


# GCSE GEOGRAPHY KNOWLEDGE BOOK



## FIELDWORK HUMAN STUDY

# HUMAN STUDY: TOURISM HAS IMPORTANT ECONOMIC IMPACTS AT SHERINGHAM

The information here is what students MUST know. If you hope to get a grade 7-9 GCSE, you will need to extend your knowledge through additional reading, the online textbook, and revision guides. You will also need to work very hard at mastering responses to a variety of challenging command words. Use this as a checklist to identify what is clear to you what you need to work on and what you can tick off once revised, If you have doubts or questions, please come and see your teacher – we will be very happy to help.

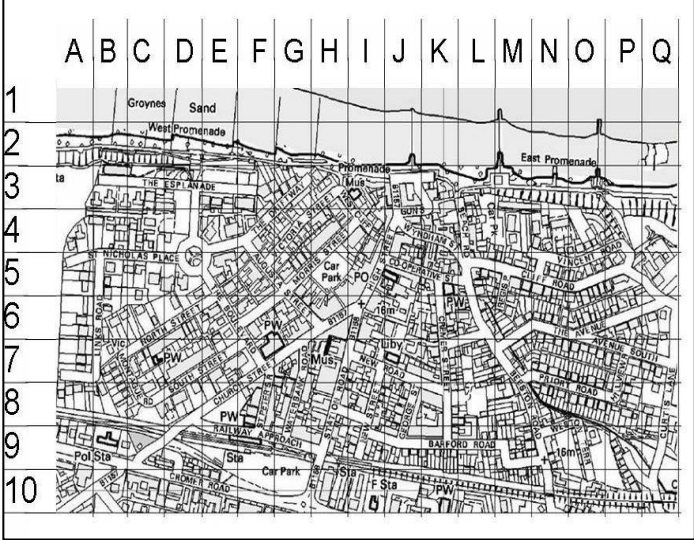
Key Content	What you need to know	I get this	I need to work on this	I've revised it!
Hypothesis word for word recall	Tourism has important economic impacts at Sheringham			
Geographical Theory	<p><b>The Butler Model:</b> Butler developed a model which shows how any tourist resort may grow. A resort may start off from being a small, low key, destination. He suggests that all resorts go through the same sort of process.</p> <div style="border: 1px solid black; background-color: #d9ead3; padding: 5px; width: fit-content; margin-bottom: 10px;"> <b>Sheringham at this stage</b> </div>  <p>Sheringham is in Stage 4/5 which means:</p> <ul style="list-style-type: none"> <li>• The local economy is probably dominated by tourism and many local people will make their money from this type of industry.</li> <li>• Therefore we should see lots of tourist related economic related activities</li> <li>• Traditional industries such as Sheringham’s crab, lobster and whelk fishing industries are fraction of their former strength and have suffered</li> <li>• There will be continued building and expansion of the resort BUT some of the older buildings will start to become unattractive and overcrowding may start to become a problem.</li> </ul>			

<b>Why was Sheringham a good location?</b>	<ol style="list-style-type: none"> <li>1. <b>The town was easily accessible and within walking distance of the coach park</b> this was an advantage because <b>all students could access all data points in a relatively safe, low risk environment</b></li> <li>2. <b>The town of Sheringham was quite small in its total area</b> this was an</li> </ol>			
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	advantage because <b>we could we could systematically cover the area to ensure the data would be representative and reliable.</b>			
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<b>Why was it a suitable topic?</b>	<ol style="list-style-type: none"> <li>1. <b>The town was easily accessible and within walking distance of the coach park</b> this was suitable because <b>all students could access all data points in a relatively safe, low risk environment</b></li> <li>2. <b>Sheringham clearly had tourist functions and was a holiday destination</b> this was clearly suitable <b>because the area enabled us to investigate our geographical hypothesis and study a relevant geographical topic.</b></li> </ol>			
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<b>Risk Assessment</b>	<table border="1"> <thead> <tr> <th data-bbox="308 898 499 1010">Risk/Hazard</th> <th data-bbox="499 898 596 1010">Who might be involved</th> <th data-bbox="596 898 708 1010">Severity (a)</th> <th data-bbox="708 898 831 1010">Likelihood (b)</th> <th data-bbox="831 898 940 1010">Level of Risk (a) x (b) (H/M/L)</th> <th data-bbox="940 898 1230 1010">Precautions/Risk Management</th> </tr> </thead> <tbody> <tr> <td data-bbox="308 1010 499 1099">Coach may be involved in a crash/accident to or from destination</td> <td data-bbox="499 1010 596 1099">Students, staff &amp; driver</td> <td data-bbox="596 1010 708 1099">4</td> <td data-bbox="708 1010 831 1099">1</td> <td data-bbox="831 1010 940 1099">4 = Low</td> <td data-bbox="940 1010 1230 1099">All students and teachers to remain seated throughout journey and wear seatbelts</td> </tr> <tr> <td data-bbox="308 1099 499 1234">When walking from car park to beach students could get hit by a car walking down narrow streets of Sheringham</td> <td data-bbox="499 1099 596 1234">Staff and students</td> <td data-bbox="596 1099 708 1234">4</td> <td data-bbox="708 1099 831 1234">1</td> <td data-bbox="831 1099 940 1234">5 = Low</td> <td data-bbox="940 1099 1230 1234">Walk in single file and stay on shop side of road. Staff can walk at the front, middle and back to manage students</td> </tr> </tbody> </table>	Risk/Hazard	Who might be involved	Severity (a)	Likelihood (b)	Level of Risk (a) x (b) (H/M/L)	Precautions/Risk Management	Coach may be involved in a crash/accident to or from destination	Students, staff & driver	4	1	4 = Low	All students and teachers to remain seated throughout journey and wear seatbelts	When walking from car park to beach students could get hit by a car walking down narrow streets of Sheringham	Staff and students	4	1	5 = Low	Walk in single file and stay on shop side of road. Staff can walk at the front, middle and back to manage students			
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<p><b>Sampling Method</b></p>	<ul style="list-style-type: none"> <li>Used <b>systematic sampling</b> with a grid overlaid on a map of Sheringham – WHY?</li> <li>See patterns over whole area, ensure area is covered so makes data more reliable and representative</li> </ul> 			
<p><b>Justification of Primary Data Collection Method(s)</b></p>	<p>Hard engineering is controlling longshore drift at Sheringham</p> <ol style="list-style-type: none"> <li>Land use survey to note and observe different tourist functions <b>linked directly to the Butler Model theory</b> which states that in stage 5 a tourist area will see a decline in traditional industries and most of the local economy will be driven by tourist related activities</li> <li>Land use map showed how much of Sheringham was driven by tourism</li> </ol>			
	<ol style="list-style-type: none"> <li><b>Systematic method</b> ensured good coverage and gave an <b>unbiased area</b> to map tourist functions which in turn increased the <b>reliability</b> of the data collected</li> <li>Photos – <b>to cross-reference</b> any observations made of tourist functions in Sheringham</li> </ol>			

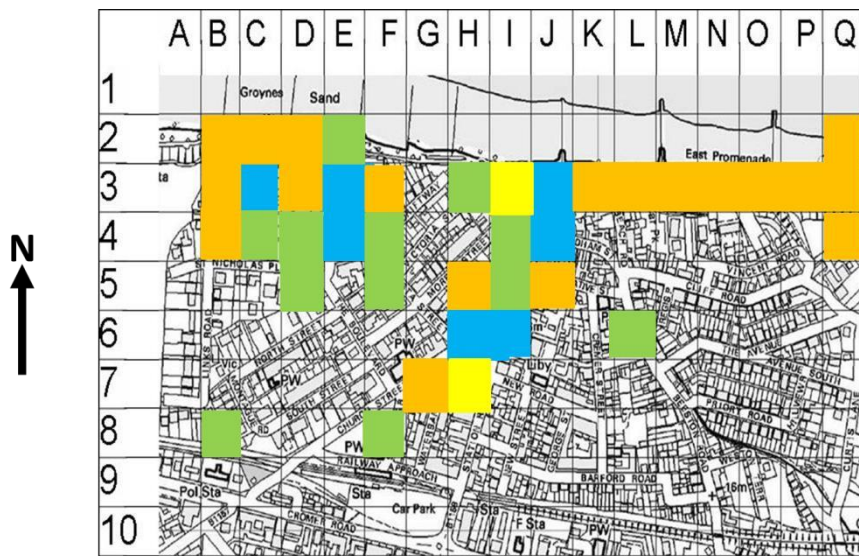
**Data Presentation – what do we use and assess why it is appropriate and/or assess how effective it is**

**What did we do?**

- We took our grid map of Sheringham and coloured in all the squares that had a main function related to tourism
- We used four colours to represent all four different tourism categories:
  - Tourist Retail was Orange
  - Tourist Entertainment was Yellow
  - Eating Out was Blue
  - Tourist Accommodation was Green
- We did not colour any other land use – we just left the squares blank (only coloured in tourist related functions)

**A Land Use Map of Sheringham Showing Tourist Related Functions**

Land use category	Code	Land use category	Code
Tourist Retail (bucket & spade shops, gift shops etc.)	TR	Arts and entertainment (galleries, theatres, amusements etc.)	AE
Tourist Accommodation (Hotel's, B&B's etc.)	TA	Eating out (restaurants, cafes etc.)	EO



1. Only used coloured in squares for tourist related functions - effective as we could **easily and immediately analyse the proportion** of the map that was coloured, this made it **easy to interpret**. It gave a **clear visual representation** of tourist functions which related to our hypothesis which stated that a town in stage 4/5 Butler Model should have a high proportion of tourist functions.
2. We used four colours to represent all four different tourism categories:
  - Tourist Retail was Orange
  - Tourist Entertainment was Yellow
  - Eating Out was Blue
  - Tourist Accommodation was Green

Effective as it gave a clear visual representation and we could instantly

	<p>identify the most and least important tourist functions which meant that it was easy to interpret. This led to accurate interpretations of the data collected.</p> <p>3. HOWEVER an option could be 'more appropriate' or 'effective' if we placed annotated photos of streets alongside and around the map. This would have helped to provide a clearer representation and a clearer understanding of the types of tourist functions within Sheringham and could have helped with a more accurate and clear interpretation of the data.</p>			
<p><b>Results and Conclusions</b></p>	<ol style="list-style-type: none"> <li>1. Land Use Map: <ul style="list-style-type: none"> <li>• 26% of Sheringham is dominated by Tourists related functions</li> <li>• Tourist Retail is most important = 47.5% of all tourism functions</li> <li>• 86% of Sheringham's High Street is dominated by Tourists related functions</li> </ul> </li> <li>2. Photo evidence showed Sheringham had a number and range of tourist functions located in Sheringham</li> <li>3. Geography leaders at Kingswood – 65% of all Sheringham's economy relies on tourism</li> </ol> <p><b>CONCLUSION: Accept the hypothesis</b> – tourism has important economic impacts at Sheringham</p>			
<p><b>Evaluation of Methods – Problems and Limitations</b></p>	<p><b>Land Use Survey</b></p> <ul style="list-style-type: none"> <li>• Subjective – made judgement of main functions in area – opinion based and so areas could be over or underrepresented (so could construct a set of criteria applied to each square to ensure consistent and less subjective data)</li> <li>• Proportion does not necessarily mean economically important compared to other economic activities (so could get additional value data and conduct a questionnaire)</li> <li>• Many tourist functions had a dual purpose – they were used by both locals and tourists (could conduct questionnaires for owners of economic functions to get data on what generates most of their businesses)</li> </ul> <p><b>Photos</b></p> <ul style="list-style-type: none"> <li>• Being selective in what we are taking photo of therefore an element of bias (so could systematically take photos N/E/S/W to get a more reliable and representative suite of photos)</li> </ul>			

<p>Evaluation of Methods – What other Methods could we use to make our results and</p>	<ul style="list-style-type: none"> <li>• <b>Conduct questionnaires with owners of economic functions</b> – could create a set of qualitative and quantitative questions to gather further data on where money is generated from</li> <li>• <b>Gather secondary data on all types of economic data on Sheringham</b> – see how much tourism is worth compared to other economics sectors</li> </ul>			
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<p>conclusions more reliable?</p>				
<p>Evaluation – to what extent were our results and conclusions useful and reliable</p>	<ul style="list-style-type: none"> <li>□ The main method used to collect our data was valid to a <b>certain extent</b> and it was <b>backed up and was consistent</b> with the <b>photos</b> we took and the <b>secondary data</b> we collected which meant our <b>results were useful and therefore our conclusion was to an extent reliable.</b></li> <li>□ The land use map clearly showed that <b>26% of Sheringham is dominated by tourist related functions</b>, tourist retail is most important = 47.5% of all tourism functions and <b>86% of Sheringham’s High Street</b> is dominated by tourist’s related functions. This clearly indicates that tourist has had an important economic impact in Sheringham</li> <li>□ The photos at each groyne also backed up this conclusion as they showed a variety of tourist functions in Sheringham. <b>This is both useful and reliable</b> as the functions obviously did exist in high numbers in Sheringham.</li> <li>□ Geography leaders at Kingswood – 65% of all Sheringham’s economy relies on tourism. This is highly reliable data and as it’s a trusted source - as Kingswood staff are experts and have no reason to not tell the truth.</li> <li>□ <b>The linking and consistency between these three data sets</b> supports our main conclusion that tourism has important impacts at Sheringham and <b>therefore this conclusion is reliable.</b></li> <li>□ However the primary data collected is <b>only reliable to a certain extent and arguably to a lesser extent than the secondary data</b> as there were some inaccuracies in the way the data was collected.</li> <li>□ The land use data was <b>highly subjective</b> – we made judgement of main functions in area – opinion based and so areas could be over or underrepresented based on different opinions. There could also be inconsistencies across areas mapped.</li> <li>□ The land use map only shows proportion - proportion does not necessarily mean economically important compared to other economic activities</li> </ul>			

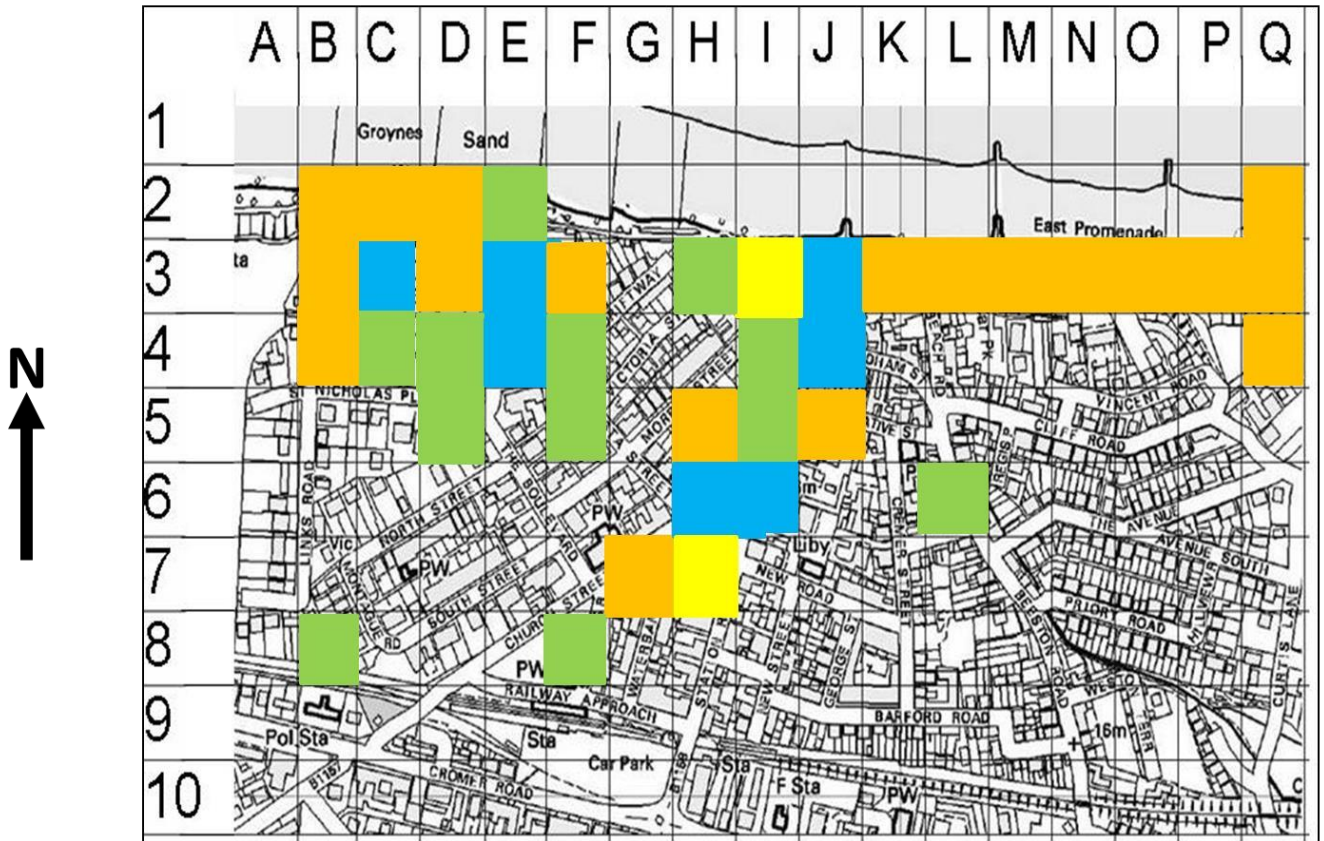
	<ul style="list-style-type: none"> <li>□ Many tourist functions had a dual purpose – they were used by both locals and tourists meaning a level of interpretation was required and therefore data is <b>less reliable</b> due to this subjectivity</li>   <li>□ Photos are unreliable as the person is selecting what they want to take the photo of and therefore there is an element of bias.</li>   <li>□ Overall: <ul style="list-style-type: none"> <li>○ results from <b>secondary data</b> are <b>reasonably reliable</b> and therefore <b>useful</b></li> <li>○ results from the land use map and photos were <b>reliable to an extent</b> but <b>not quite so secure</b> (lesser extent than the secondary)</li> <li>○ it is likely though that as all <b>three data sets linked and backed up</b> each other’s findings then our main conclusions that tourism has</li> </ul> </li> </ul>			
	<p>had important impacts at Sheringham <b>is most likely correct and can be trusted.</b></p>			



## PRIMARY DATA RESULTS

**A Land Use Map of Sheringham Showing Tourist Related Functions**

Land use category	Code	Land use category	Code
Tourist Retail (bucket & spade shops, gift shops etc.)	TR	Arts and entertainment (galleries, theatres, amusements etc.)	AE
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## SECONDARY DATA RESULTS

**KINGSWOOD STAFF: OVER 65% OF SHERINGHAMS ECONOMY**

**IS RELIANT ON TOURISM**

