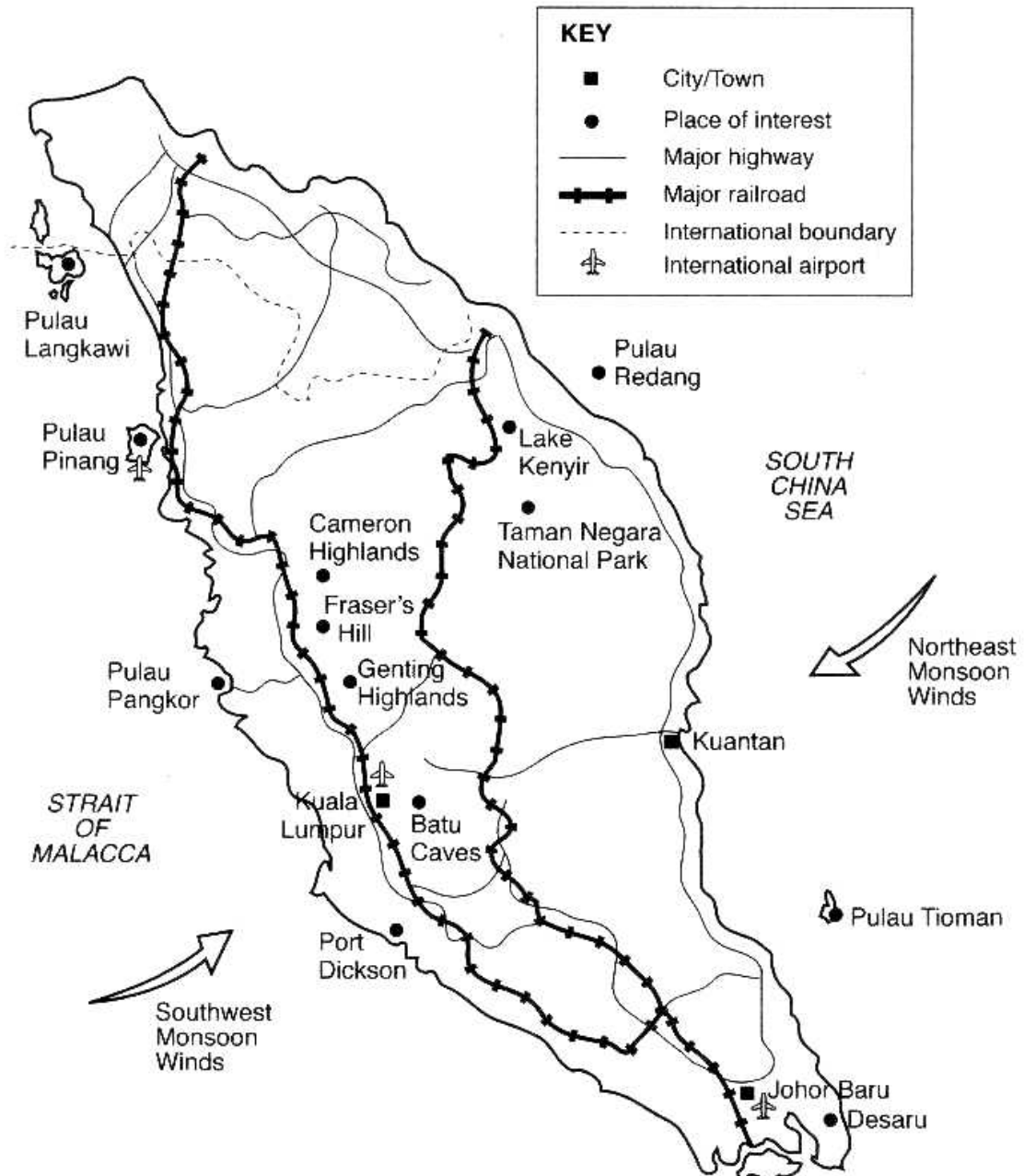
c) With reference to the map evidence (below) and information you have studied, explain how peninsular Malaysia can become a haven for tourists.



The compiler of this worksheet would like to thank the Times publisher- Our world: A closer look, Canberra sec, Federal publisher- Interactive geography textbook & workbook for providing the resources to successfully compile this geography worksheet.

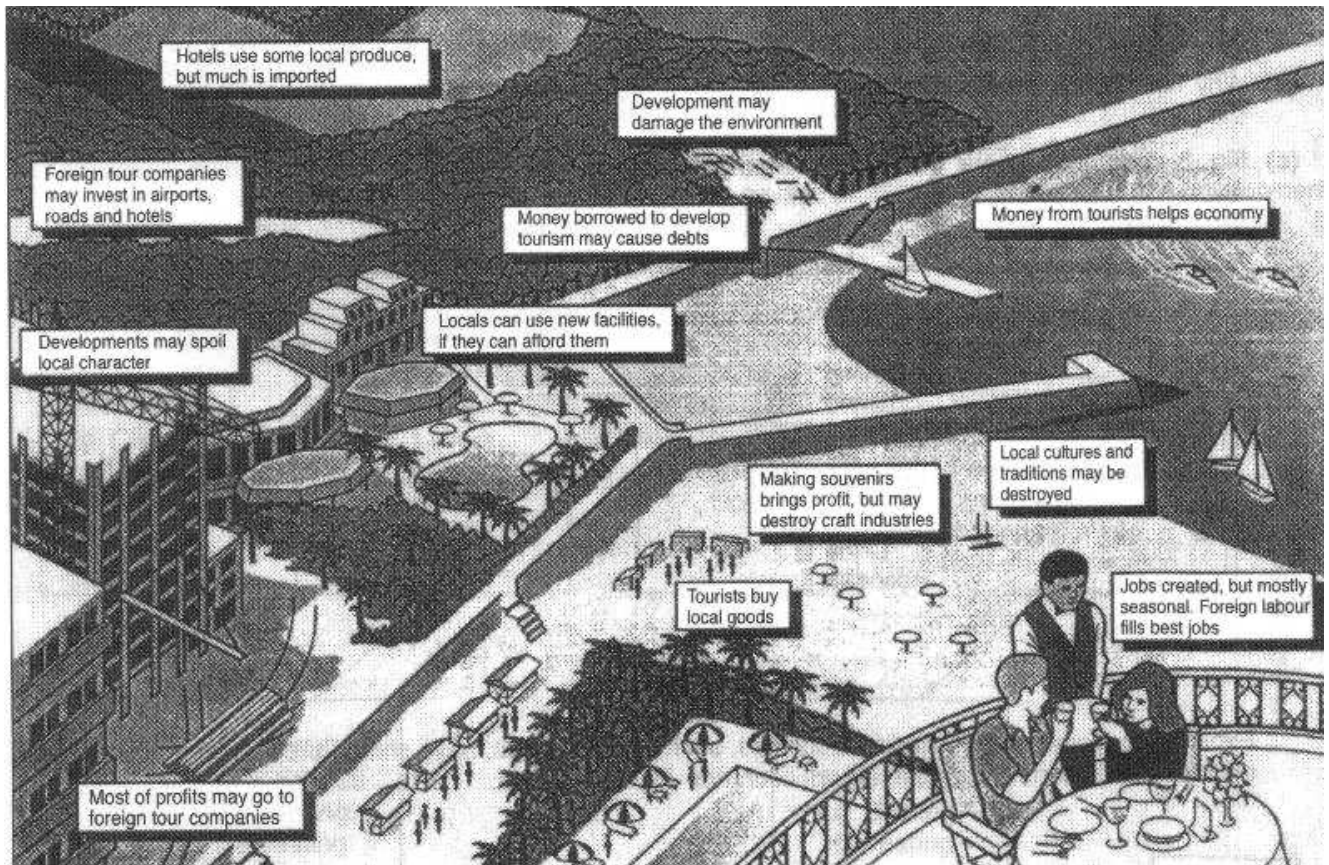
5.

- a) With reference to the map of Peninsular Malaysia and studies you have made, explain why tourism is better developed on the west coast than on the east coast of Peninsular Malaysia?



- b) How can Singapore benefit from the neighbouring countries such as Malaysia for its development of tourism industry?
- c) The figure below shows some of the benefits and problems which might be associated with the growth of tourism in a country. With reference to tourism in Singapore and with the help of

ideas given in the figure below, describe the benefits and problems which results from the growth of tourism in Singapore.



6.

(a) Define ecotourism and explain why it is gaining popularity in recent years.

(b) With reference to a named and located example in Peninsular Malaysia, explain why it is an attractive place for ecotourists.

(c) With reference Singapore's vision of Tourism 21, describe and explain what are the strategies and plans formulated to achieve its goal to be a Tourism capital?

7.

**The Maquipucuna Reserve in Ecuador is an ecotourism destination that lies in the mountains at heights ranging from 1,200 m to 2,700 m. It is 4,500 ha- a rich habitat of flora and fauna. This reserve is under threat of developments for logging, agriculture and charcoal production.**

**In order to protect the forest reserve and provide an alternative to forest removal, the Maquipucuna Foundation, a local conservation organization, has turned it into a successful ecotourism project.**

**The facilities on this reserve include a lodge, a research station and a laboratory, all of which have traditional designs and are built of local materials. The employees of the lodge**

**are mainly from the local community. The local guides are well trained to help visitors appreciate the attractions of this ecotourism destination. Ecotourism educates not only the visitors but the local people too.**

Source: **Transforming Landscapes Changing Lives- Marianne Chong (2004)**

- (a) With reference to the article above, describe the features of ecotourism.
- (b) With reference to the article above, explain why the Maquipucuna reserve is considered a success?
- (c) The article below was published to announce the launch of Singapore's new destination brand.

### **Singapore Launches Its New Destination Brand "Uniquely Singapore"**

*"Uniquely Singapore" Celebrates the Special Blend of Traditions, Cultures, Modernity, and All Things Intrinsic and Unique to Singapore*

Singapore, 9 March 2004 - The Singapore Tourism Board (STB) today launched Singapore's new destination brand - "Uniquely Singapore" - to promote the many things which are intrinsic to Singapore as a city and a country. This new destination brand, which showcases quintessential Singapore experiences, celebrates Singapore's unique blend of traditions, cultures and modernity.

The new brand positioning, "Uniquely Singapore", captures the total Singapore experience and Singapore's distinct proposition as a country that has merged the best from rich cultures and modern worlds, contemporary sophistication and colourful traditions. The new brand will differentiate Singapore as a premier destination, offering a *unique spectrum of enriching experiences* for visitors and locals alike - from traditional cultural experiences to cutting-edge modern arts performances - all delivered with a high level of service quality, reliability and efficiency.

Source: <http://app.stb.com.sg/asp/new/new03a.asp?id=823>

Discuss, with reference to specific destinations and activities, the "unique spectrum of enriching experiences" Singapore can offer under the destination brand 'Uniquely Singapore' to both tourists and locals.

- 8.
  - a) Explain how the advancement of technology has changed the way the tourism industry in Singapore does business and how it enhances the attractiveness of Singapore as a tourist destination.
  - b) "Singaporeans contribute the largest group of tourists who visit Peninsular Malaysia." Explain why Singaporeans like to visit Peninsular Malaysia.
  - c) Refer to the following extract on ecotourism and answer the question that follows

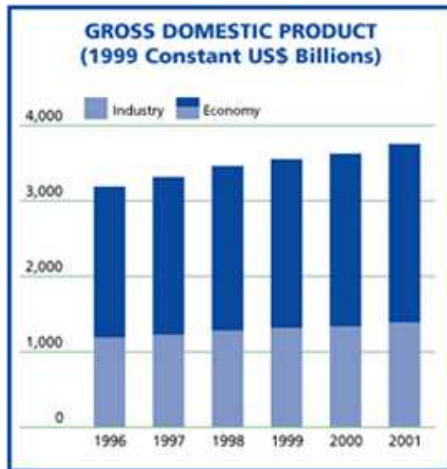
To create and service tourism, large amounts of capital, expertise, and manufactured goods are required to provide the 'standards' wealthy tourists expect. Tourism provides no investment (directly) in goods and services (shelter, food and clothing). Since the capital, expertise, and manufactured goods are all imported, nothing tangible is added to the local economy which only serves as a conduit for improving the profits of metro investors while a few local brokers and holders of graft aid the circulation of such profits.

Extracted from: [www.geocities.com/jaimehta223/article1.html](http://www.geocities.com/jaimehta223/article1.html)

Using the information from the extract or other information that you have studied, describe what is ecotourism and the problems that are brought by 'ecotourism'.

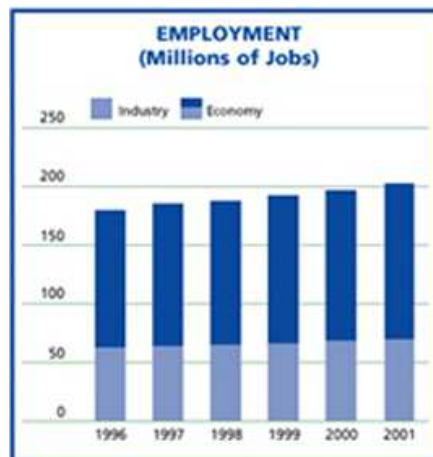
11.

- Describe the trend in figure 1-1 and 1-2.
- Describe the natural attractions in both Singapore and Malaysia and explain how these attract tourists.



Source: World Tourism and Travel Organisation

Figure 1-1

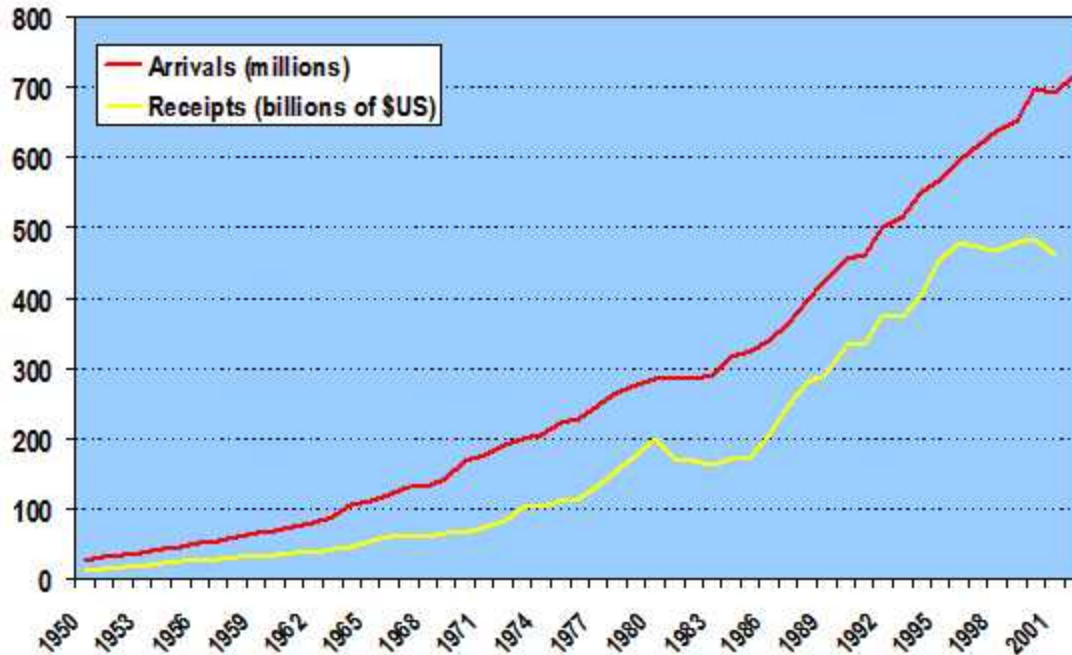


Source: World Tourism and Travel Organisation

Figure 1-2

12. The graph below shows the **world** tourists arrival.

- Describe the trend shown below.
- Account for the reasons for such pattern
- What factors have enticed tourists to come? Describe and explain your answer.



13. An internet research describes the tourist's attractions in the next millennium.

As the world becomes increasingly explored with fewer new destinations left for tourists to discover, the following would be the hottest and trendiest destinations for travellers in the new millennium:

### Space tourism

The WTO said that by the year 2020, space travel would be commonplace, as companies are gearing up for trips beyond the world. Tourists would travel into orbit to experience short periods of zero gravity at around US\$5000 a trip. Such trips are scheduled to start early in the millennium. A report estimated that space tourism could make about US\$10 million by the year of 2010.

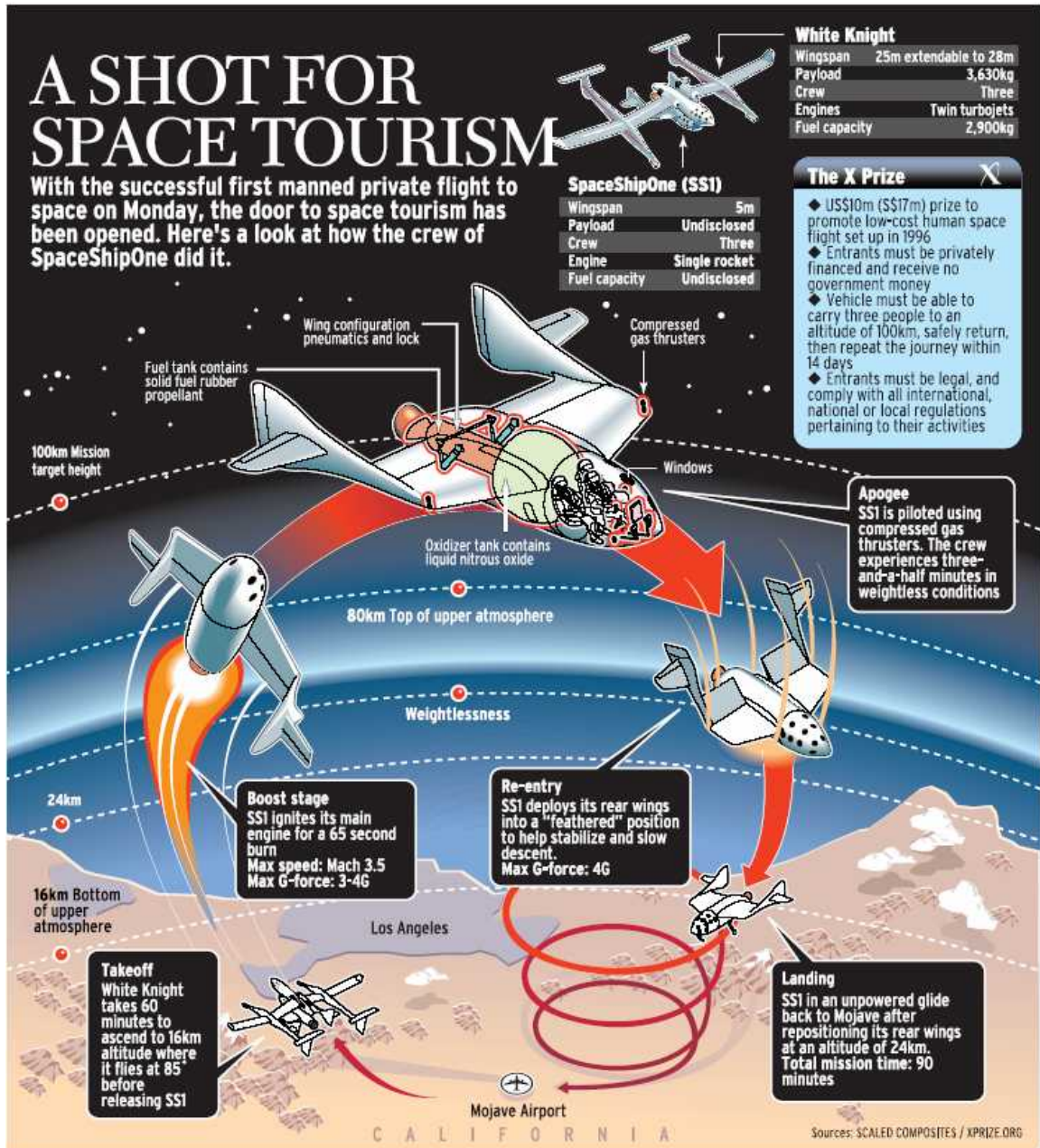
### Ecotourism

This type of trips constitutes a nature component and provides an economic incentive for the preservation and conservation of the environment. Ecotourism ranges from small highly focused study tours to large volumes of resort tourists who make a day trip to a nature reserve during their holidays. Income generated from this type of tourism can be used in part to finance projects that protect the natural resources for future generations.

### Educational tourism

With a greater emphasis on learning through travel, education tourism is set to become a potential area of growth. As a result, people often spare no expense in a high-quality, eventful and fun learning experience. Furthermore, with a paradigm shift in education policies, learning is slowly evolving into student-centred process with learning opportunities taking place outside the physical boundaries of the classroom.

Extracted from: [otah.tripod.com/ career.htm](http://otah.tripod.com/career.htm)



- How far is Singapore preparing the future tourist attractions?
- How different is the future tourist's attractions from the present tourist's attractions?
- What benefits are brought about if future tourist's attraction is established?
- Does it mean the present tourist's attractions have to be abolished? Explain your answer.

14. The figure below shows the world's **top 20** tourism earners.

Largest Tourist Receipts (\$ million)			
1. United States	68,448	11. Poland	8,051
2. France	29,283	12. Greece	7,511
3. Spain	27,392	13. Switzerland	7,077
4. Italy	24,439	14. Australia	6,708
5. United Kingdom	19,252	15. Hong Kong	6,464

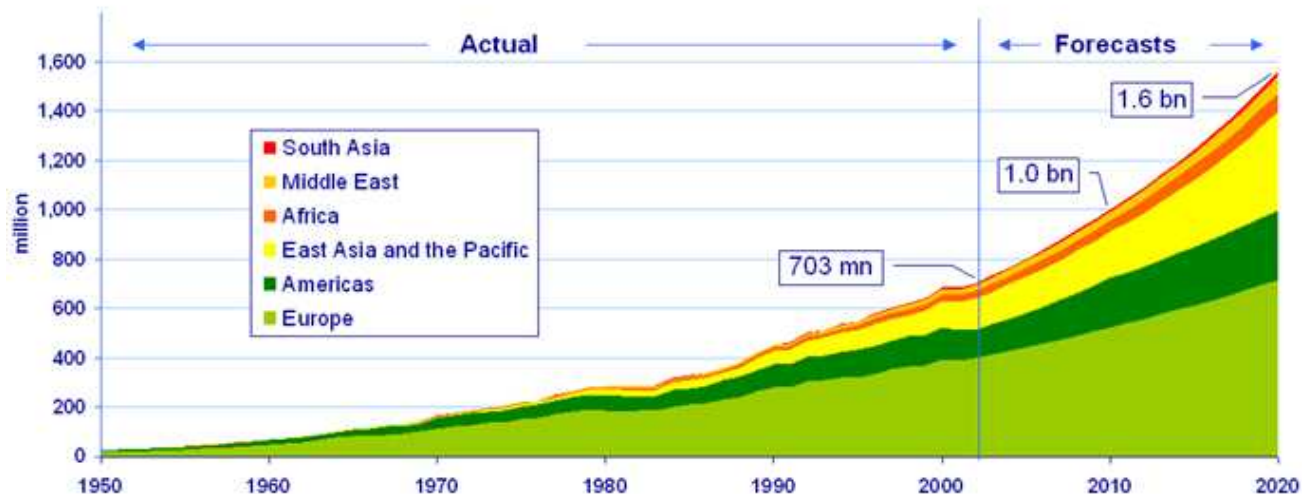
6. Germany	14,358	16. Russia	6,297
7. China	14,314	17. South Korea	6,294
8. Austria	11,010	18. Netherlands	6,217
9. Canada	9,146	19. Singapore	6,162
10. Mexico	8,204	20. Turkey	5,523

Source: The Economist Pocket World in Figures, 2004 Edition

- a) Based on the top 10 tourist earners above and studies you have made, explain the factors that have contributed to these countries becoming the top 10 international tourism earners. In your answer, you should provide specific examples for each factor mentioned.
  - b) Based on the top 10 tourist earners above, describe the trend that you have observed.
  - c) Explain the usefulness of the information to Singapore which lies in the 19<sup>th</sup> position.
- 15.
- a) The table below shows tourists arrivals in Singapore in recent years. Describe and suggest reasons for the changes in tourist arrivals in Singapore as shown.

Year	Tourists arrivals (millions)
1995	7.14
1996	7.29
1997	7.20
1998	6.24
1999	6.96
2000	7.69
2001	7.52
2002	7.57
2003	6.13

- b) Using examples you have studied in Singapore and Peninsular Malaysia, describe how and why ecotourism and resort development promote tourism.
- c) With reference to the figure below, describe and explain the trend of world tourism that you observe.



16. The article is on a reflection on the Sentosa. Is it a case of too little too late?

“Although the islands are being positioned as the jewel in the crown that will give tourism here a much-needed fillip, their potential alone does not remove the hurdles facing the sector, which employs over 150,000 people and contributes about \$4.7 billion to the economy annually. Industry operators point out that the tourism market is about to see an explosion with the arrival of budget carriers and the growing affluence of people in Asia, especially in China and India. Together, these two trends will mean millions of new travellers.. Repeatedly, tourist insiders say holidaymakers could be hard pressed to find anything unique in Singapore - getting them to come, stay long and spend much is difficult. After all, look at the competition - and their campaigns. Travellers would find hard to resist the film-worthy beaches of 'Amazing Thailand', 'A Different Light' of Australia, the tropical rainforests in 'Malaysia, Truly Asia' and the 'Live it! Love it!' shopping in Hong Kong. There is the other downer for Singapore: Its strong dollar makes it a more expensive playground compared to these regional options. Meanwhile, visitors from bigger cities find nothing here they cannot otherwise get at home. As it is, there is already scepticism about a better, brighter Sentosa. With Sentosa slow off the mark, critics are keen to point out, other places have surged ahead with their tourism offerings. They note, for example, Dubai's offshore, man-made luxury development, the Palm Islands, for the rich and famous. Then there is the old bugbear that detractors always cite: Singapore's small size - and equally modest attractions - is the reason visitors stay for such a short time, an average of two days.”

Extracted from: **The Straits Times (Insights), 19 June 2004**

**With reference to the above article,**

- (a) Explain why Singapore is losing competition from other country ?
- (b) Comment on the impact for tourism to Singapore.
- (c) Is it wise to remake Sentosa? Explain your answer.
- (d) Suggest how the government can tackle the above challenges.

17.

- a) The report below describes the resort in Costa Rica. With reference to the report below, can Pan Putera Resort be considered a form of ecotourism? Explain your answer.



*“Pan Putera Resort in Costa Rica is located in one of the world's oldest rainforests. For the purpose of conservation, the resort is the only building that has been permitted on the 100 hectares of land. Since 1980, the resort and its immediate surroundings have been gazette as a Nature Reserve.*

*The resort is home to a large variety of wildlife. Species like the white-collared kingfisher and monitor lizards are regular sightings. Visitors who are lucky may even encounter the rare and endangered proboscis monkey.*

To encourage responsible tourism, all visitors to the center are briefed on the local customs and laws to ensure compliance. The visitors are even encouraged to help in local projects like teaching English to the local children in return for a discount for their stay.

Only the local tribesmen and women are given jobs in the resort and this has helped to provide them with a source of income, which has in turned encouraged them to preserve their lifestyle and culture. ”

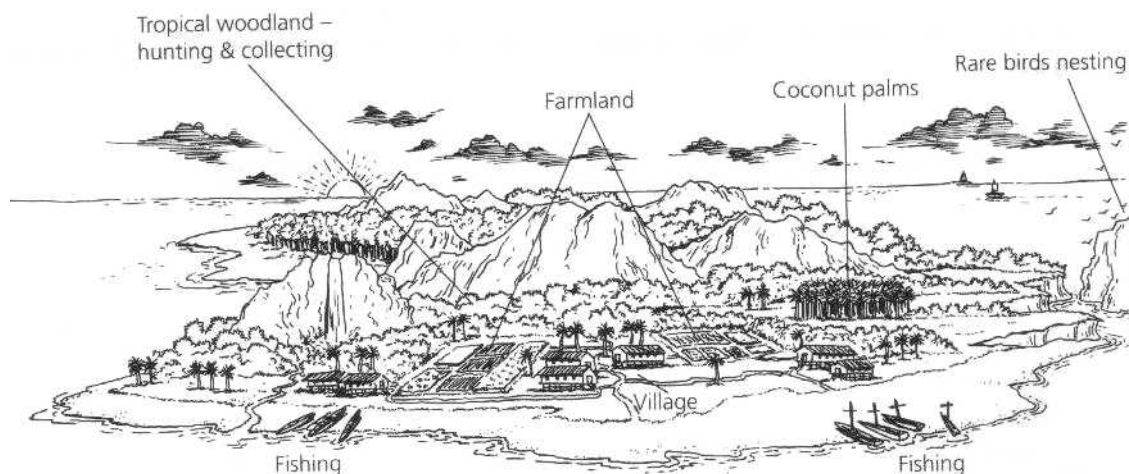
- b) Evaluate the recent efforts of the Singapore Tourism Board and the Tourism industry to promote Singapore as a tourist spot.

18 Study the table below on Singapore’s tourism.

Region	Visitor Arrivals (Thousands)				
	1995	1997	1999	2001	2003
America	425.8	460.4	444.3	433.6	314.7
Asia	5231.6	5201.1	4797.3	5224.1	4400.5
Europe	966.0	987.6	1050.0	1114.6	877.3
Oceania	426.6	462.8	564.5	656.5	475.5
Others	87.2	86.1	102.1	93.4	58.5

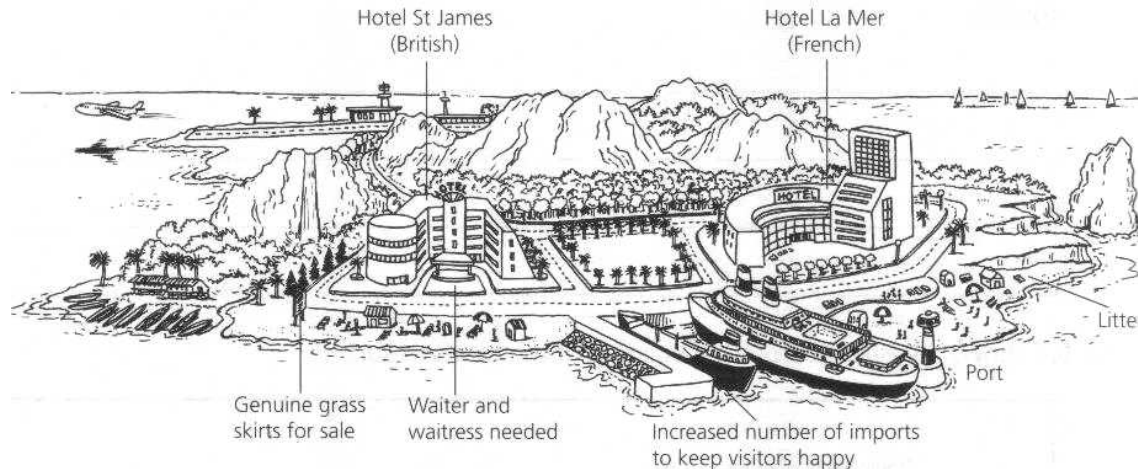
- Give reasons which could account for fluctuation in tourist arrivals at a tourist destination.
- Tourist arrivals from Asia into Singapore are greater than for European tourist arrivals. Account for this trend.
- What are the problems associated with fluctuation in tourist arrivals for a country? Give examples to support your answer.
- What are some attractions that draw tourists to Singapore? What further improvements can be made to these attractions to draw a bigger crowd?
- Explain the economic and social importance to tourism to Singapore.

19. The picture below shows the island before the building of the tourist resort.



- Describe the economy on the island as shown above.
- Give reasons why the island has potential for the development of tourism.

The picture below shows some of the changes which occurred to the island as a result of the development of tourism.



- (c) Briefly describe the changes which have taken place on the island.
- (d) Which changes would have been necessary before tourists could arrive?
- (e) Hence, describe the advantage and disadvantages of this change to the local people.

20. Read the article on the tourist's arrival in Peninsular Malaysia.

The country [Malaysia] has recorded 10.37 million tourist arrivals so far this year, just short of the 10.58 million arrivals for all of last year. This puts the country on track to record its highest- ever number of arrivals and tourism earnings. The Tourism Ministry is expecting 15 million tourists to bring in an estimated RM30 billion (S\$13.3 billion) in foreign exchange this year. Singaporean tourists remained the biggest group with 726,989 arrivals, followed by Thais (128,257), Indonesians (67,793) and Chinese (51,881). Tourists from the Middle East, however, are by far the biggest spenders. Last year, they spent an average of RM3,500 per person per visit, with Saudi Arabians spending nearly double that, or RM6,785 per person per visit. In the first eight months of the year, the number of Middle Eastern visitors also jumped by a hefty 425.5 per cent.

Extracted from: **The Straits Times, 23<sup>rd</sup> September 2004**

- (a) Describe and explain the trend of the origin of the tourists into Malaysia.
- (b) Account for the reasons for their successes in the innumerable tourists arrivals.
- (c) Do you agree that tourism benefits all- including the Malaysian government, people? Explain your answer.
- (d) Does it mean that the innumerable of tourist's arrivals will mean the country has higher standard of development? Explain your answer.
- (e) Do you think the recent internal and external threats will hinder the tourists industry from progressing? Explain your answer.

21. Study cartoon strip below which describes the latest tourism development in Singapore.

- (a) Use ideas from Figure 3 to explain how the development of the Southern Islands can help to attract tourists to Singapore.
- (b) Describe the harm that may be caused to the islands by this development.
- (c) With reference to specific examples from Singapore and Peninsular Malaysia, describe some of the measures that have been taken to boost tourism in these two countries.

23.

- a) With reference to figure A, describe the various attractions (including activities) that tourists can expect in Cyprus.

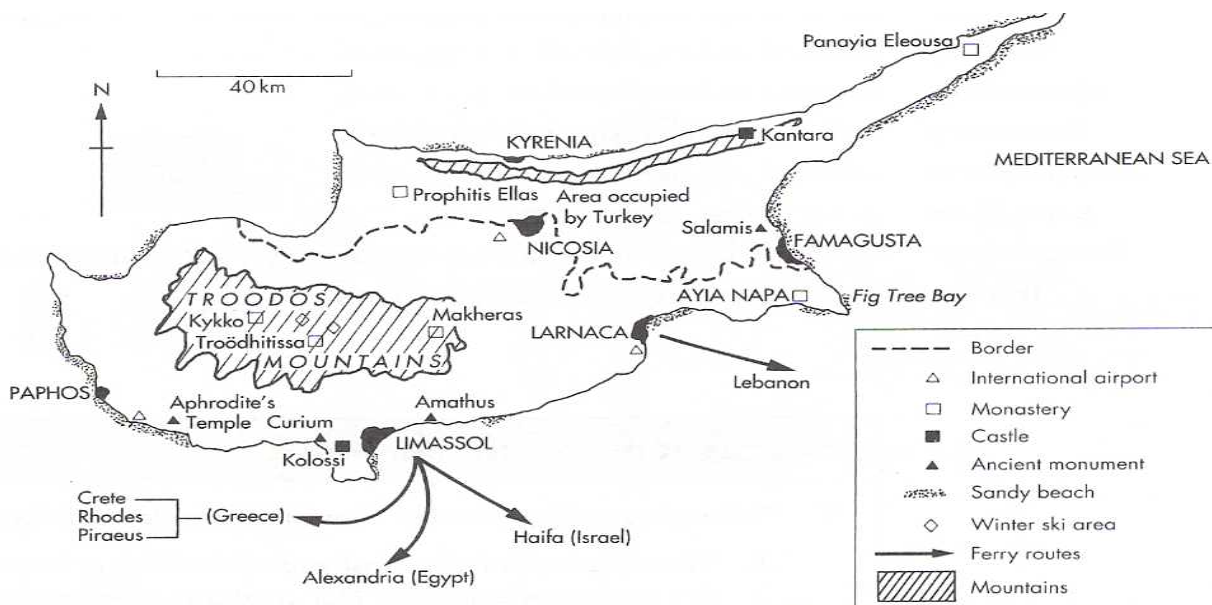


Figure A

- b) Table 1 shows the origin, distance and number of tourists to Cyprus in the years 1999 and 2000.

	Distance (km) traveled to Cyprus	No. of visitors		Change %
		1999	2000	
Germany	2800	215163	233687	8.61%
Sweden	2900	126728	127498	0.61%
Greece	1000	83184	100105	20.34%
Ireland	3800	31138	36192	16.23%
Israel	500	61029	44404	-27.24%
UK	3400	1179223	1362913	15.58%
Total no of visitors		2434285	2686205	10.35%

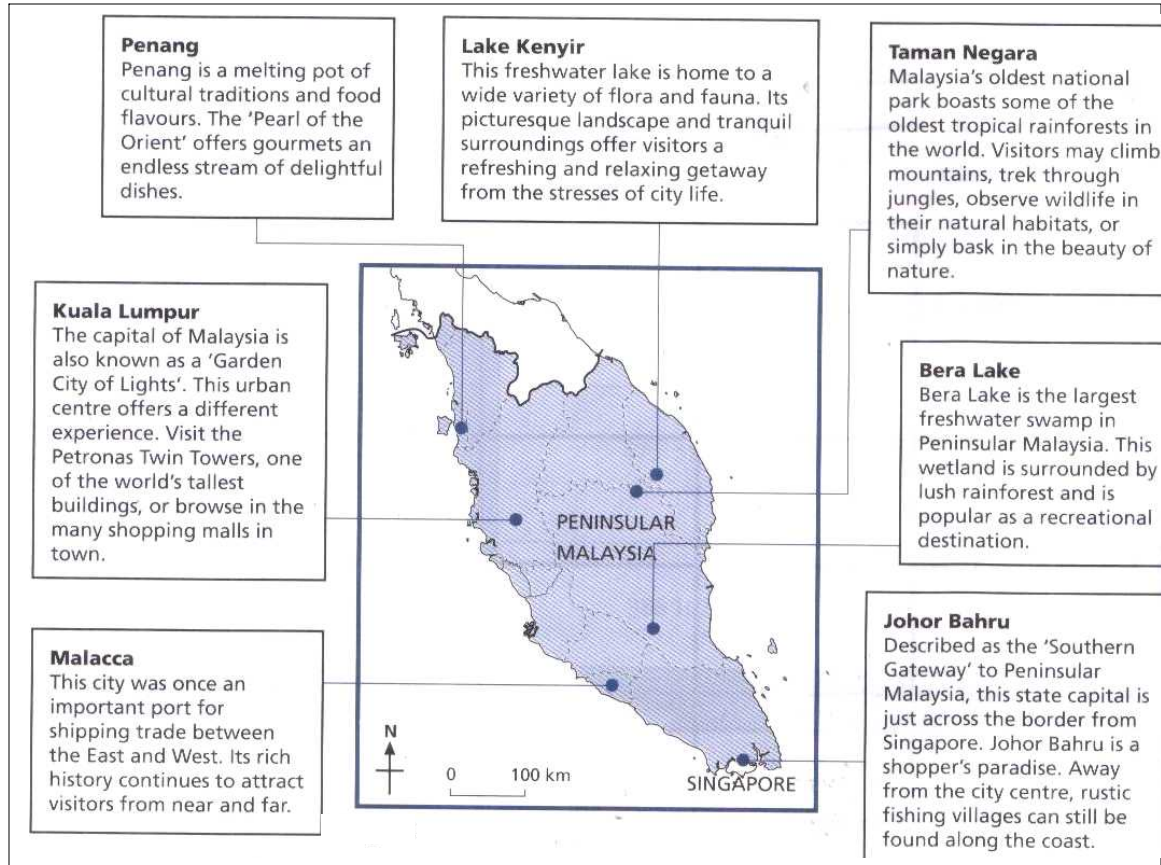
Source: Cyprus Tourism Information Board

Table 1

With reference both to the data in the Table and to other information you may know,

- account for the pattern of the sources of tourists to Cyprus.
  - describe and suggest reasons for the changes in the number of tourists to Cyprus.
- c) Describe the benefits and problems that Cyprus may experience if its tourism trend shown in Table 1 continues.

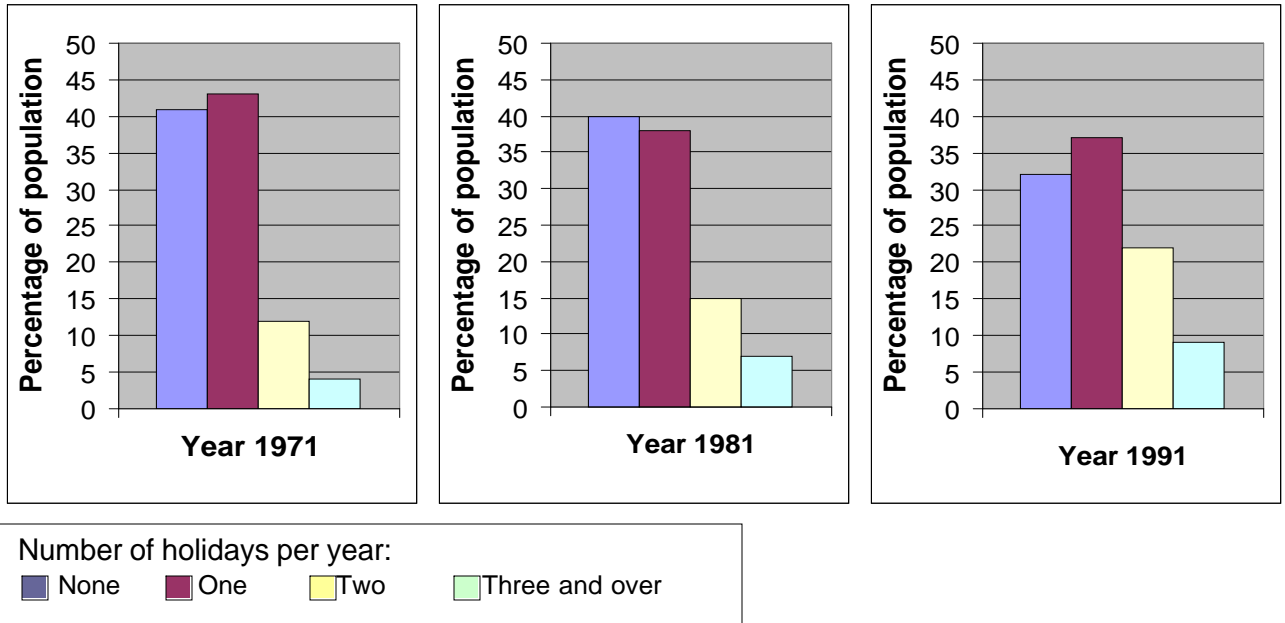
24. The figure below shows some popular tourist spots in Peninsular Malaysia.



- Suggest reasons why tourists would like to visit these spots.
- Why is Peninsular Malaysia a popular tourist destination among Singaporeans?
- The number of tourists at some of these spots is low at certain times of the year. Suggest reasons to account for this.

25.

- Figure below shows the changes in the number of holidays taken by the British from 1971 – 1991. Describe and account for the pattern shown in the Figure.



- (b) 'International tourism is causing severe damage to the culture and economies of many developing countries and contributes little to their development.' Using specific examples, explain how far you agree with this statement.
- (c) With reference to Singapore Tourism Board's Tourism 21 and Tourism Unlimited, describe and explain how these tourism development plans have helped boost the tourism industry in Singapore.
26.  
 a) What kind of attraction is shown below and what are the future problems that you can foresee from the photograph shown.



**Photograph A: Waterfalls at Lombong, Kota Tinggi**

- b) The photograph below shows a Polynesian Dance performance. What can this kind of performance contribute to the tourism industry and it will bring about what kind of problem?



**Photograph B: Polynesian Dance Performance**

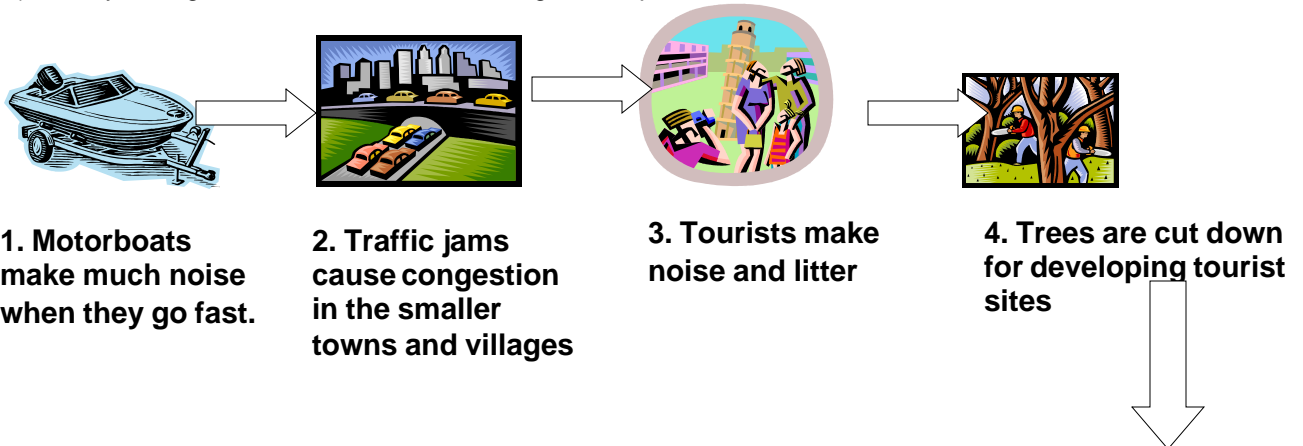
27.

- a) "In 2000, leisure tourism worldwide was expected to grow by 4.7%, business travel worldwide was expected to grow by 6% and International tourists were expected to contribute about 8% of the world exports."

Source: [www.wttc.org](http://www.wttc.org)

Based on this data, how can Singapore encourage more international tourists to visit Singapore?

- b) Study the figure below that shows the negative impacts of tourism.

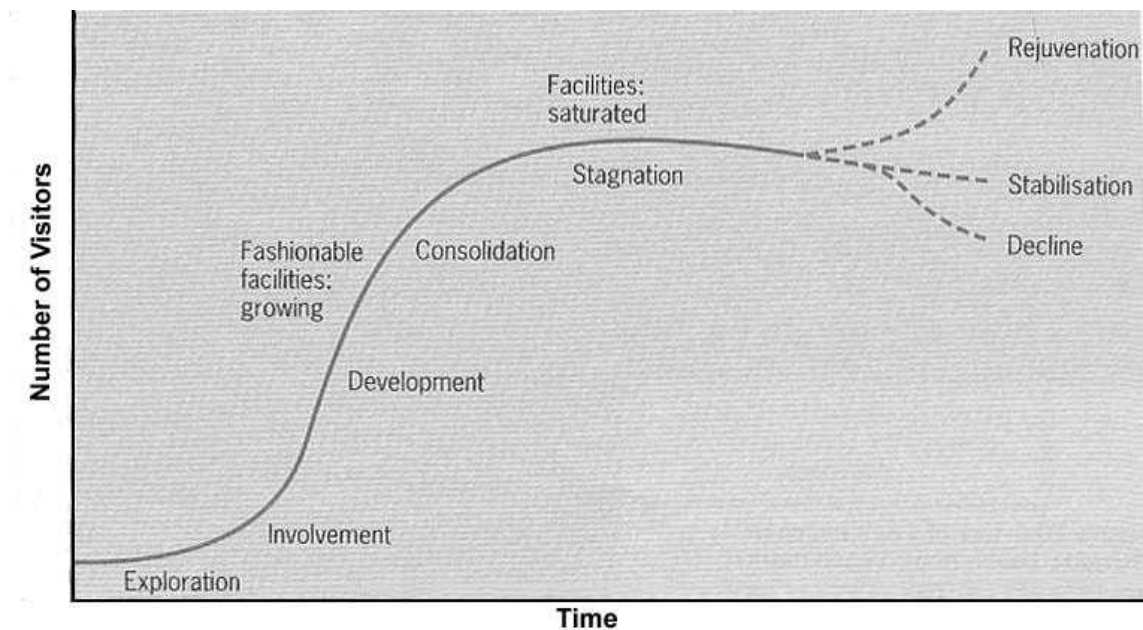


## 5. Animals move away and die.

Using the information given, discuss how the development of tourism would adversely affect the natural and cultural environment in Malaysia.

- c) Describe the average length of stay of tourist visiting Singapore has been declining. Explain why this has happened and describe what is being done to reverse this trend.

28. The figure below shows Butler's model of the evolution of tourist areas. This model examines how tourism develops and changes over time.



- (i) With close reference to Butler's model above, describe the growth of the tourist industry in Singapore.
- (ii) Explain why tourist areas will eventually stagnate and even decline. Suggest ways to bring about rejuvenation to these tourist areas.
- (b) With reference to a case study you have studied, describe how ecotourism is being promoted.
- 29.
- a) With reference to suggested examples, describe and explain how the following resources can encourage the development of tourism in Singapore.
- v Natural environment
  - v Man-made attractions
  - v Event attractions
- b) Study the article below which is a description of today's popular tourism landscape sites.

In industrial countries, mass tourism and recreation are now fast overtaking the extractive industries as the largest threat to mountain communities and environments.

Since 1945, visits to the 10 most popular mountainous national parks in the United States have increased twelve-fold. In the European Alps, tourism now exceeds 100 million visitor-days. Every year in the Indian Himalayas, more than 250,000 Hindu pilgrims, 25,000 trekkers, and 75 mountaineering expeditions climb to the sacred source of the Ganges River, the Gangotri Glacier.

They deplete local forests for firewood, trample riparian vegetation, and strew litter; and bottlenecks of traffic on the roads that tourists themselves caused. Even worse, this tourism frequently induces poorly planned, land-intensive development.

If drastic measures are not taken to clean up the pollution and litter, these popular tourism sites will gradually lose their popularity and attraction.

Source: People & the Planet

With reference to the article above, suggest what could be done to reverse the decline of tourism in these areas. Provide reasons for your answer.

c) Using the information below and studies you have made, explain what Singapore has done to further promote the tourist industry.

