

# Mark Scheme (Results)

Summer 2015

Pearson Edexcel GCE Travel and  
Tourism (6993)

Paper 1 Responsible Tourism

## **Edexcel and BTEC Qualifications**

Edexcel and BTEC qualifications come from Pearson, the world's leading learning company. We provide a wide range of qualifications including academic, vocational, occupational and specific programmes for employers. For further information, please visit our website at [www.edexcel.com](http://www.edexcel.com).

Our website subject pages hold useful resources, support material and live feeds from our subject advisors giving you access to a portal of information. If you have any subject specific questions about this specification that require the help of a subject specialist, you may find our Ask The Expert email service helpful.

[www.edexcel.com/contactus](http://www.edexcel.com/contactus)

### **Pearson: helping people progress, everywhere**

Our aim is to help everyone progress in their lives through education. We believe in every kind of learning, for all kinds of people, wherever they are in the world. We've been involved in education for over 150 years, and by working across 70 countries, in 100 languages, we have built an international reputation for our commitment to high standards and raising achievement through innovation in education. Find out more about how we can help you and your students at:

[www.pearson.com/uk](http://www.pearson.com/uk)

January 2015

Publications Code UA040852

All the material in this publication is copyright

© Pearson Education Ltd 2015

## General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

Question Number	Answer	Mark
<b>1 (a) (i)</b>	<p>1 mark for correct match</p> <p>English Heritage – Public (1)</p> <p>Blackpool Council – Public (1)</p> <p>Blackpool Pleasure Beach Resort – Private (1)</p> <p>VisitBlackpool – Public (1)</p>	<b>(4)</b>

Question Number	Answer	Mark
<b>1 (a) (ii)</b>	<p>Up to three marks for explanation of role. For full marks must be applied and explained.</p> <p><b>English Heritage</b></p> <p>Eg:</p> <ul style="list-style-type: none"> <li>• They will go and inspect significant buildings that need protecting (1)</li> <li>• They raise awareness of buildings ‘at risk’ (1)</li> <li>• They promote/educate the heritage/culture of Blackpool (1)</li> <li>• They ensure the preservation of ancient buildings and monuments (1)</li> <li>• They can protect historical buildings from damage, destruction or inappropriate conversion (1)</li> <li>• In Blackpool they will want to ensure that all new tourism developments are sympathetic (1) to the listed buildings such as the north pier; which means that they would not allow anything new to be built on the pier without their approval (1)</li> <li>• English Heritage will advise Blackpool Council and owners of historic buildings (1) on how to incorporate new tourism developments (1) so they protect existing historical buildings such as the Blackpool Tower (1)</li> </ul> <p><b>Credit any other appropriate answer</b></p>	<b>(3)</b>

Question Number	Answer	Mark
<b>1 (a) (iii)</b>	<p>Up to three marks for explanation of role. For full marks must be applied and explained.</p> <p><b>The Blackpool Pleasure Beach Resort</b> Eg:</p> <ul style="list-style-type: none"> <li>• The theme park provides facilities and attractions for tourists (1)</li> <li>• They contribute to the overall appeal of the destination by developing new rides (1)</li> <li>• They aim to provide a USP (unique selling point) (1) by offering attractions such as The Big One (1) that cannot be found anywhere else in the UK (1)</li> <li>• They develop new products, rides, attractions and events (1) such as the Nickleodeon children's theme park (1) to increase their market share (1)</li> </ul>	<b>(3)</b>

Question Number	Answer	Mark
<b>1 (a) (iv)</b>	<p>Up to three marks for explanation of role. For full marks must be applied and explained.</p> <p><b>VisitBlackpool</b> Eg</p> <ul style="list-style-type: none"> <li>• Helps plan long term tourism strategies (1)</li> <li>• Develop promotional campaigns (1)</li> <li>• Research and predicts new trends (1)</li> <li>• Advises small businesses (1)</li> <li>• Provides funding (1) for key tourism development projects (1)</li> <li>• Promote Blackpool to domestic visitors (1)</li> <li>• Identifies new markets such as business (1) to ensure Blackpool maximises its appeal (1) and increases visitor numbers in the future (1)</li> <li>• Works in partnership (1) with private sector organisations such as Blackpool Pleasure Beach (1) to improve the image of the seaside resort (1)</li> </ul>	<b>(3)</b>

Question Number	Answer	Mark
1 (a)(v)	<p>Up to 4 marks available for explanation. Max two marks for vague/generic ideas linking voluntary sector to tourism development. 2x2, 1x4 Eg <u>Non commercial reasons:</u></p> <ul style="list-style-type: none"> <li>• Education</li> <li>• Raise awareness of a cause</li> <li>• Responsible tourism</li> </ul> <p>Eg</p> <ul style="list-style-type: none"> <li>• They may support/oppose new tourism developments (1) so that tourism benefits the community/environment (1)</li> <li>• They can provide guided tours or leaflets (1) and this means they can educate tourists about the history of a destination/building (1) and raise awareness of the work they do (1)</li> </ul> <p><u>Commercial reasons:</u></p> <ul style="list-style-type: none"> <li>• Raise funds to survive</li> </ul> <p>Eg</p> <ul style="list-style-type: none"> <li>• They may provide opportunities at popular tourist destinations to gain more members (1) as this is how they pay for the work they do (1)</li> <li>• Organisations such as the National Trust have gift shops at their historic properties (1) and this means that they can raise money (1) as they are charities they rely mainly on memberships and donations (1) to fund the work they do such as restoring mansions and woodlands (1).</li> </ul> <p><b>Credit any other appropriate answer</b></p>	(4)

Question Number	Answer	Mark
<b>1 (b) (i)</b>	1 mark for correct stage –  Stagnation  Accept mis-spellings.	          <b>(1)</b>

Question Number	Answer	Mark
1 (b)(ii)	<p>1 mark for each characteristic of <b>stagnation</b></p> <p>Eg:</p> <ul style="list-style-type: none"> <li>• Saturation point is reached (1)</li> <li>• Quality of tourist services and amenities falls (1)</li> <li>• Environmental degradation is apparent (1)</li> <li>• Local attitudes to tourism varies (1)</li> <li>• Reached its peak in numbers of visitors / maturity (1)</li> <li>• No longer fashionable (1)</li> <li>• Significant negative environmental, economic and socio cultural impacts (1)</li> <li>• Well established (1)</li> <li>• Relies upon repeat visitors (1)</li> <li>• Natural and cultural attractions no longer as important as purpose built facilities and attractions (1)</li> </ul> <p><i>For full marks should all be KEY characteristics of stagnation and not those from other stages eg decline</i></p>	(3)



Question Number	Indicative Content
<p>* 1(c) QWC</p>	<p>Candidates may take different approaches and responses may vary but likely to refer to:</p> <p><b>Image/widen appeal</b></p> <ul style="list-style-type: none"> <li>• Money spent on improving seafront to make it more attractive will greatly change its image</li> <li>• The new wedding venue will appeal to different people</li> <li>• As recognised brands move in Pizza Express/Holiday Inn this shows an image of a more successful and popular destination</li> <li>• The new trams are quicker and this also gives a good image showing the town is being innovative and investing a lot of money</li> <li>• Also means that people with limited mobility can use trams and get around easily as trams have low floors</li> <li>• Ballroom Dancing has a more upmarket image and now it is on TV more people are interested and may want to see the ballroom themselves and have a dance</li> <li>• Blackpool Tower has been upgraded to make it more attractive to tourists</li> <li>• Blackpool has a number of unique attractions found nowhere else in the UK outside of London such as Madame Tussauds, Nickleodeon Land, so people will travel there as it offers something different</li> <li>• Having signature events is also a good idea and helps with the reputation of a destination</li> </ul> <p><b>Families</b></p> <ul style="list-style-type: none"> <li>• Now Blackpool is clearly aiming at families with Nickleoden Land being a big pull factor</li> <li>• Showzam! Takes place in the February school holidays which should be really popular with many families who to stay in the UK for this holiday period</li> <li>• Strictly Come Dancing is a family show and has a wide appeal. Fans will want to see the ballroom that their favourite dancers have performed in.</li> <li>• In 2007 Blackpool received 10 million visitors by 2012 this had risen to 14 million, so it must be working.</li> </ul> <p><b>What may hinder their success:</b></p> <ul style="list-style-type: none"> <li>• Only 300 out of 3000 accommodation providers are inspected for quality but nowadays more and more expect luxury/quality on holiday so they may not go</li> <li>• Blackpool doesn't have many branded/big name hotels and when people are booking they may be put off if they don't recognise the name of the hotel. Also the big names have loyalty deals to encourage repeat visits, smaller businesses may not offer this kind of thing</li> <li>• Pleasure Beach Resort still developing thrill rides appealing to young people and groups so they are likely to continue to visit which may deter families</li> </ul>

Level	Mark	Descriptor
	<b>0</b>	No rewardable material.
1	<b>1-3</b>	Limited assessment and/or application. Basic responses that are mainly descriptive. 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	<b>4-6</b>	Some assessment. Some aspects may be theoretical. Will have attempted to link new developments, attractions, regeneration etc to the aims with reasons and examples. The candidate uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.
3	<b>7-9</b>	Sustained assessment. Focused response. Reasons are given and a range of examples used with clear and sustained links between the aims and the developments. At this level candidates are likely to consider that some aspects will not help with regards achieving the aims. 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)	<p>Up to two marks available for description of one principle. No marks for green tourism or maximising positive impacts. Eg:</p> <p><b>Principles:</b></p> <ul style="list-style-type: none"> <li>• To protect the environment (1)</li> <li>• Tourism that improves the quality of life for locals (1)</li> <li>• To minimise negative impacts and maximise positive impacts (1)</li> <li>• Tourism that creates economic benefits for local people (1) and improves their quality of life (1)</li> <li>• Promotes the conservation (1) of cultural and natural heritage (1)</li> <li>• To promote respect (1) between local people and tourists (1)</li> <li>• Minimises the negative impact (1) e.g socio-cultural, economic and environmental (1)</li> </ul>	(2)

Question Number	Answer	Mark
2 (a) (ii)	<p>Up to a maximum of 4 marks for the explanation. Must be explained for max marks. Responses should NOT relate to what tourists can do. Credit valid examples. Do not credit principles</p> <p>If 2(a) (i) incorrect possible to reward valid explanation in 2 (a) (ii)</p> <p><b>To create economic benefits for local people and improves their quality of life</b> Eg</p> <ul style="list-style-type: none"> <li>• Hotels can give local people jobs (1)</li> <li>• Governments could set minimum/fair wage for locals (1)</li> <li>• Having strict rules (1) to ensure that any new tourism development has to employ a percentage of local people (1) so they can have a wage/earn money (1)</li> <li>• Tourist attractions could give local people training (1) to give them skills (1) so they can get jobs in tourism (1) and earn money.</li> <li>• Hotels could create dual use facilities (1) so that locals can use tourism facility (1) such as a their swimming pool or gym (1)</li> <li>• Governments can make improving infrastructure (1) part of the tourism development plan (1). This improves quality of life because locals can get fresh water supplies/sewage treatment (1) and this will be better for their health (1).</li> </ul> <p><b>To promote conservation of cultural and natural heritage.</b> Eg</p> <ul style="list-style-type: none"> <li>• Governments could create National Parks or wildlife reserves (1) to protect flora and fauna/wildlife (1)</li> <li>• Governments could raise money from tourists by imposing a green tax (1). This money could be used to protect wildlife and habitats (1) e.g. paying to monitor rare loggerhead turtles (1) and guarding their nesting sites on beaches (1)</li> <li>• Allow visitors to access historical buildings (1) and give them learning opportunities (1) such as self guided tours (1) so they understand how important it is to look after them (1).</li> </ul>	

Question Number	Answer	Mark
<p><b>2 (a) (ii)</b> <b>contd</b></p>	<p><b>Minimise negative environmental, economic and socio-cultural impacts</b>            May refer to just one impact.            Eg</p> <ul style="list-style-type: none"> <li>• Create park and ride schemes as this will help reduce congestion (1)</li> <li>• Governments could provide tax relief to help local businesses set up (1) and provide tourism services (1) so they can gain financially from tourism</li> <li>• Ensure hotel chains build sympathetically (1) in keeping with the local architecture and using local materials (1) so that they blend in and reduce visual pollution(1)</li> <li>• Governments could help to stop leakage (1) by banning all inclusive resorts and hotels (1) so money stays in the local economy (1) and locals gain employment (1)</li> </ul> <p><b>To promote respect between tourists and locals</b>            Eg</p> <ul style="list-style-type: none"> <li>• Educate tourists about local customs (1)</li> <li>• Planners and developers could involve local people (1) in the decision making process (1) so they feel involved and their opinions count(1)</li> <li>• Hotels could have dress codes (1) so tourists dress appropriately and do not offend local people who may have a different culture (1)</li> <li>• Employ local people (1) to create more interaction (1) and this means tourists can learn (1) more about the culture (1) and know how to behave appropriately at the destination (1)</li> </ul>	<p><b>(4)</b></p>

Question Number	Answer	Mark
2 (b)	<p>Up to 3 marks for explanation of appropriate objective. <b>No marks for principles.</b></p> <p>E.g.</p> <ul style="list-style-type: none"> <li>• Developing tourism will provide locals/local people with employment opportunities (1)</li> <li>• They will be able to increase foreign currency earnings (1) if they can attract overseas visitors (1)</li> <li>• They will want to maximise tourist contributions to the multiplier effect (1) so that tourist earnings are spread through the wider economy (1)</li> <li>• They will want to encourage more tourism because it will create jobs for locals (1) and benefit the whole economy (1) which at the moment cannot support the growing population (1)</li> <li>• They want to develop tourism because they can use the money earned from tourists (1) to help improve drinking water and education services for the population (1)</li> <li>• The economy relies on subsistence agriculture but as the population is growing it may not be possible to provide enough food for everyone in the future (1). It says they are already malnourished so by bringing in tourists it might provide the finances to help them out of poverty (1) so they can afford to buy food (1)</li> </ul>	(3)

Question Number		Indicative Content
* 2 (c)  QWC		<p><b>Negative Environment</b></p> <ul style="list-style-type: none"> <li>• Chopping down trees leads to loss of habitat for rare animals that live there</li> <li>• All the oxygen bottles, tents are left on the mountain this can contaminate the water and looks unsightly</li> <li>• Roads have to be constructed to access remote areas, destroys landscape can lead to erosion and landslides as no vegetation to soak up rain and hold soil together</li> <li>• Vegetation sparse taking domestic animals to graze on the upland vegetation means less food for wild animals/birds that live there</li> <li>• Footpath erosion with large numbers of people and animals walking the same route</li> <li>• Picking rare flowers will decrease biodiversity if too many people do it</li> <li>• Risk of pollution if no facilities to deal with waste</li> <li>• Also visual pollution if leave oxygen bottles on the mountains</li> <li>• Too many people in the mountains will disrupt rare wildlife and may threaten their survival – for instance snow leopards if their prey are scared off it will be harder for them to find food.</li> </ul> <p><b>Negative Socio-cultural</b></p> <ul style="list-style-type: none"> <li>• Culture diluted – prayer wheels being used by trekkers may lose traditional meaning – trekkers do it as they are advised to but do not understand the real meaning of the custom</li> <li>• Prayer flags very symbolic to Buddhists and trekkers may not respect them</li> <li>• Disrespectful to climb sacred mountains.</li> <li>• Poor conditions and risk to health of Nepalese porters from the lowlands</li> </ul> <p>This list is not exhaustive. Candidates do not need to address every point.</p>
Level	Mark	Descriptor
	<b>0</b>	No rewardable material.
1	<b>1-3</b>	Limited analysis, mainly descriptive/generic with limited application to the Himalayas  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	<b>4-6</b>	Some analysis and application to the Himalayas. May focus on one type of impact.  The candidate uses some specialist terms and the response

		shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.
3	<b>7-9</b>	Sustained analysis and application. A range of appropriate impacts considered. Both types of impacts are considered.  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
<b>2 (d) (i)</b>	1 mark for guideline e.g. <ul style="list-style-type: none"> <li>• Bins (0)</li> <li>• Do not pick wild flowers/plants (1)</li> <li>• Do not leave equipment on the mountain (1)</li> <li>• Bring your rubbish back with you (1)</li> <li>• Don't use trees for fuel (1)</li> <li>• Stick to the main routes (1)</li> </ul>	<b>(1)</b>

Question Number	Answer	Mark
<b>2 (d) (ii)</b>	Up to 2 marks available for explanation. For full marks must be justified and appropriate to the Himalayas/stimulus. Eg <ul style="list-style-type: none"> <li>• (Do not pick wildflowers or plants) because they are rare and may not grow back (1) and you help protect the local flora (1)</li> <li>• (Do not cut down trees for fuel) because locals rely on them for fuel/they are already under threat/being destroyed (1) and this will protect environment by reducing erosion/ risk of landslides (1).</li> <li>• (Take your litter home with you) this will reduce the risk of contamination to drinking water supplies (1) and the risk of injury to small animals (1)</li> </ul>	<b>(2)</b>



Question Number	Answer	Mark
<b>2 (d) (iii)</b>	<p>1 mark for guideline e.g.</p> <ul style="list-style-type: none"> <li>• Give porter fair pay/lighter load (0)</li> <li>• Do not give money or gifts to local children (1)</li> <li>• Respect holy places (1)</li> <li>• Support local traditions (1)</li> <li>• Do not take part in traditional ceremonies (1)</li> </ul>	<b>(1)</b>

Question Number	Answer	Mark
<b>2 (d) (iv)</b>	<p>Up to 2 marks available for explanation. For full marks must be justified and appropriate to the Himalayas/stimulus.</p> <p>Eg</p> <ul style="list-style-type: none"> <li>• (Do not give money or gifts to local children) because this encourages begging (1) and they can become dependent upon this/abandon their cultural roots/jobs (1)</li> <li>• (Respect holy places) because observing local customs /learning about the culture (1) this will improve relations with local people (1)</li> <li>• (Support local traditions) because taking part in Buddhist ceremonies/ spinning prayer wheels and respecting prayer flags shows respect (1) and can help keep the traditions alive (1)</li> <li>• (Do not take part in traditional ceremonies) because this could encourage staged authenticity (1) and a loss of meaning to the local culture (1)</li> </ul>	<b>(2)</b>

Question Number	Answer	Mark
2 (e)	<p>Up to 6 marks for explanation. For full marks must be explained. 2x3, 1x6, 3x2 Eg</p> <ul style="list-style-type: none"> <li>• This approach will provide visitors with an authentic experience and allow the chance to get to know the locals (1)</li> <li>• They are hoping to improve the long term health and wealth of Bhutan by using money from tourism (1)</li> <li>• It is a way of stimulating more interest/demand (1) by being seen as an 'exclusive' and 'expensive' destination (1)</li> <li>• Using visa entry means they want to limit how many visitors go there (1) so that they do not put too much strain on their resources (1) and ensure tourists do not overwhelm the local communities (1)</li> <li>• Targeting wealthy visitors also limits how many people can and want to go there (1) and will prevent mass tourism (1)</li> <li>• This approach means that the Royal Government of Bhutan has complete control over the tourism product (1) and this can reduce the risk of leakage from the economy (1)</li> <li>• The sustainable development charge collected is used to help improve healthcare so they are ensuring tourism has direct benefits for the locals (1). This will also be attractive to international tourists as they will be reassured that the tourism is responsible and the local people cared for (1).</li> </ul>	(6)

Question Number	Answer	Mark
<b>3 (a) (i)</b> <b>A01</b> <b>Graduate</b>	<p>1 mark for each <b>positive socio cultural impact in LEDW</b> to a max of 2 marks. No marks for principles.</p> <p>Eg:</p> <ul style="list-style-type: none"> <li>• Preservation of customs and crafts (1)</li> <li>• Revival of festivals/ceremonies/customs (1)</li> <li>• Tourism can provide public services/community facilities (1)</li> <li>• Improved infrastructure (1)</li> <li>• Improved standard of living (1)</li> <li>• Raised awareness of culture (1)</li> </ul> <p><i>Credit any other valid impact</i></p>	<p><b>(2)</b></p>

Question Number	Answer	Mark
-----------------	--------	------

<p><b>3 (a) (ii)</b></p>	<p>Up to a maximum of 4 marks available for explanation of the benefit of multiplier effect to tourism destinations in the LEDW. If not applied to LEDW max 3 marks.</p> <p>2x2, 4x1 e.g.</p> <ul style="list-style-type: none"> <li>• Provides indirect employment(1)</li> <li>• Retains money in the country (1)</li> <li>• New markets for local farmers/agricultural producers (1)</li> <li>• Income generated locally by tourism (1) is spread throughout the local economy (1)</li> <li>• This is when money that tourism brings (1) benefits other sectors of the local economy (1). This is because the initial tourism spend is spread by employees spending their earnings (1) and so shops/other facilities can gain more income (MAX 3).</li> <li>• Tourist destinations in the LEDW are likely to have weak economies that mainly rely on farming/agriculture/fishing (1) the benefits of the multiplier effect in LEDW is that locals working in the tourism industry/hotels will earn money (1) that they can then spend buying goods of local producers (1) and this will help strengthen the destination's economy (1)</li> </ul>	<p>(4)</p>
--------------------------	--	------------

Question Number	Answer	Mark
<b>3 (a) (iii)</b>	<p>Up to a maximum of 4 marks for explanation of why countries in the LEDW want to attract overseas tourists who bring in foreign currency. Do not credit vague ideas 'more money/more spending' without link.</p> <p>e.g.</p> <ul style="list-style-type: none"> <li>• Their money is not worth as much (1)</li> <li>• Their currency could be vulnerable to political instability, inflationary pressures, devaluations (1)</li> <li>• Can use foreign currency for trade (1)</li> <li>• Currencies on the international market more stable/worth more (1)</li> <li>• USD is preferred/favoured currency (1)</li> <li>• Many commodities are priced according to the USD (1)</li> <li>• Due to the instability of the LEDW local currencies (1) many countries prefer to deal with a stable/reliable foreign currency (1) for example USD/US dollar (1). For instance upheavals in Egypt devalued the Egyptian pound, but the USD kept its value (1)</li> </ul>	<b>(4)</b>

Question Number	Answer	Mark
<b>3 (b) (i)</b>	<p>One mark for appropriate strategy, no marks for principles or impacts. Must relate to negative impacts.</p> <p>Eg:</p> <ul style="list-style-type: none"> <li>• Visitor and traffic management (1)</li> <li>• Planning control (1)</li> <li>• Environmental audits (1)</li> <li>• Implementing change as result of environmental impact assessments (1)</li> </ul> <p>Credit any other valid strategy</p>	<b>(1)</b>

Question Number	Answer	Mark
3 (b)(ii)	<p>Up to 4 marks available. Should relate to how strategy can maximise positive impacts of tourism. Max 2 if description only. Impact may be implied.</p> <p>Credit valid examples of destinations/projects to a maximum of 2 marks</p> <p><b>Training and employment of local people.</b></p> <p>Eg</p> <ul style="list-style-type: none"> <li>• Local people could be trained in running their own business, languages/customer service or IT to gain skills (1) so they can gain employment/earn money from tourism which is a positive economic impact (1)</li> <li>• Training is provided for local people so they will be able to have a career in tourism(1) and earn money/a wage (1)</li> <li>• A good tourism development plan (1) can include the creation of jobs in tourism for local people as well as providing training. This means they can learn new skills (1) such as supervisors/ administrators (1) and the hope is that they will be able to get better paid jobs in tourism industry (1)</li> </ul>	(4)

Question Number	Indicative Content	
<b>3(c)(i)</b>	<p>Credit evidence of research and understanding of the impacts of tourism.  A variety of destinations are likely to be selected. May focus on one type of impact.  Destinations likely to include:</p> <ul style="list-style-type: none"> <li>• National Parks in the UK</li> <li>• Gambia</li> <li>• Inca trail</li> <li>• Destinations featured on past papers</li> </ul> <p>Likely to make reference to:</p> <p><b>Positives</b></p> <ul style="list-style-type: none"> <li>• More investment</li> <li>• Improved quality of life</li> <li>• Education</li> <li>• Conservation projects</li> <li>• More jobs</li> <li>• More money</li> <li>• Improved infrastructure</li> <li>• Raised awareness of traditional lifestyles</li> <li>• Preserving cultures</li> </ul> <p><b>Negatives</b></p> <ul style="list-style-type: none"> <li>• Leakage</li> <li>• Low paid jobs</li> <li>• Seasonality</li> <li>• Loss of culture</li> <li>• Staged authenticity</li> <li>• Environmental damage</li> <li>• Outside investors take over</li> <li>• Overcrowding</li> <li>• Inappropriate development</li> <li>• Destroy natural habitats</li> <li>• Unplanned developments</li> </ul> <p>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</p>	
Level	Mark	Descriptor
	<b>0</b>	No rewardable material.
1	<b>1-3</b>	Limited evidence of research, mainly theoretical/generic. At this level may write about characteristics of decline /rejuvenation stage of TALC model rather than impacts. Destination may not be fully appropriate e.g. hotels.
2	<b>4-6</b>	Some research evident of and some application to the selected destination with appropriate impacts with some specific details included to show research.
3	<b>7-9</b>	Clear research evident specific and appropriate details of impacts are given. Clear and detailed description evidence of research and appropriate impacts.

Question Number		Indicative Content
<b>3(c)(ii)</b>		<p>Eg: Windermere Lake District</p> <ul style="list-style-type: none"> <li>• They introduced a speed limit on the Lake and this has been a good method as it has helped to protect the environment by reducing waves and the shore erosion that was caused by the high speed boats.</li> <li>• It has not been so good for local business people who used to sell speed boats and supplies or those who serviced the speed boats as now they do not have many customers and some have had to close their shops/lost business.</li> </ul> <p>Responses may vary but should be making reference to the ways impacts have been managed and the degree of success.</p> <ul style="list-style-type: none"> <li>• Ban 'all-inclusive' resorts</li> <li>• Zoning</li> <li>• Footpath construction/diversion</li> <li>• Tourism Education</li> <li>• Training opportunities for locals</li> <li>• Use of natural resources</li> <li>• Promotion of 'local'</li> <li>• Planning/building control</li> <li>• Traffic management (no credit for Congestion charge in London or park and rides unless due to volumes of tourism/visitors arriving by car)</li> </ul>
Level	Mark	Descriptor
	<b>0</b>	No rewardable material.
1	<b>1-3</b>	Limited assessment. Responses mainly generalised and/or descriptive. May just state/describe the principles of responsible tourism at this level with little judgement/application to the destination or may describe methods used.
2	<b>4-6</b>	Assessment of how impacts have been managed and application to the selected destination and responsible tourism. May consider some negative aspects at this level.