

- 9 (a) Discuss the benefits for Hull as a visitor destination of being the UK City of Culture in 2017.

(6)

This status was very beneficial for the city and residents.

- This is because, as the city was the host for lots of events, job opportunities were created for locals. The city previously had high levels of unemployment but levels significantly decreased as 800 jobs were filled. Some of the jobs remained permanent as the city still receives lots of visitors.
- Another way is that the creation of venues and music events for tourists also means that residents can utilise them. They are now a feature of the city so they are open all of the time and not just when tourist numbers are high.
- As 9 out of 10 residents were involved in the cultural events happening during 2017, it would have helped to build a sense of community and strengthen relations between tourists and locals. It would have also been an opportunity to educate visitors about the area.
- The cruise ship terminal will have a positive impact on the city. This will increase visitor numbers even more which means that people will spend money with local businesses. This will support the living of the residents that run them which will boost the overall economy of the area. People who live in Hull will

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