

Mark Scheme (Results)

June 2012

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

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Question Number	Answer	Mark
1(a)(i) A01	1 mark for correct sector:Heart of England - public	
	 Stratford District Council - public Shakespeare Birthplace Trust - voluntary 	(3)

Question Number	Answer	Mark
1(a)(ii) A01/2	Up to 2 marks for description of each role. Expect some reference to tourism or tourism development. May be implied. Marks for points or extended responses. Do not credit repetition of roles.	
	Max 1 mark if role described is generic.	
	 Heart of England Promotes/advertises the area to domestic visitors (1) Increase visitor numbers (1) Provides information for visitors (1) Promotes the tourist attractions / accommodation (1) of the Stratford area to domestic visitors (1) Stratford District Council Makes sure jobs are created for locals (1) Ensure development is sustainable (1) Grants planning permission (1) for all new tourism developments in Stratford (1) 	
	 SBT Looks after the cottage Shakespeare was born in (1) Raise awareness of the culture in Stratford (1) Preserves historical sites associated with Shakespeare (1) Educates visitors (1) on the life and works of Shakespeare by giving lectures (1) 	
	Looking after Shakespeare's birthplace (0)	(6)

Question Number	Answer	Mark
1(a)(iii) AO2	 Up to 3 marks for explanation. For full marks must be explained and relate to local residents and or businesses. Max 2 marks for generic responses e.g. overcrowding (1) locals' lives will be even more disrupted and roads more congested (2) businesses can't compete if large private chains move in and they may be forced to close (3) locals will worry the town will just become a tourist town and they will object as prices are likely to rise and shops such as butchers may close (3) 	(3)

Question Number	Answer	Mark
1(a)(iv) A04	 Up to 3 marks for explanation. For full marks must be explained and responses should relate to what the Council can do. e.g. have a meeting (1) reach a compromise (1) get everyone together and come up with a plan (2) SDC could arrange a public meeting for local residents and all businesses so each side can put their view across. The conflict can be resolved by reaching a compromise (3) 	(3)

Question Number	Answer	Mark
1(b) A01/A02/A03	1 mark for correct stage, accept either: • Stagnation, or • Decline	
	If stage incorrect credit explanation up to a maximum of 4 marks.	
	Up to 6 marks for reasons to support the stage chosen. Marks for separate points or extended responses:	
	1x6, 2x3, 3x2, 6x1.	
	1 mark for each of six points 2 marks for each of three points with detail 3 marks for each of two reasoned points 6 marks for one integrated, fully reasoned point with specific links made	
	Max 4 marks if no application/no link between stage and Stratford/just describes characteristics.	
	e.g. Stagnation	
	 saturation point is reached – high of 17.1 million day-trippers reached its peak in numbers of visitors / maturity quality of tourist services and amenities falls – poor rail links, old fashioned hotels; problems with pedestrianised area significant negative environmental, economic and socio cultural impacts – low paid jobs environmental degradation is apparent – congestion local attitudes to tourism varies – may not be happy if shops selling essentials have closed no longer fashionable – shabby, few new visitors going 	
	 well established image relies upon repeat visitors – 17.1 million day trippers most been before 	
	e.g. <u>D</u> ecline	
	 tourist numbers decreasing - 17.1 million peak day trippers 2005 area suffering economic downturn – low visitor spend, people not staying over night poor image 'shabby hotels' 	
	 failing to attract tourists back as repeat visitors 	(7)

For maximum marks must be applied with given and understanding of characteristics these may be implied rather than clearly s	evident,
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Questi Numbe		Indicative Content	
1(c) QWC* A04		Responses should refer to appropriate impacts for a historical town in the UK. Responses may vary; evidence of understanding of the	
		impacts of the rejuvenation stage should be credited. This list is not exhaustive	
		Positive impacts • New image	
		 Target new markets – high spenders Area looks more attractive - landscaping Street furniture – on Henley Street planters, benches, water features 	
		Conservation and regeneration of redundant buildings such as shabby hotels - Swan	
		 Job creation – new attractions built Overnight stays will bring money in and create jobs Improvements to infrastructure benefits locals Preserves Shakespeare's culture 	
		Negative Impacts	
		OvercrowdingCongestion	
• Lov • Hig		High cost of living as area becomes more desirable	
		Candidates are not expected to deal with every point and may be rewarded well for a comparatively small number of points if these are developed and sustained.	
Level	Mark	Descriptor	
1	0 1-3	No rewardable material. Basic responses that are mainly descriptive with limited	
		assessment and/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.	
2	4-6	Responses with some assessment or application. Responses	
		may have clear application and some assessment or some application and clear assessment. Some aspects may be	
		theoretical. Some reference to characteristics of rejuvenation stage may be inferred. The candidate uses some specialist	
ter Spo		terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with	
3	7-8	some accuracy. Focused responses with sustained assessment and application	
		of both positive and negative aspects. Characteristics of rejuvenation clear. 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.

Total for Question 1 – 30 marks

Question Number	Answer	Mark
2(a)(i) AO1	 Up to 2 marks for each principle described. E.g. to protect the environment (1) to preserve culture (1) to create jobs for local people (1) ensure the environment and culture (1) of the area are protected (1) to minimise negative economic, environmental and socio-cultural impacts (2) to create economic benefits for locals and improve their quality of life (2) to promote the conservation of natural and cultural heritage (2) Do not credit answers such as: green tourism/sustainable tourism (0) Promote respect between tourists and locals (0 given in the question). 	(4)

Question Number	Answer	Mark
2(a)(ii) AO2	Up to 3 marks for each suggestion . Marks can be for one detailed idea or three separate points. Do not need to explain. Must relate to principle as given in 2(a)(i). Responses should relate to what destinations, planners, organisations and developers NOT tourists can do.	
	<u>Principle:</u> creates economic benefits for local people and improves their quality of life E.g.	
	 give local people jobs (1) to improve quality of life (0 marks as this is part of the principle) make improving infrastructure part of the development plan (1) to make sure locals benefit from electricity and water supplies (1) rules to ensure that any new tourism development has to employ a percentage of local people (1) so they benefit with wages/earn money (1) give local people training (1) to give them skills (1) and can get jobs in tourism (1) dual use facilities (1) are created where locals can use tourism facility (1) such as a hotel swimming pool or gym (1) 	
	<u>Principle:</u> minimise negative environmental, economic and socio-cultural impacts E.g.	
	 May refer to just one impact, do not have to cover all three. E.g. Park and ride schemes (1) will reduce congestion (1) Help local businesses set up (1) and provide tourism services (1) Create all year round tourism (1) so locals have year round jobs (1) Ban all inclusive resorts and hotels (1) so money stays in the local economy (1) Involve local people (1) in the decision making process (1) so they feel involved (1) Build sympathetically (1) in keeping with the local architecture (1) and use local materials and labour (1) 	
	Principle: promotes conservation of cultural and natural heritage. E.g. • give grants to for building conservation (1) • create National Parks or wildlife reserves (1) to protect flora and fauna (1)	(6)

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allow visitors to access historical buildings (1) and
give them learning opportunities (1) so they
understand how important it is to continue looking
after them (1).

2(b) (i) A01 Up to 1 mark for each objective. Should be worded as an objective. Do not credit principles E.g. Political to make Romania more well known (1) to create a national identity (1) to enhance the image of Romania as a tourist destination (1) to improve security and tourist safety (1)	Question Number	Answer	Mark
• to reassure the world of the country's stability (1) (2)	2(b)(i)	 an objective. Do not credit principles E.g. Political to make Romania more well known (1) to create a national identity (1) to enhance the image of Romania as a tourist destination (1) to improve security and tourist safety (1) 	(2)

Question Number	Answer	Mark
2(b)(ii) A01	Up to 1 mark for each objective. Should be worded as an objective. Do not credit principles	
	 E.g. Economic to increase foreign currency earnings (1) employment creation (1) to benefit from the effects of the multiplier effect (1) to boost local economies (1) attract overseas investment (1) 	(2)

Questi	on	Indicative Content
Numb	er	
2c QWC* A03		Responses should refer to the impacts of tourism development/tourist activities on the environment . No credit for socio-cultural/economic impacts. Credit appropriate examples of environmental impacts at other destinations rich in wildlife.
develop and link with the fact Romania has had to borrow millions • Education – learn about endangered species, migration		 Conservation – area protected Money brought in by tourists used to protect Delta area – may develop and link with the fact Romania has had to borrow millions Education – learn about endangered species, migration Greater awareness of 'exceptional ecosystem' and need to
		 Negatives Environmental damage – marsh cleared to make way for hotels. Loss of species – Dalmatian pelican already under threat Vital for breeding and migrating birds of habitat lost species will die out Inappropriate development – floating hotels where otter live, sand extraction Destroy natural habitats – creating roads Unplanned developments – pollution into the water system Over-fishing – tourists Erosion to river banks/pollution – motor boats Candidates are not expected to deal with every point and may be rewarded well for a comparatively small number of points if these are developed and sustained
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	Basic responses that are mainly descriptive. Possibly limited reasoning/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.
2		
3	7-8	Focused responses with sustained analysis and application to the impacts of tourism development and activities in the Delta/other countryside areas rich in wildlife. Will consider 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
2d(i) A04	One mark for appropriate statement related to what a government would issue. E.g.	
	 Introduce laws to restrict development Keep some areas/islands protected – undeveloped e.g. breeding/wintering grounds bring their young. Ensure local people guaranteed jobs Get local people trained by multinational chains Issue visas / permits to limit visitor numbers Charge entry fee and use money for conservation Ban use of motor boats All visitors to be accompanied by trained guides No marks for methods or principles or for unrealistic/impractical or vague ideas. E.g.	
	minimise pollution/negative impacts – (0) stop leakage (0) respect area (0) build on brown-field sites (0) litter bins (0)	(4)

Question Number	Answer	Mark
2d(ii) A04	Up to 4 marks for explanation. For full marks response must be explained and relate to responsible tourism development in the Danube Delta. E.g.	
	Limit number of tourist boats allowed – this would reduce pressure (1) on the area such as less pollution from the motorised engines (1) Create jobs for local people – this would provide them with an income (1) and they will be able to afford to buy things to increase their quality of life(1)	(4)

Total for Question 2 – 30 marks

Question Number	Answer	Mark
3(a)(i) AO1	 Up to 2 marks for negative economic impact in LEDW. Marks increase for detail. Credit valid examples. Credit one only. E.g. Low wages (1) Work is seasonal (1) Increase cost of living for locals (1) Where money is not kept in the local economy (1) Low paid jobs (1) such as cleaning (1) Seasonal work (1) and high unemployment out of season (1) Leakage (1) where money is lost to overseas companies (1) 	(2)

Question Number	Answer	Mark
3(a)(ii) A01/A03	Up to a maximum of 4 marks for explanation of each impact. Explanations should relate to negative sociocultural impacts. Marks can be for separate points or extended responses (1x4, 2x2, 4x1) For full marks must be explained. Credit valid examples to a max of 2 marks • Loss of culture (1) • Hostility/ conflict (1) • Exploitation (1) • Crime (1) • Prostitution (1) • Imitation (1) • Staged authenticity (1) • Westernisation • Cultural degradation (1) • Trivialisation (1) • Where locals who may not have a job(1), think that tourists are wealthy (1) and so they attack them and steal their money, cameras or bags (1) • Local people leave their traditional jobs (1) and go to work in hotels or bars (1) to earn money (1) leading to a loss of traditional lifestyle and culture (1).	(8)

Question Number	Answer	Mark
3(b)(i) A02	Up to 4 marks for explanation of each method. Must be clear that it is maximising positive sociocultural impacts. (1x4, 2x2, 4x1) 1 mark for each clear point up to a maximum of 4. 2 marks for each of 2 explained points with detail 4 marks for 1 integrated response with explanation Max 2 marks for description only. Examples may be credited. For full marks responses should relate to maximising positive socio-cultural impact/s.	
	 A. Investing income into community projects e.g. Promotes respect (0) Encourages positive interactions between locals and tourists (1) Build a community centre (1) Can put money into reviving traditional festivals (1) or pay for young people to be trained in traditional craft making (1) Tourism developers and planners (1) pay for a school to be built (1) for local children (1) as part of the tourism development (1) Part of the income received from tourism (1) is used to provide the community with improved or new services (1) for example a new school or fresh drinking water (1) this will help improve the quality of life for local people (1) 	
	 B. Widening access to facilities e.g. Improvements to infrastructure/transport links (1) Locals can use the hotel swimming pool (1) This means that local people (1) can enjoy the facilities built for tourists (1) In some instances permission to develop tourism facilities (1) may require that developers build a new school for local children (1) Locals quality of life is improved(1) by facilities built for tourists(1) so they have access to mains water, electricity supply, health care (1) To make sure that tourism benefits the host community(1) developers can agree to build into the tourism development plan (1) a way in which local people can have access to or use facilities built for tourism(1). These may be leisure or entertainment facilities (1) 	(4)

Question Number	Answer	Mark
3(b) (ii) A02	Up to 4 marks for explanation of method. Must be clear that it is minimising negative environmental impacts of tourism. Credit valid examples to a maximum of 2 marks Max 2 marks for: description only (1x4, 2x2, 4x1) 1 mark for each clear point up to a maximum of 4. 2 marks for each of 2 explained points with detail 4 marks for 1 integrated response with explanation	
	Method C Environmental audit	
	 An environmental audit' is a method of minimising negative environmental impacts – explanations should relate to these. Planning can be accepted if related to wildlife surveys/analysis. E.g. Check what wildlife lives in an area (1) before developing it for tourism (1) Carry out an investigation into an area to see how important it is for wildlife(1) and to check that any development will not be a threat to endangered species (1) Especially in countryside, lakes, rivers and coastal areas an audit should be carried out before any tourism development takes place(1). This environmental audit will be an in-depth survey (1) of the wildlife, ecosystems and habitats that exist there (1). The results can then be built into the development plan to avoid unnecessary habitat destruction and threat to species (1) 	
	Method D. Visitor and Traffic management	
	 e.g. congestion charge (0) reduces volume of traffic (1) issue visas (1) reduces overcrowding/pollution (1) restricts/controls the number of people allowed (1) all visitors have to escorted by a guide (1) and there are strict rules (1) about when and where tourist can go and what they can do (1) some destinations containing rare species cannot cope with large numbers of visitors (1). So governments will not allow tourists in without a visa (1) and make the cost of visiting high to encourage low volumes but high spenders (1). Eg In the Galapagos you need a permit to visit (1). 	(4)

Questio		Indicative Content
Up to 6 marks available finpacts of the tourism at Credit evidence of resear tourism.		A variety of destinations are likely to be selected. May focus on
		Destinations likely to include: National Parks in the UK Gambia Inca trail Destinations featured on past papers
		Likely to make reference to:
Positives More jobs More money Improved infrastructure More investment Improved quality of life Education Conservation Preserving cultures		 More jobs More money Improved infrastructure More investment Improved quality of life Education Conservation
		 Negatives Environmental damage Outside investors take over Overcrowding Inappropriate development Destroy natural habitats Unplanned developments Leakage Low paid jobs Seasonality Loss of culture Staged authenticity Candidates are not expected to deal with every point and may be rewarded well for a comparatively small number of points if there is research evidence
	Mark	Descriptor
	0 1-3	No rewardable material. Basic responses that are mainly theoretical/generic. Possibly limited detail to show evidence of research. At this level may write about characteristics of decline /rejuvenation stage of TALC model rather than impacts. Destination may not be fully appropriate – hotel.

2	4-6	Responses with some evidence of research and application to the selected destination. Details of more than one appropriate impact in an appropriate tourist destination.
Question Indicative Content Number		Indicative Content
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	Basic responses that are mainly generalised/descriptive
2	4-6	Responses with assessment and application to chosen
		destination.
		documentorii

Total for Question 3 – 30 marks

Total for Paper – 90 marks

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