Mark Scheme (Results)

June 2011

Applied GCE Travel & Tourism
(6993)
Paper 01 Responsible Tourism

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Question Number	Answer	Mark
1(a)	Up to 2 marks for appropriate economic objective. Second mark for clarity and precision – **should be worded as an objective**. E.g. • To create jobs for locals (1) • To attract more overseas visitors (1) • To reduce unemployment levels by providing jobs in tourism for local people (2) • To increase tourist numbers by 5% by 2020 (2) • To ensure that tourism provides employment and training opportunities for local people (2)	**(2)**

Question Number	Answer	Mark
1(b)	1 mark for each **Key characteristic** of consolidation stage identified. For maximum marks must not include characteristics of other stages. E.g. • 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 some locals begins (1) • wide reaching advertising and marketing (1) • attracts organised packages (1)	**(3)**

Question Number	Answer	Mark
1(c)(i)	1 mark for each sector identified correctly. • AirSouthwest – Private (1) • Tourism Newquay – Public (1) • Cornwall Council - Public (1)	**(3)**

Question Number	Answer	Mark
1(c)(ii)	2 marks for role identified. Could be 1 role with detail or 2 basic roles. Credit what they do, not aims. No marks for lifting text. For full marks, must relate to tourism development/tourism E.g. Tourism Newquay - Boost tourist numbers (0) promotions and competitions (0) - help plan long term strategy (1) - to promote tourism in Newquay (1) - develop promotional campaigns (1) - research and predict new trends (1) - help identify new markets (1) - advise small businesses (1) - market Newquay's image (1) within the UK and overseas(1) - form partnerships with private sector organisations such as Air Southwest (2)	**(2)**

Question Number	Answer	Mark
1(d)	1 mark for each reasoned point. **For full marks must be an explanation, applied to destination and linked to characteristic/s of stage. These may be implied.** Max 3 marks for describing/ lifting text only Max 3 marks for describing/listing characteristics.	
	Characteristics of Stagnation:	
	• saturation point is reached (1)	
	• quality of tourist services and amenities falls (1)	
	• environmental degradation is apparent (1)	
	• local attitudes to tourism varies (1)	
	• reached its peak in numbers of visitors / maturity / mass tourism (1)	
	• no longer fashionable (1)	
	• significant negative environmental, economic and socio cultural impacts (1)	
	• well established image (1)	
	• relies upon repeat visitors (1)	
	• natural and cultural attractions no longer as important as purpose built facilities and attractions (1)	
	E.g. The attitude of locals varies (1) those who run businesses such as the B&Bs welcome tourists whilst residents are showing signs of hostility (1).	
	It is at this stage because one characteristic is that the quality of services and amenities falls (1) and in Newquay this is shown by the rundown state of the train station (1). Another clue is that although Newquay is well known and has an established image (1) there are clear negative socio-cultural impacts as a result of the rowdy behaviour of the youngsters showing the town is at stagnation point (1).	
	Newquay has reached stagnation because it has reached its peak (1) and there are signs of decay already (1). It mentions there are empty buildings, shops and bars for sale and that the station is rundown (1) these all show environmental degradation *which is another characteristic* of this stage (1). It also relies heavily on repeat visitors - 88% is high (1), and is not attracting new visitors because it is no longer fashionable (1). All of these points show Newquay has reached stagnation.	
		(6)

Question Number	Indicative Content
1(e) **QWC***	**Negative socio-cultural impacts** • Disturbing local people and their way of life – overcrowding – if tourist have no where to park where do residents park? • noise • fear • quality of life – can't sleep • culture of sleaze/part capital • prostitution – local girls may turn to this if can't find work • crime/vandalism • no Cornish culture left **Negative economic impacts** • Low paid jobs • Seasonal jobs – summer holiday destination • Unemployment – bars closed • House prices may fall – poor image **Positive socio-cultural impacts** • Surf culture brings people from all over world can learn different cultures **Positive economic impacts** • Jobs • Money from tourism • Surfing creates jobs as instructors, surf shops Candidates are not expected to address all these points. *The candidate's response may not coincide with examiner's view but answers should be marked positively; evidence of understanding of the impacts of tourism should be credited.*

Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1-3	Basic responses that are mainly descriptive, possibly limited reasoning /application. May be generalised with little attempt to link to Newquay. The candidate uses everyday language and the response lacks clarity and organisation. Spelling punctuation and the rules of grammar are used with limited accuracy.

Level 2	4-6	Responses with some analysis and some application to Newquay. May be clear application and limited analysis, or clear analysis with little application. Analysis may be theoretical in parts. May focus on one type of impact either economic or socio-cultural. May focus on positive or negative impacts. The candidate uses everyday language and the response lacks clarity and organisation. Spelling punctuation and the rules of grammar are used with limited accuracy.	
Level 3	7-8	Responses will demonstrate a sustained and balanced analysis focused on Newquay considering both positive and negative impacts. The candidate uses specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.	

Question Number	Answer	Mark
1(f)	Up to 3 marks for suggestions for each aim. Could be 1 detailed suggestion or 3 basic ideas. Responses must be realistic and appropriate to Newquay's regeneration and relate to aim. No marks for vague 'improve' without some appropriate detail. Do not credit repeat ideas. Variety of ideas are likely and may include: E.g. Attract tourists all year round – - More deals with airlines – autumn rates for flights - Promote events out of season – spring surfing - Target retired people with food festivals - Christmas markets - Create surfing academy so people can learn all year round - Themed breaks at big hotels such as Strictly come Dancing weekends in winter E.g. Improve town centre and infrastructure - - Refurbish the railway station and offer more train services take strain off car parks - Tidy up the town – flowers in bloom, benches - Make town safer at night, better lighting - Lower rents to attract more shops - Licensing restrictions in bars - Expand airport - Create club zone – keep teens there away from centre and residents	**(6)**

Total for Question 1 – 30 marks

Question Number	Answer	Mark
2(a)	Up to 2 marks for appropriate political objective. Second mark for clarity and precision – **should be worded as an objective**. E.g. • to make Kenya more well known (1) • to create a national identity (1) • to make Kenya more stable (1) • to enhance the image of Kenya as a key international tourist destination (2) • to reassure the world of the country's stability and that it is safe to travel there (2)	**(2)**

Question Number	Answer	Mark
2(b)	Up to 2 marks available for description of each negative economic impact. Second mark for detail or precision of wording. E.g. • Money does not stay in local economy (1) • Seasonal jobs (1) • Foreign companies bring in their own workers (1) • Foreign companies provide tourism facilities (1) and profits do not stay in the local economy (1) • Economic leakage (2) • Locals likely to be unskilled (1) and only able to access menial jobs (1) • Employment opportunities for locals are likely to be low paid (1) with no chance of progression to earn more money (1) *For full marks must be appropriate to LEDC*	**(4)**

Question Number	Answer	Mark
2(c)	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. E.g. • 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).	**(6)**

Question Number	Indicative Content
2(d) QWC*	**Negative impacts – environment** • Disturbing animals as hunt and drink • Erosion of plains – removes topsoil, no grass for animals • Noise and pollution from minibuses • Strain on water resources - water in tourist swimming pools • Animals will move away • Lead to extinction - rhinos • Disruption of habitats when build lodges • Uncontrolled development **Positive impacts – environment** • People can be educated about wildlife • Money can be used for conservation projects • Raise awareness **Negative impacts – local people** • Moved from traditional lands • Not seeing any money from tourism – leaked away by foreign companies and tour operators • High volume low spend bringing 'wrong type' of tourist want bargain not interested in helping local people • Loss of cultural identify • Westernisation • Intrusion • Staged authenticity **Positive impacts – local people** • Jobs in lodges and as guides some are skilled and may need training • Interact with other cultures • Can teach tourists about culture • Raise awareness of rich culture • Preserves customs

Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1-4	Basic responses that are mainly descriptive with possible limited reasoning or application. The candidate uses everyday language and the response lacks clarity and organisation. Spelling punctuation and the rules of grammar are used with limited accuracy.

Level 2	5-7	Responses with some analysis and some application to safari tourism in Masai Mara. Responses may focus on only positive or negative impacts. May focus on only environmental impacts or local people. Responses could either be clear application and some analysis or clear analysis and some explanation. There may be some theoretical analysis The candidate uses everyday language and the response lacks clarity and organisation. Spelling punctuation and the rules of grammar are used with limited accuracy
Level 3	8-10	Focused responses with sustained analysis and clearly applied to safari tourism in Masai Mara. Responses must focus on both positive and negative environmental impacts and impacts on local people. The candidate uses specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.

Question Number	Answer	Mark
2(e)	Up to 4 marks for each explanation. Must be appropriate, realistic and explain how responsible tourism could be used to help save Africa's wildlife and bring benefits to locals. Marks can be for separate points or extended responses (1x4, 2x2, 4x1). Responsible tourism principles may be implied rather than stated directly. For full marks must be explained, relevant and realistic. No marks for stating principles. Do not credit repeat ideas or vague suggestions. A variety of suggestions are likely E.g. **Save Wildlife** • Demolish rhino lodge (1) • Ban building any more lodges (1) • Introduce environmental holidays (1) and get tourists involved in studies aimed at helping wildlife (1) • Introduce a green tax (1) on every tourist who enters Kenya to protect the game reserves and wildlife (1) • Reduce the number of tourists allowed onto each game reserve (1) by issuing a set number of permits each year (1). These would have to be paid for and the money used on conservation projects (1) or research to find out why the lion numbers have dropped (1) • Tighter controls on where tourists are allowed to go (1). Patrol the area (1) and introduce fines to guides who go 'off road' driving (1). This will stop animals being disturbed (1). • Create conservation zones (1) where no tourists are allowed (1) so animals are not disturbed (1) at dawn and dusk when hunting for food (1). E.g. **Benefit Local people** • Educate tourists on local traditions (1) • Consult locals on every new development proposal (1) • Create more opportunities for locals and tourists to meet/interact (1) such as holding a 'local market' in the safari lodge (1) • Make tourism low volume high spend (1) and attract a new market that are interested in helping local people (1) • Form consultation groups (1) with local Maasai representatives to find out how they feel things could be improved (1) • Offer training and development (1) to get more locals employed in managerial/decision making roles	**(8)**

| | (1) so they have chance to improve conditions for locals (1) and can earn a decent wage in the future (1)
• Tour operators should give more information on the Maasai customs on the inbound flights (1). They should inform tourists of the importance of the traditional jewellery (1) and encourage tourists to buy direct from the locals (1) rather than buying souvenirs in the hotel so the locals get all the money (1). | |

Total for Question 2 – 30 marks

Question Number	Answer	Mark
3(a)(i)	Up to 2 marks available for description of ONE positive socio-cultural impact. Second mark for detail or precision of wording. No marks for jobs/money – economic impacts. E.g. • Promotes respect (0) • cultural awareness (1) • learn about new cultures (1) • dual use facilities (1) • improved quality of life for local people (1) • revival of festivals and ceremonies (2) • preservation of customs and traditions (2) • infrastructure will be improved for tourism and locals benefit (2)	**(2)**

Question Number	Answer	Mark
3(a)(ii)	Up to a maximum of 4 marks for explanation of Conservation and Habitat Preservation. Explanations should relate to CHP being a positive impact on the environment in terms of protecting wildlife, and habitats, stopping development or tourism activity that could disturb wildlife. Expect to refer to birds, mammals, marine life, flowers etc – flora and fauna. May refer to organisations such as Wildlife Trusts, RSPB and National Trust in examples. Max 2 marks for reference to historic buildings/areas being preserved/conserved if no reference to natural habitats/wildlife. Marks can be for separate points or extended responses (1x4, 2x2, 4x1) **For full marks must be explained.** E.g. • conserves/preserves habitats (0)	

| | • prevents loss of habitat (1)
• protects the environment/wildlife (1)
• where tourism can help to look after wildlife (1)
• creation of nature reserves/wildlife reserves/wetlands/ponds (1)
• this is all about protecting plants and animals (1) and the places where they live from tourists and tourism activity (1). An example of this would be where for instance a holiday park or resort is built but where some of the land is left alone (1) such as left as a wildflower meadow so that bees and butterflies still have a food source (1) | **(4)** |

Question Number	Answer	Mark
3(a)(iii)	Up to a maximum of 4 marks for explanation of Loss of Cultural Identify. Explanations should relate to LCI being a negative impact on local people, communities and cultures and how this happens as a result of tourism. Expect to refer to traditional ways of life, customs, festivals, food, costumes etc being lost as destinations/communities change to accommodate tourists and are influenced by them. May refer to staged authenticity credit if link to loss of cultural identity is clear. Marks can be for separate points or extended responses (1x4, 2x2, 4x1) **For full marks must be explained.** e.g. • culture is lost (0) • traditional ceremonies and festivals are abandoned (1) • culture is diluted (1) by exposure to western cultures (1) • the destination receives visitors from different parts of the world (1) and their lifestyles are copied by local people (1) • locals at destinations in LEDW become more westernised (1) as they aspire to the lifestyle of the tourists (1). Their culture is watered down (1) and eventually they abandon traditions and lose their identity as what was once important is now irrelevant to their 'modern' lives (1)	(4)

Question Number	Answer	Mark
3(b)(i)	Up to 4 marks for explanation of investment of tourism income in community projects (1x4, 2x2, 4x1) 1 mark for each point explained 2 marks for each point explained in detail 4 marks for sustained response fully explained. Credit reference to specific impacts. No marks for multiplier effect/economic impacts Responses should relate to how investment of tourism income in community projects can maximise positive socio-cultural impacts. Credit valid examples -of destinations/projects **For full marks must be explained.** E.g. • improves infrastructure (1) • improves quality of life (1) • where the community get something back (1) • some responsible tour operators offering packages to the LEDW have ethical motives (1) and want to help the host community improve their lives (1). For instance this could be by helping to fund projects such as tree planting, renewable energy schemes (1) or even basic projects such as installing a permanent clean water supply (1). • this is sometimes seen in poorer countries where local people do not have access to education or health care (1). Money from tourism could be invested in building a new school (1) to educate children (1) so they have better chance of getting a job when they are older (1).	**(4)**

Question Number	Answer	Mark
3(b)(ii)	Up to 4 marks for explanation of visitor management (1x4, 2x2, 4x1) 1 mark for each point explained 2 marks for each point explained in detail 4 marks for sustained response fully explained. Credit reference to specific impacts. Responses should relate to how visitor management can minimise negative environmental impacts. No marks for traffic management. Credit valid examples -of destinations/projects **For full marks must be explained.** E.g. - congestion charge/park and ride (0) - reduce traffic (0) - controls the number of tourists allowed/entering (1) - reduces overcrowding (1) - restricts number of people allowed (1) - is used to control how many tourists there are visiting a place (1), where they can go (1) and what they can do (1) so that numbers are low and they are only allowed in areas that can cope with tourists, protecting other areas from being damaged (1) - some destinations containing rare species have fragile environments that cannot cope with large numbers of tourists and they have to be controlled (1). Disposing of waste sewage and tourist rubbish can affect the environment (1) in places such as the Galapagos Islands and Arctic/Alaskan cruises. So these governments will not allow tourists in without a visa (1) and they have strict rules and all waste has to be removed (1). **Example**s - - Creation of surfaced footpaths/trails that have to be followed in popular countryside areas and National Parks reduces footpath erosion from too many visitors (2) - where all visitors have to escorted by a guide and there are strict rules about when and where tourist can go and what they can do	
		(4)

Question Number	Indicative Content

3(c)(i)	Candidates will give details of a variety of destinations.
	These **may** include
	   • UK National Parks
	   • The Inca Trail
	   • The Gambia
	   • Examples used on past papers
	
	Expect reference to how the destination is minimising negative impacts and/or maximising positive impacts.
	
	The candidate's responses may not coincide with examiner's views but answers should be marked positively; evidence of research and understanding of strategies used to manage impacts should be credited.

Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1-3	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. At this level, responses may be about TALC stages and rejuvenation of a destination, rather than impacts. May not have chosen a destination.
Level 2	4-6	Responses with explanation showing evidence of research. Responses will relate to a specific area and will clearly relate to managing impacts.

Question Number	Indicative Content		
3(c) (ii)	Up to six marks available for the assessment. *The candidate's response may not coincide with examiner's view but answers should be marked positively; evidence of understanding of responsible tourism should be credited.* References to responsible tourism may be implied rather than clearly stated.		
Level	Mark	Descriptor	
	0	No rewardable material.	
Level 1	1-3	Basic responses that are mainly theoretical/descriptive. Responses may relate to responsible tourism but little reasoning evident.	
Level 2	4-6	Responses with assessment with reasoning and justification.	

Total for Question 3 – 30 marks

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