

Mark Scheme (Results) Summer 2008

GCE

GCE Travel and Tourism (6993) Paper 01

Unit 7: Responsible Tourism (6993)

Question	Example Answer	Mark Allocation
1(a)(i)	1 mark for each correct answer X - exploration Y - involvement.	2 marks
1(a)(ii)	Maximum of 4 marks for a clear description. Marks can be for separate points or extended responses <ul style="list-style-type: none"> • Tourist numbers still increase but the rate drops (1) • Local economy begins to rely heavily on tourism (1) • growth in facilities (1) • extending season (1) • strain on environment growing (1) • old facilities unappealing (1) • hostility from locals (1) • wide reaching advertising and marketing (1) • easier access (1) attracts more organised packages (1) 	4 marks
1(a)(iii)	1 mark for correct response Accept either <ul style="list-style-type: none"> • decline (1) • rejuvenation (1). 	1 mark

Question	Example Answer	Mark Allocation
1(a)(iv)	<p>Maximum of 2 marks for each reasoned response.</p> <p>Maximum 2 marks for theoretical description of stage.</p> <p>1 mark for each basic response up to a maximum of 3 marks.</p> <p>Sample answer based on decline in (iii):</p> <ul style="list-style-type: none"> • tourist numbers are decreasing and economy suffers in the area (1) • between 1987 and 2003 visitor numbers went down by 2.5 million (1) and decreasing tourist numbers is one characteristic of the decline stage (1) • the economy suffers at this stage (1) and spend went down by £300m (1). <p>Sample answer based on rejuvenation in (iii):</p> <ul style="list-style-type: none"> • the destination is regenerated (1) • the Winter Gardens has been refurbished (1) so they are regenerating this attraction (1) • attempts have been made to extend the season (1) so they are obviously trying to bring more business into the destination (1). 	4 marks

Question	Example Answer	Mark Allocation
<p>1(b)(i)</p>	<p>Up to 2 marks available for each principle of responsible tourism described. Understanding of principles must be evident. No marks for management strategies or types of tourism i.e. 'green tourism', 'eco-tourism', 'sustainable tourism' etc. For full marks, wording should be appropriate i.e. should be worded as a principle.</p> <p>No marks for 'minimise negative economic, environmental, socio-cultural impacts (or similar). e.g.</p> <ul style="list-style-type: none"> • 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). 	<p style="text-align: right;">4 marks</p>

Question	Example Answer	Mark Allocation
<p>1(b)(ii)</p>	<p>Maximum 3 marks for each reasoned assessment of impact.</p> <p>Maximum 2 marks for only descriptive/theoretical answers for each assessment.</p> <p>e.g.</p> <ul style="list-style-type: none"> • the casino development will bring congestion and litter (1) • the prices of houses will increase (1) and they will not be able to afford to live there any more (1) • An increase in crime is anticipated based around the casinos (1) but the destination already has large numbers of visitors so has a high potential for crime (1) so this increase is likely to be limited (1) • Existing tourism facilities may find there is a decrease in demand (1) as tourists prefer to visit the supercasino (1) rather than Pleasure Beach or theatres (1) • It is likely that the casino will compete and lead to some theatres to lose money (1), and close down (1), and local people may lose out as they may not want to use the casino (1). <p>Although you may not agree with the views in the response, if the candidate has made an assessment you must reward it.</p>	<p style="text-align: right;">6 marks</p>

Question	Example Answer	Mark Allocation
1(b)(iii)	<p>Maximum 5 marks awarded for each suggestion - 1 mark for each development of the suggestion or justified statement. A maximum of 4 marks to be awarded for each suggestion without any clear justification.</p> <p>e.g.</p> <ul style="list-style-type: none"> • create jobs for locals (1) such as hotel staff, construction workers for the locals (1). Ensuring that at least 50% of jobs are restricted to local people only (1), will ensure that they receive maximum economic benefit (1). This will therefore improve their quality of life (1). • to preserve the heritage the casino can look at the history of Blackpool (1) for example when it was the first place to introduce street lighting (1). They can theme the casino around the history and even have exhibits or a museum inside (1). They could also build the casino around existing theatres rather than build new theatres (1) to keep the heritage of those places (1). 	10 marks
1(c)(i)	<p>1 mark for correct answer</p> <ul style="list-style-type: none"> • Public 	1 mark
1(c)(ii)	<p>Maximum of 4 marks for a clear description. Marks can be for separate points or extended responses e.g.</p> <ul style="list-style-type: none"> • responsible for museums and arts (1) • setting tourism strategy(1) such as tourism tomorrow (1) • responsible for funding (1) tourism development projects (1) • supports tourism at a national level (1) • offers regional and local support to destinations (1) • enhances and improves quality of visitor attractions (1) • develop skill base of workers in tourism (1) • marketing UK visitor attractions (1) domestically and internationally (1). 	4 marks

Question	Example Answer	Mark Allocation
<p>1(c)(iii)</p>	<p>1 mark only for an appropriate objective</p> <p>Blackpool Council -</p> <ul style="list-style-type: none"> • regeneration (1) • extend stays (1) • increase visitors (1) • increase visitor spending (1) • build supercasino (1) • create local employment (1). <p>1 mark only for an appropriate objective</p> <p>Blackpool Pleasure Beach Ltd -</p> <ul style="list-style-type: none"> • increase profit (1) • revenue (1) • increase visitor numbers (1) • expand operations (1) • build new attractions (1). 	<p style="text-align: right;">2 marks</p>

Question	Example Answer	Mark Allocation
1(c)(iv)	<p>Maximum of 4 marks for reasoned response leading to an explanation. Maximum of 2 marks for responses on conflict not related to objectives.</p> <p>e.g.</p> <ul style="list-style-type: none"> • The Pleasure Beach Ltd will not be happy with a supercasino because customers will go there instead of the Pleasure Beach (1) and the Pleasure Beach Ltd will not increase profit (1) • Blackpool Pleasure Beach will not be able to meet its objectives of increasing revenue as visitors will go to the new attractions supported by the council (2) • As the number of visitors to the town are going down, Blackpool Council is not meeting its objectives. The council want to be bring in more attractions to bring in more visitors which will be in competition with the Pleasure Beach (3) • The council want to be bring in more attractions to bring in more visitors which will be in competition with the Pleasure Beach. Blackpool Pleasure Beach will not be able to meet its objectives of increasing revenue as visitors will go to the new attractions supported by the council (4). 	4 marks

Question	Example Answer	Mark Allocation
1(d)	<p>Maximum of 4 marks for each proposal clearly described. 1 mark for each appropriate statement adding detail to the proposal.</p> <p>No marks for explanations</p> <p>Proposal must be appropriate to increase visitor numbers.</p> <p>e.g.</p> <p>Proposal 1 - Outskirts of the town (1) create a new holiday centre (1) with both indoor and outdoor facilities (1) and a 9 hole golf course (1).</p> <p>Proposal 2 - Along the beach (1) they could develop more adventure activities (1), water skiing (1), huts for equipment hire (1).</p> <p>No marks awarded for the proposal being a casino or an existing facility/attraction, unless clearly different to what exists.</p> <p>No marks for promotional campaigns/advertising/marketing proposals.</p>	8 marks
2 (a)	<p>Maximum of 4 marks for a clear description. Marks can be for separate points or extended responses.</p> <ul style="list-style-type: none"> • the number of tourists keep increasing (1) • high volume of visitors (1) • now a recognised tourist area (1) • heavily advertised (1) • improved transport (1) • loss of local involvement and control (1) • changes to the landscape unwelcome by locals (1) • labour begins to be imported from outside (1) • tourists attracted by natural and cultural attractions (1) • more purpose-built facilities are available (1) and these are more appealing (1) • outside investors move in (1) especially in the accommodation sector (1) • local facilities disappear (1) and are replaced by new/modern facilities (1). 	4 marks

Question	Example Answer	Mark Allocation
2 (b)	<p>Maximum 2 marks for each objective clearly given. Second mark for clarity and precision of the objective.</p> <p>Max 1 mark each if impacts rather than objectives are given.</p> <p>Economic</p> <ul style="list-style-type: none"> • to get more money (1) • increase incoming investment (1) into the state (1). <p>Sociocultural</p> <ul style="list-style-type: none"> • to respect different cultures (1) • to promote respect between incoming tourists (1) and the diverse local cultures of Kerala (1). 	4 marks

Question Number		Indicative Content
2(c)		<p>Positive impacts</p> <ul style="list-style-type: none"> • Creates jobs for locals • Brings money in • Tourists can experience local culture • The local people will benefit from the income they get e.g. as guides or cooks, on the boats, and providing the food and drink for the ice boxes • As backwater cruises become more popular local people may earn more. <p>Negative impacts</p> <ul style="list-style-type: none"> • Congestion, erosion, loss of local culture, and identity • Some of the houseboats are motorised and this will cause pollution in the water as petrol may leak into the waterways and this could kill the fish that locals rely on for food and work. May encourage locals to abandon their traditional activities, such as fishing, and even move away from the area, leaving villages deserted. • There will be pollution in the water and so the local people might find the water is no longer clean enough for fishing and washing. Therefore the life and family traditions of the local community could change dramatically.
Level	Mark	Descriptor
Level 1	1-3 marks	Basic responses that are mainly theoretical with limited reasoning, may not focus on backwater cruises. Responses may focus on only positive or negative impacts.
Level 2	4-6 marks	Responses with some analysis and some application to backwater cruises. Responses may focus on only positive or negative impacts. Responses could be either clear application and limited analysis or limited application with clear analysis.
Level 3	7-8 marks	Responses with sustained analysis and clearly applied to backwater cruises. Responses must focus on both positive and negative impacts.

Question Number		Indicative Content
2(d)		<p>Responses do not need to relate to Kerala or fishing.</p> <p>All answers must relate to traditional activities and/or employment</p> <p>Positive impacts on traditional activities and/or employment.</p> <ul style="list-style-type: none"> • Tourists can learn about traditional activities and this may help preserve these activities • It could encourage the revival of old skills • If tourists are educated about traditional activities/employment they can be encouraged to help preserve them eg paying to watch traditional dancing and buying authentic local crafts. <p>Negative impacts on traditional activities and/or employment</p> <p>staged authenticity People will stop traditional activities to earn more money in tourism. If people are spending hours doing hard work like fishing, and not earning much money they may start looking to other ways of earning money. They may look for jobs elsewhere and this could affect the local communities as people may have to move away to get these jobs.</p> <p>Fishermen may become very despondent spending hours doing hard work, for very little money, whilst being watched by waiters who earn a regular income and tips.</p> <p>With the fishing taking place on the tourist beaches, tourists may be splashing in the water and frightening the fish away from the nets, which mean there will be fewer fish in the area to catch and this could threaten their livelihood.</p>
Level	Mark	Descriptor
Level 1	1-3 marks	Basic responses that are mainly theoretical with limited reasoning.
Level 2	4-6 marks	Responses that are analytical with some application to traditional activities and/or employment. Responses could be either clear application and limited analysis or limited application with clear analysis.
Level 3	7-8 marks	Analytical responses clearly applied to traditional activities and/or employment.

Question	Example Answer	Mark Allocation
<p>2(e)</p>	<p>Up to four marks for each way the hotel complex can be developed adopting the principles of responsible tourism.</p> <p>For each ‘way’ -maximum 2 marks to be awarded for a description only. Max 2 marks for explanation linked to the principles of responsible tourism where no description given.</p> <p>e.g.</p> <ul style="list-style-type: none"> • they can use local products (d)(1) such as local timber and stone (d)(1) • Local people would need to be employed (d)(1) and firstly trained to take on the roles (d)(1) to help the positive impacts by local people getting financial benefit (e)(1) • the hotel could only use and sell local products (d)(1) and work with local villages and make individual agreements for each village to provide products (d)(1). This will help keep the local heritage (e)(1) as local traditions such as fishing will be maintained to enable tourists to eat local food (e)(1). 	<p style="text-align: right;">8 marks</p>

Question Number		Indicative Content
3		<p>Answers are likely to relate to the following:</p> <ul style="list-style-type: none"> • Nature reserves • Reducing traffic • Protected status • Trails • Zoning • Education • Park and Ride • Leaflets • Planting trees • Alternative transport provision • Taking litter home.
Level	Mark	Descriptor
Level 1	1-3 marks	Basic responses that are mainly theoretical and descriptive with little evidence of research. There may be limited focus on a specific destination/area; it could be anywhere. May relate to a specific area but not relate to developing tourism to minimise negative environmental impacts. Impacts may not be evident.
Level 2	4-6 marks	Responses may relate to a specific destination/area with specific details. Responses will relate to developing tourism and minimising the negative environmental impacts.
Level 3	7-8 marks	Responses will demonstrate a sustained focus on a specific destination/area. Responses will clearly relate to how tourism is/has been developed to minimise the negative environmental impacts.
TOTAL FOR PAPER: 90 MARKS		