

Mark Scheme (Results) January 2010

GCE

GCE Travel and Tourism (6993/01)
Unit 7: Responsible Tourism

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Assessment Objectives

There are four assessment objectives for GCE in Travel and Tourism. They detail the knowledge, skills and understanding that the learner is required to demonstrate.

For this qualification, assessment objective descriptions and the weightings for each assessment objective are given below.

AO1	Demonstration of knowledge, understanding and skills Candidates demonstrate knowledge and understanding of the specified content, and of related skills in vocationally-related contexts.
AO2	Application of knowledge, understanding and skills Candidates apply knowledge and understanding of the specified content, and of related skills in vocationally-related contexts.
AO3	Research and analysis Candidates use appropriate research techniques to obtain information to analyse vocationally-related issues and problems.
AO4	Evaluations Candidates evaluate information to make judgements, draw conclusions and make recommendations about vocationally-related issues and problems.

Unit	AO1	AO2	AO3	AO4
1	25-30%	25-30%	20-25%	20-25%
2	30%	25%	25%	20%
3	30%	25%	25%	20%
4	30%	25%	25%	20%
5	25-30%	25-30%	20-25%	20-25%
6	30%	30%	20%	20%
7	20-25%	20-25%	25-30%	25-30%
8	20%	25%	30%	25%
9	20%	25%	25%	30%
10	20-25%	20-25%	25-30%	25-30%
11	20%	25%	25%	30%
12	20%	25%	25%	30%

Question	Example Answer	Mark Allocation
1(a)(i) AO1	1 mark for correct stage: Accept either: <ul style="list-style-type: none">• Involvement (1)• Exploration. (1)	(1)

Question	Example Answer	Mark Allocation
<p>1(a)(ii)</p> <p>AO1</p>	<p>The question is not dependent. 1 mark for each characteristic of stage identified in 1 (a)(i). For maximum marks must not include characteristics of other stages.</p> <p>E.g. Exploration</p> <ul style="list-style-type: none"> • small number of visitors (1) • make own travel arrangements (1) • area is unspoilt (1) • no facilities for visitors (1) • locals welcoming. (1) <p>E.g. Involvement</p> <ul style="list-style-type: none"> • locals start to provide facilities for visitors (1) • area is advertised (1) • tourist season emerges (1) • organised travel to the area (1) • improvements in transport links. (1) <p>E.g. Development</p> <ul style="list-style-type: none"> • The number of tourists keeps increasing (1) • Tourists are attracted by natural and cultural attractions (1) • Improved transport (1) • Locals involved in promotion and development (1) <p>E.g. Consolidation</p> <ul style="list-style-type: none"> • tourist numbers still increase but rate drops (1) • local economy relies heavily on tourism (1) • strain on environment growing (1) • hostility from locals (1) <p>E.g. Stagnation</p> <ul style="list-style-type: none"> • saturation point is reached (1) • quality of tourist services and amenities falls (1) • environmental degradation is apparent (1) • reached its peak number of visitors / maturity (1) <p>E.g. Rejuvenation</p> <ul style="list-style-type: none"> • redundant or empty building are refurbished (1) • destinations rebrand themselves (1) • destination targets a different market (1) • new hotels or tourist attractions are built (1) <p>E.g. Decline</p> <ul style="list-style-type: none"> • tourist numbers decreasing (1) • area suffering economic downturn (1) • poor image (1) • failing to attract tourists back as repeat visitors (1) 	<p>(3)</p>

Question	Example Answer	Mark Allocation
<p>1(b)(i)</p> <p>AO2</p>	<p>1 mark for each sector identified correctly.</p> <ul style="list-style-type: none"> • Bournemouth Borough Council - Public (1) • South West Tourism - Public (1) • IMAX cinema - Private (1) 	<p>(3)</p>
<p>1(b)(ii)</p> <p>AO2</p>	<p>1 mark for correct role identified.</p> <p>E.g.</p> <ul style="list-style-type: none"> • help plan long term strategy (1) • develop promotional campaigns (1) • research and predict new trends (1) • help identify new markets (1) • advise small businesses (1) • market an area's image. (1) 	<p>(1)</p>
<p>1(b)(iii)</p> <p>AO2</p>	<p>Maximum of 4 marks for explanation.</p> <p>Responses may differ, credit identification of roles to a maximum of 3 marks if no explanation of difference</p> <p>Max 2 marks if no clear link to tourism/developing tourism</p> <p>E.g.</p> <ul style="list-style-type: none"> • BBC will grant planning permission (1) • BBC will be interested in creating as many jobs as possible (1) • BBC's role will be to develop a plan to develop tourism and work with the private sector (2) • Imax role is to develop attractions for tourists (1) • Imax will contribute funding (1) • Imax role will be to advertise their attraction bringing more tourists to Bournemouth (2) • Imax will contribute to the cost of developing of tourism by creating a cinema (2) • the difference is that BBC will create a plan and encourage development by granting planning permission whereas the Imax will pay for the construction of tourism resources such as a new cinema (4). 	<p>(4)</p>

Question	Example Answer	Mark Allocation
<p>1(c)</p> <p>AO1</p>	<p>Up to a maximum of 4 marks for explanation of the Multiplier Effect. Explanations should relate to ME being an economic benefit in terms of tourism spending/earnings/revenue and not be about stopping leakage.</p> <p>Marks can be for separate points or extended responses (1x4, 2x2, 4x1)</p> <p>Examples and statistics should be credited.</p> <p>For full marks must be explained.</p> <p>e.g.</p> <ul style="list-style-type: none"> • local economy benefits from tourism spending (1) • local people earn more money because of tourism (1) • this is where money spent by tourists spreads to non tourism businesses in the town (2) • multiplier effect is where tourists spend money in shops, hotels, attractions and this creates jobs for local people (2) • multiplier effect is where tourists spend money in shops, hotels, attractions (1) and this creates jobs for local people (1) and means they have more disposable income (1) • multiplier effect is where tourists spend money in shops, hotels, attractions and this creates jobs for local people. This means that they the locals have more money to spend and this benefits other businesses in the town. For instance locals may have enough money to buy a new car from the local dealer. Because of the multiplier effect money is spread across the town benefiting the whole community (4). 	<p>(4)</p>

Question	Example Answer	Mark Allocation
<p>1(d)</p> <p>A02</p>	<p>1 mark for each reasoned point.</p> <p>For full marks must be an explanation, applied to destination and linked to characteristic/s of stage.</p> <p>Max 2 marks for describing/ listing examples only</p> <p>Max 2 marks for describing/listing characteristics.</p> <p>E.g.</p> <ul style="list-style-type: none"> • refurbished the pier (1) • redeveloping the Overstrand building (1) • targeting new markets (1) • built an artificial surf reef - new attraction (1) • money is being invested to tidy the area up (1) • Boscombe has reached the stage of rejuvenation because at this stage the destination will seek to target new markets. Although surfers already go to Boscombe by creating a new attraction such as the reef this will make it more popular with surfers and attract younger people. Investing in new attractions is a characteristic of this stage (4). 	<p>(4)</p>

Question Number	Indicative Content	
1(e) AO3	<p>Positive Impacts</p> <p><i>Environmental</i></p> <ul style="list-style-type: none"> • improved environment - buildings modernised • gardens looked after • improve public spaces so people can meet up • street furniture improved • protected grade II listed pier updated. <p><i>Economic</i></p> <ul style="list-style-type: none"> • increased employment opportunities • more jobs - surf schools, shops, catering outlets • council predicting 90 jobs, already 1 in 6 • also jobs in construction of reef and in building industry • more tourists coming in mainly surfers who spend more money because tend to be younger generation increased disposable income • more earnings from tourism - increased day trips, may stay longer • reef expected to bring in an extra £3m per year on top of £500m already • attracts more investment people buy surf pods • increases in multiplier effect. <p>Negative Impacts</p> <p><i>Environmental</i></p> <ul style="list-style-type: none"> • overcrowding, congestion • increased litter and pollution • sea overcrowded too many surfers • don't know impact of reef may disturb sea life in the area. <p><i>Economic</i></p> <ul style="list-style-type: none"> • if unsuccessful reef still has to be maintained at a cost of £100,000 a year • seasonal jobs created • low paid jobs • menial jobs such as cleaners and shop assistants not in management • house prices gone up by a third already, may prevent locals from buying their own homes. 	
Level	Mark	Descriptor
Level 1	1-4 marks	Basic responses that are mainly theoretical/descriptive with possible limited reasoning and or application.
Level 2	5-7 marks	Responses with some analysis and some application to Boscombe. Responses may focus on only positive or negative impacts. Responses may focus on only environmental or economic impacts. Responses could be either clear application and some analysis or some application with clear analysis.
Level 3	8-10 marks	Focused responses with sustained analysis and clearly applied to Boscombe. Responses must focus on both positive and negative environmental and economic impacts.
Total for Question 1		30 marks

Question	Example Answer	Mark Allocation
<p>2(a)(i)</p> <p>AO1</p>	<p>Up to 2 marks available for each principle of responsible tourism described. Understanding of principles must be evident.</p> <p>No marks for management strategies or types of tourism i.e. 'green tourism', 'eco-tourism', 'sustainable tourism' etc.</p> <p>For full marks, wording should be appropriate i.e. should be worded as a principle.</p> <p>E.g.</p> <ul style="list-style-type: none"> • Maximising positive economic, environmental and socio-cultural impacts (0) • benefit the local economy (1) • care for the environment (1) • tourism that helps locals (1) • creates economic benefits for local people and improves their quality of life (2) • promotes the conservation of natural and cultural heritage (2) • promotes respect between tourists and local people (2) • minimises the negative economic, environmental and socio-cultural impacts (2). 	<p>(4)</p>

Question	Example Answer	Mark Allocation
<p>2(a)(ii)</p> <p>AO2</p>	<p>Up to 3 marks available for each explanation of how principle could be achieved.</p> <p>Should be what authorities, planners and tourism developers/agencies can do not what tourists can do.</p> <p>Credit appropriate suggestions with no explanation to a maximum of 2 marks.</p> <p>For full marks must be explained and appropriate.</p> <p>E.g. Creates economic benefits for local people and improves their quality of life</p> <ul style="list-style-type: none"> • give local people jobs (1) • could be achieved by rules to ensure that any new tourism development has to employ a percentage of local people (2) • where local people are given jobs and offered training to improve their skills (2) • dual use facilities (1) are created where locals can use the tourism facility (1) such as a hotel swimming pool and treatment rooms (1). <p>E.g. Promotes the conservation of natural and cultural heritage</p> <ul style="list-style-type: none"> • by creating a nature reserve (1) • using planning controls (1) • planning controls that would make sure new developments use local materials and are in traditional style (2). • by designating an area for conservation such as a nature reserve to protect the wildlife and creating an education centre to make visitors more aware of the natural heritage (3). <p>E.g. Promotes respect between tourists and local people</p> <ul style="list-style-type: none"> • educate tourists (1) • educate tourists about local culture (2) • ensure that there is interaction between locals and tourists such as using locals as guides (3). <p>E.g. Minimises the negative economic, environmental and socio-cultural impacts</p> <ul style="list-style-type: none"> • do an impact assessment (1) • conduct an impact assessment before any development occurs to identify likely impacts (2) • hold a meeting with locals that might be affected by tourism development to agree a plan to avoid negative impacts so local will support tourism (3). 	<p>(6)</p>

Question	Example Answer	Mark Allocation
<p>2(b)(i)</p> <p>AO2</p>	<p>Up to 2 marks for appropriate socio-cultural objective. Second mark for clarity and precision - should be worded as an objective.</p> <p>E.g.</p> <ul style="list-style-type: none"> • to improve the quality of life for locals (1) • to respect local culture (1) • to improve the quality of life for local people by providing community amenities (2) • to promote cultural understanding between the local people and tourists (2) • to encourage positive host-tourist relations (2). 	<p>(2)</p>
<p>2(b)(ii)</p> <p>AO1</p>	<p>Up to 2 marks available for each socio-cultural impact described. For each, credit one impact only. Second mark for detail or clarity and precision. Examples can be credited if there is some description.</p> <p>E.g.</p> <ul style="list-style-type: none"> • hostility (1) • crime (1) • prostitution (1) • cultural degradation (2) • trivialisation (2) • where locals attack wealthy tourists and steal their money, cameras or bags (2) • local people leave their traditional jobs and go to work in hotels to earn money leading to a loss of traditional lifestyle and culture (2). 	<p>(4)</p>

Question Number	Indicative Content	
2(c) AO4	<p>Negative Impacts on Local People</p> <ul style="list-style-type: none"> • Loss of wildlife - e.g. rare snow leopard • Disturb rare animals - e.g. heli-skiing will disturb animals that live in the high mountains with helicopters flying over this might scare them. Also this could cause avalanches. • Loss of habitats - e.g. white water rafting. For this to take place, they will need to clear riverbanks to access rivers causing damage to vegetation and nest sites. • Clearance of forest will lead to erosion of top soil and loss of nutrients nothing will grow and it will look unsightly <p>important habitats could be destroyed to make way for the new road e.g. the Terai lowlands are home to the Royal Bengal Tiger and elephants, these animals could die out if a road is built through the lowlands. It will prevent them moving across their territories. If they build the road on the floodplain this could cause problems with flooding. This is a beautiful, remote mountainous region, people come to enjoy the scenery and peace and quiet. A road full of traffic will look unsightly and be noisy. There's no way you can make a road blend into this environment.</p> <p>strain on resources. All the building and development plus an influx of tourists will put a strain on the water supply and the sewage systems won't be able to cope. At the moment backpackers visit, they tend to be young and willing to rough it; if a spa resort was built to attract high spenders they will want swimming pools, saunas and Jacuzzis meaning that water may become in short supply. Golf courses use up lots of water.</p> <p>Negative Socio-cultural impacts</p> <ul style="list-style-type: none"> • loss of traditions and way of life • loss of earnings through providing guides • forced out of their homes to make way for new developments • teahouses will close and tourists will lose the opportunity to learn about the Nepalese culture • will be exposed to western cultures and will dilute their culture and traditions <p>May also consider positive impacts in their evaluation -</p> <ul style="list-style-type: none"> • attracting high spenders • create an identity • more jobs in golf resorts, spa, theme parks etc • improved infrastructure will make life easier for locals. 	
Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1-3 marks	Basic responses that are mainly theoretical/descriptive possibly limited reasoning /application. May be generalised with little attempt to link to Nepal/Annapurna. Little or no justification for views given.
Level 2	4-6 marks	Responses with some assessment and some application to Annapurna/Nepal. May be clear application and limited assessment, or clear assessment with little application. Some justification and reasoning given.
Level 3	7-8 marks	Focused responses with sustained assessment applied to Annapurna/Nepal throughout. Justification and reasoned conclusions are given. Considers both environment and local people.

Question	Example Answer	Mark Allocation
<p>2(d)</p> <p>A04</p>	<p>Up to a maximum of 6 marks for description of a tourism development proposal. Marks increase for detail in the description - e.g. identify the development proposal, what is there, what will tourists experience, where is it, how is it responsible .</p> <p>Marks to be credited for description of one proposal and not for explaining the principles. If give more than one proposal, positive mark and credit proposal offering highest marks.</p> <p>If no clear proposal max 2 marks for simple ideas/explanations of how meets the principles.</p> <p>If proposal made exists already must be different and clearly responsible tourism</p> <p>For full marks development proposal must be relevant and appropriate to mountainous area in LEDC where tourism is growing - expect links to case study details. Appropriateness in terms of PRT may be implied.</p> <p>Likely suggestions may include:</p> <ul style="list-style-type: none"> • eco lodges and accommodation • low volume high spend developments • nature or conservation holidays - helping in research • wildlife tourism - leopard spotting treks • low impact adrenalin sports - zip wires through the trees • 'trendy' accommodation - yurts/teepees • family adventure holidays • elephant trekking <p>E.g.</p> <ul style="list-style-type: none"> • they could build a small scale resort (1) of tree houses (1) in the forests (1). This would be aimed at high spenders and be low volume (1). They could use local materials to build these and could employ guides to take tourists on nature walks (2). They could use locally made rope bridges to link the houses together (Max 6). 	<p>(6)</p>
<p>Total for Question 2</p>		<p>30 marks</p>

Question	Example Answer	Mark Allocation
<p>3(a)(i)</p> <p>AO1</p>	<p>Up to 2 marks available for description of negative environmental impact. Second mark for detail or precision of wording.</p> <p>E.g.</p> <ul style="list-style-type: none"> • litter (1) • erosion (1) • loss of wildlife (1) • footpath erosion by lots of walkers on the same path (2) • noise and air pollution from too many cars (2) • habitat destruction (2). 	<p>(2)</p>
<p>3(a)(ii)</p> <p>AO1</p>	<p>Up to 2 marks available for description of positive socio-cultural impact. Second mark for detail or precision of wording.</p> <p>E.g.</p> <ul style="list-style-type: none"> • cultural awareness (1) • improved quality of life (1) • revival of festivals and ceremonies (2) • preservation of customs and traditions (2) • infrastructure will be improved for tourism and locals benefit (2) 	<p>(2)</p>

Question Number		Indicative Content
3(b) AO3		<p>Likely examples/destinations may include: Peru - Inca trail Caribbean islands Kenya</p> <p>Negative impacts Answers are likely to relate to the following</p> <ul style="list-style-type: none"> • staged authenticity - hill tribes of Thailand • westernisation • imitation and loss of identity. <p>Positive impacts Answers are likely to relate to the following</p> <ul style="list-style-type: none"> • projects such as educational schemes • community involvement in decision making • training of locals • locals sharing profits.
Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1-3 marks	Basic responses that are mainly theoretical/descriptive with little evidence of research. Possibly limited focus on a specific area. Responses may relate to a specific area but not necessarily to socio-cultural impacts of tourism.
Level 2	4-6 marks	Responses with some explanation showing some evidence of research. Responses may relate to a specific area and will relate to socio-cultural impacts.
Level 3	7-8 marks	Focused responses with sustained explanation showing clear evidence of research. Responses will demonstrate a sustained focus on a specific area and socio-cultural impacts.

Question	Example Answer	Mark Allocation
<p>3(c)(i)</p> <p>A02</p> <p>A04</p>	<p>Up to 4 marks for explanation of staff training and development. (1x4, 2x2, 4x1)</p> <p>1 mark for each point explained</p> <p>2 marks for each point explained in detail</p> <p>4 marks for sustained response fully explained.</p> <p>Maximum 2 marks if description only</p> <p>Responses should relate to how staff training and development can maximise positive socio-cultural impacts.</p> <p>Credit valid examples -of destinations, projects, training course to a maximum of 2 marks</p> <p>E.g.</p> <ul style="list-style-type: none"> • locals can get better jobs (1) • the destination does not need to rely on specialists from overseas (1) • locals will be able to earn more money (1) • if locals are trained in tourism they will be able to progress to higher paid jobs and earn more money (2) • training is needed because locals do not have the skills to work in tourism and without training would end up in low paid, menial jobs such as cleaning (2) • if as part of tourism development, staff training in tourism is provided for locals (1) it will increase their career prospects (1) meaning they will be able to earn more money (1). It will also mean that they could set up businesses to be run by locals (1) and this would improve their quality of life. 	<p>(4)</p>

Question	Example Answer	Mark Allocation
<p>3(c)(ii)</p> <p>A02</p> <p>A04</p>	<p>Up to 4 marks for explanation of planning control. (1x4, 2x2, 4x1)</p> <p>1 mark for each point explained</p> <p>2 marks for each point explained in detail</p> <p>4 marks for sustained response fully explained.</p> <p>Maximum 2 marks if description only</p> <p>Responses should relate to how planning control can minimise negative environmental impacts.</p> <p>Credit valid examples of destinations, projects, laws etc to a maximum of 2 marks</p> <p>E.g.</p> <ul style="list-style-type: none"> • stops unsympathetic development (1) • used to control how much is built and where (1) • can be used to regenerate run down areas by zoning areas for development (2) • used to stop high rise buildings being built along beautiful coastlines (1) by restricting the height to the height of palm trees (1) • is often used in areas of special beauty such as National Parks (1) to prevent the landscape and scenery being spoilt (1). It can control the materials used to build a house in a National Park (1) so that it fits in with traditional buildings and doesn't look out of place (1). 	<p>(4)</p>

Question Number	Indicative Content	
<p>3(d)</p> <p>A03</p>	<p>Responses will vary and likely to generate a wide range of destinations from within the UK or worldwide.</p> <p>Likely destinations and strategies:</p> <p>MEDC</p> <ul style="list-style-type: none"> • country/national parks - honeypot areas, zoning, footpath construction, guided walks, visitor centres, no bin policies • seaside resorts - planning controls, traffic management, training and education • tourist towns and cities - visitor and traffic management e.g. park and ride, encouraging overnight stays e.g. festivals/events/top quality accommodation. <p>LEDC</p> <ul style="list-style-type: none"> • investing in community projects, training and education, planning controls. 	
Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1-3 marks	Basic responses that are mainly theoretical/descriptive with little evidence of research. Possibly limited focus on a specific area. Responses may relate to a specific area but not necessarily to managing the impacts of tourism.
Level 2	4-6 marks	Responses with explanation showing evidence of research. Responses will relate to a specific area and will relate to managing the impacts of tourism.

Question	Example Answer	Mark Allocation
<p>3(e)</p> <p>AO4</p>	<p>Up to 4 marks for suggestions related to the role played by tour operators. Credit for understanding of the principles this may be implied.</p> <p>For full marks, must be more than one 'way' /suggestion.</p> <p>1 mark for each appropriate suggestion (1x4)</p> <p>Up to 3 marks for one detailed suggestion</p> <p>Maximum 3 marks for list of suggestions with no link to achieving the principles. The link may be implied but should be evident.</p> <p>E.g.</p> <ul style="list-style-type: none"> • issue a code of conduct (1) • tell tourists how to behave (1) • donation scheme to support community projects (1) • green tax to raise money for environmental protection (1) • give information about local customs (1) in their brochure (1) so they know what to expect and how to behave so they do not offend local people (1) • give advice to the holidaymakers (1) at the welcome meeting (1) on the environment such as not using too much water in their showers (1). 	<p>(4)</p>
Total for Question 3		30 marks
TOTAL FOR PAPER: 90 MARKS		

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