

Tourism Debate

Teachers' Guidance Notes

Learning Objectives

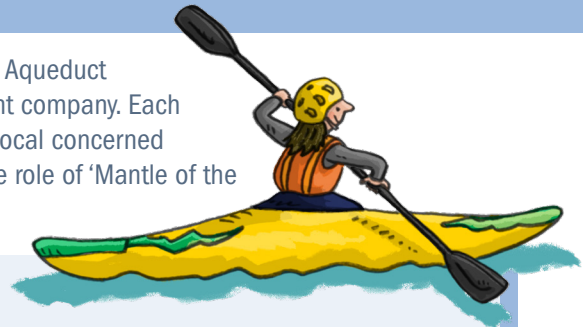
- To develop critical thinking around the positives and negatives of tourism
- To investigate your local area
- To develop critical thinking and debate skills

Resources

- [Clwydian Range and Dee Valley AONB website](#)
- [Pontcysyllte Aqueduct and Canal website](#)
- Tourism Role Cards
- Tourism Fact File

Activity Instructions

Learners are set the brief to build a new visitor centre and café within Pontcysyllte Aqueduct and Canal World Heritage Site as if they are running their own tourism development company. Each company will have to present their ideas to the rest of the class who will become local concerned residents representing different areas of the community. To do this they take on the role of 'Mantle of the Expert' and become tourism development experts.



Mantle of the Expert brief explanation:

"Mantle of the Expert does not mean the students are magically endowed with expertise. In the real world they are still children. It is only inside the fiction they work 'as if' they are experts. That is in the sense that they take on the powers and responsibilities of a team of experts, working on important assignments, caring about the things they do, and taking pride in their status."

For more information visit: www.mantleoftheexpert.com/what-is-moe/how-does-moe-work/

Starter Activity Ideas:

Discuss: What is tourism? What is good about tourism? Why might a new visitor centre and café be beneficial to the area? Why might it be a bad thing?

Research other places which have visitor centres and cafes eg Loggerheads.

Discuss who might be affected in the local area by increased tourism.

Look at maps of Pontcysyllte Aqueduct and Canal World Heritage Site and highlight potential areas to build.

Read: Tourism Fact File



Brief for Learners:

- In groups, choose where you will build a visitor centre and café considering:
Jobs/added value to the area; How will visitors get there? Think about road links, public transport, parking; What facilities will you need to include in your centre?

Think about any negative impacts too and how to overcome these eg how might it affect the landscape, wildlife and local people?

- Put together a visual presentation of your ideas to deliver to the rest of the class who will be acting as representatives of the local community, businesses, conservation organisations etc.
- Use the role cards as a starting point for taking on a character but build on this with your own ideas and research or develop characters of your own.
- Present your ideas to the rest of the class who will challenge/ask questions as the characters they have taken on.



Further Activity Ideas:

Debate: What are the positives and negatives of increased/decreased tourism? Vote on whether there should be a new visitor centre.

Design a poster for or against the new centre.

Write a blog or newspaper article about the debate.



Tourism Role Cards

Bed and breakfast owner

You see the development of a new Visitor Centre and increased tourism as a positive move forward.

The promotion of the centre would encourage more people to visit the area and result in more bookings for you.

You would like your bed and breakfast to be promoted in the centre.



Café owner

You see the development of a new Visitor Centre and increased tourism as a positive move forward. It should attract more visitors and bring more customers to your café. However, a new café alongside the visitor centre may draw people away from the local cafes already in existence. You want to be assured that you would be consulted and that advertising would be fairly distributed and the visitor centre café did not get priority.



Local resident

As someone living locally in a nearby town, you and most of your friends see the development as a negative. The increase in traffic and visitor numbers may affect day-to-day life. More visitors might increase litter, noise pollution, car parking space and access to local cafes and shops. Although others say it could be a positive if local businesses are doing well as the town may look better and be a more attractive place to live.



Tourist

For you, a new Visitor Centre would be great, providing a place to find out more about the history of the World Heritage Site and more information about local attractions and activities on offer. A café on the site would be a bonus too. You worry that the Visitor Centre and café may draw too many tourists though and encourage overcrowding, taking away the peaceful atmosphere of the Dee Valley that you love so much.



Tourism Role Cards

Area of Outstanding Natural Beauty warden

You work for the Clwydian Range and Dee Valley AONB. You think the main negatives could be increased traffic congestion, overcrowding around the new centre, an increase in litter and potential damage to footpaths, which might need more maintenance. This could affect the general feel of the area and spoil the special quality of the Dee Valley. The Centre could increase awareness of the AONB though, encouraging people to explore the area more widely. Your support will depend on where it is sited and how negative impact is reduced.



Watersports company

You own a watersports company, running trips, giving lessons and hiring equipment. The canal is very popular for canoeing and you are in favour of a new Visitor Centre. It would greatly benefit your business if you could be based beside or within the new centre, ideally with a launch point nearby. It should help to promote your business too.



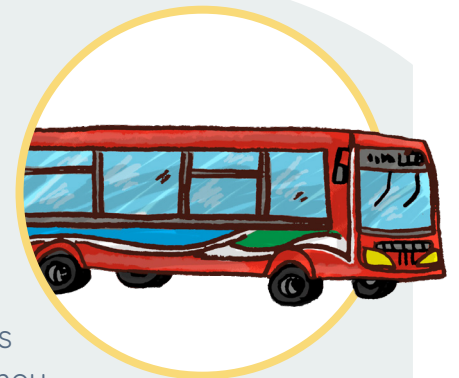
Canal & River Trust Officer

You are supportive of the proposed centre as it will be a focal point for the whole World Heritage Site, raising awareness about its importance and providing a place where its story can be told. The Centre will bring in more money, enabling better maintenance of the canal, its bridges, tunnels and towpaths, and help recruit volunteers to assist with this important work. It would help better management of visitors, which should result in fewer complaints from residents.



Bus company owner

The new centre could be a benefit to your business if it is located on an existing bus route or if the developers pay you to run a special bus service to reduce traffic congestion. You have invested in some smaller electric buses to reduce your carbon footprint and they would be ideal to use on the narrow busy roads.



Tourism Fact File

Pontcysyllte Aqueduct and Canal World Heritage Site

NB Pontcysyllte Aqueduct is in Wrexham but the Llangollen stretch of the canal is in Denbighshire so many visitors will go to both counties.

- Heritage tourism supports £11 million in added value in Wales.
- The historic environment in Wales supports more than 30,000 jobs.
- Since Pontcysyllte Aqueduct and Canal became a World Heritage Site in 2009 visitor numbers have increased significantly. Income generated from tourism has also significantly increased.
- In 2009 around 200,000 visitors came to the World Heritage site.
- In 2017 over 300,000 visitors came to Pontcysyllte Aqueduct and over 100,000 visitors came to the Horseshoe Falls.



- In 2007 the value of tourism to the economy of Wrexham was £77.23 million and £283.8 million in Denbighshire.
- Most visitors walk along the towpath but some cycle.
- Approximately 5000 paddlesports visits to the canal per year.
- Approximately 15,000 boat movements along the canal each year.
- It is estimated that 85% of visitors only visit the aqueduct but WHS is 11 miles long and has plenty of other attractions.
- Visitors now come from all over the world, mainly Australians and Japanese but visitors from 52 countries were recorded including from Zambia, Saudi Arabia, Singapore and the Philippines, as well as most European nations.

