Module Title: Leisure, People and the Environment
Level: Six
Time Allowed: One hour

Instructions to students:
• Enter your student number **not** your name on all answer books.
• Answer **one** question only.
• All questions are equally weighted.
• Neither books nor notes may be taken into the examination.

No. of Pages: 2
No. of Questions: 3
Answer one question only.

1. Debate the case for AND against the contention that international tourism erodes ‘local cultures’. Make reference to case studies from the academic literature to support your answer.

(100 marks)

2. Critically evaluate the ‘environmental footprint’ of alternative tourism using appropriate examples from the academic literature.

(100 marks)

3. Appraise the effectiveness of Spain’s attempt to rebrand its tourist product, drawing on examples of both local and national initiatives.

(100 marks)

Total: 100 marks

End of Paper