



Pearson

Mark Scheme (Results)

Summer 2017

Pearson Edexcel GCE
In Travel and Tourism (6993)
Unit 7: Responsible Tourism

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Publications Code 6993_01_1706_MS*

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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
1(a)	1 mark for each correct sector National Trust – Voluntary Hastings Borough Council – Public Historic England - Public Tourism South East - Public	(4)

Question Number	Answer	Mark
1(b)(i)	Award one mark for role and one mark for the explanation. <i>Must be applied and explained for two marks. Do not credit vague responses</i> National Trust E.g. <ul style="list-style-type: none"> • To raise money (R - 1) so that they have enough funds to pay for restorations/preservation of the Bodiam Castle (1) • To educate tourists (R - 1) so they understand the importance of protecting the historic/Bodiam Castle (1) Accept any other appropriate answer.	(2)

Question Number	Answer	Mark
1(b)(ii)	<p>Award one mark for role and one mark for the explanation.</p> <p>Must be applied and explained for two marks.</p> <p><i>Must be applied and explained for two marks. Do not credit vague responses</i></p> <p>Hastings Borough Council</p> <p>E.g.</p> <ul style="list-style-type: none"> • To ensure any new tourism developments are sustainable (R - 1) so that the local people/area benefits from tourism (MAX 1) • To control planning (R - 1) so that they can prevent any inappropriate development taking place that would spoil the character of the Old Town (1) <p>Accept any other appropriate answer</p>	(2)

Question Number	Answer	Mark
1(b)(iii)	<p>Award one mark for role and one mark for the explanation.</p> <p><i>Must be applied and explained for two marks. Do not credit vague 'protect culture' type responses</i></p> <p>Historic England</p> <p>E.g.</p> <ul style="list-style-type: none"> • To give expert advice (R - 1) to ensure that the Grade II listed pier is looked after (1) • To restrict developments/changes to the pier (R - 1) so that it keeps its heritage/history (1) <p>Accept any other appropriate answer</p>	(2)

Question Number	Answer	Mark
1(b)(iv)	<p>Award one mark for role and one mark for the explanation.</p> <p><i>Must be applied and explained for two marks. Do not credit vague 'promote'/'advertise' type responses</i></p> <p>Tourism South East</p> <p>E.g.</p> <ul style="list-style-type: none"> • To promote the anniversary of the Battle of Hastings (R - 1) so that more tourists visit the town (1) • To work with Hastings Borough Council (R - 1) so they can create events/market the celebrations for the Battle of Hastings (1) <p>Accept any other appropriate answer</p>	(2)

Question Number	Answer	Mark
1(c)(i)	<p>Award one mark for stage:</p> <ul style="list-style-type: none"> • Development (1) <p>Accept incorrect spellings</p>	(1)

Question Number	Answer	Mark
1(c)(ii)	<p>Award one mark for each key characteristic of the Involvement stage:</p> <ul style="list-style-type: none"> • Locals start to provide facilities for visitors (1) • The area is advertised (1) • A tourist season emerges (1) • There is organised travel to the area (1) • There are improvements in transport links (1) 	(1)

Question Number		Indicative content
1(d)(i)		<p>Responses may vary but likely to refer to:</p> <p>Characteristics of stagnation – appeal/impacts</p> <ul style="list-style-type: none"> • Saturation point reached – tourist numbers only increasing 1% per year • Quality of amenities falls - neglect • No longer fashionable – competition from Brighton and overseas destinations • Significant negative impacts – run down buildings • Relying on repeat visitors <p>Characteristics of decline – appeal/impacts</p> <ul style="list-style-type: none"> • Fall in tourist numbers visiting • Economic downturn – unemployment and poverty will get worse if tourism businesses fail • Poor image – puts people off will go to Brighton instead • Fails to attract repeat visitors
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	Limited responses, mainly descriptive/generic. May just list some characteristics; link to appeal may not be explicit.
2	4-6	Clear analysis of changing impacts and appeal with application to Hastings. Includes reference to and understanding of appropriate characteristics of TALC stages.

Question Number		Indicative Content
1 (d)(ii) * QWC		<p>Characteristics of rejuvenation</p> <ul style="list-style-type: none"> • redundant old, derelict and empty building are refurbished – pier will be a major attraction - concerts • a new lease of life – growing arts culture/Jazz • may attract even more funding from government or private sector investment • destination can rebrand themselves – <i>business/short break destination/events and festivals</i> • the area is cleaned up – graffiti removed • targets a different market – growth already in overseas visitors/ TV drama may attract other TV/films • local people benefit from improvements to the environment – community spirit from fundraising • money from government to improve seafront looks more attractive and appealing to attract new visitors • new tourist attractions may be built – on the sea front <p>Possible Positive Impacts</p> <ul style="list-style-type: none"> • Employment opportunities – 260 jobs created • More money from tourism – link to stats – value of tourism almost doubled • Increased foreign currency- increase of 5% overseas visitors • Preserves heritage – Pier, Castles, Battle of Hastings • Environmental improvements <p>Possible Negative Impacts</p> <ul style="list-style-type: none"> • Becomes more desirable so house prices go up and local residents may not be able to afford to live there and be forced out/displaced • Council taxes may have gone up to pay for improvements locals in work could have less money especially if wages haven't gone up. • Jobs created may still be low paid and still seasonal
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	Limited response. Mainly descriptive limited application to Hastings. 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	Clear evaluation and application. Some aspects may be theoretical. Some reference to characteristics of rejuvenation stage may be inferred. May consider some negative impacts. 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	7-8	Detailed evaluation and application to Hastings. Characteristics of rejuvenation clear. Range of positive and negative impacts considered with justified conclusions. 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)	<p>Award one mark for each appropriate principle:</p> <p>E.g.:</p> <ul style="list-style-type: none"> • To minimise/maximise impacts (0) • To promote respect (0) • To minimise the negative economic, environmental and socio-cultural impacts of tourism (1) • To create economic benefits for local people and improve their quality of life (1) • To promote the conservation of the natural and cultural heritage (1) • To promote respect between tourists and locals (1) <p>Accept any other appropriate answer.</p>	(3)

Question Number	Answer	Mark
2 (b)(i)	<p>Award one mark for economic objective and one additional mark for Justification.</p> <p>E.g.:</p> <ul style="list-style-type: none"> • Benefits from multiplier effect through tourism (1) • employment creation (1) so the people can earn a wage and move out of poverty (1) • increase foreign currency earnings (1) as their export market is declining (1) • to create stable /alternative source of income (1) as reliant on agricultural exports/export costs can fluctuate (1) <p>Accept any other appropriate answer</p>	(2)

Question Number	Answer	Mark
2 (b)(ii)	<p>Award one mark for socio-cultural objective and one additional mark for Justification. E.g.:</p> <ul style="list-style-type: none"> • to encourage positive tourist – host interactions (1) • improve quality of life for locals/healthcare for people/pay to train or recruit more nurses/doctors/lift people out of poverty (1) so they can live longer (1) • to promote cultural understanding between locals and tourists (1) as the locals will welcome tourists/country is stable (1) <p>Accept any other appropriate answer</p>	(2)

Question Number	Indicative content	Mark
2 (c)	<p>Responses may vary but likely to refer to:</p> <p>Reasons for Exploration Stage – characteristics</p> <ul style="list-style-type: none"> • <u>Undeveloped for tourism</u> – there are few tourist destinations/resorts for tourists • Very low contribution to Malawi economy means that it is still in infancy • <u>Small number of visitors</u> – only 770,000 visit • <u>Natural beauty</u> – country has not received enough tourists to spoil natural environment, many are travelling for business and likely to stay in main cities • <u>Lack of infrastructure</u> – no direct flights, poor roads/lack of electricity across the country • <u>Few tourists</u> – as there are no direct flights will only really appeal to travellers or backpackers seeking new destinations <p>May explain why not at Involvement Stage.</p> <p>Accept any other appropriate answers.</p>	
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	Limited response, mainly descriptive/generic. Characteristics of stage/s may not be evident.
2	4-6	Clear response with justifications. Statements are supported with links between stimulus and characteristics of stage/s.

Question Number	Indicative Content
* 2 (d) (i) QWC	<p>Likely to refer to -</p> <ul style="list-style-type: none"> • Risk of overdevelopment – inappropriate buildings/high rise/visually inappropriate and out of keeping • Pollution of lake – loss of biodiversity • Footpath erosion – more people in the hills and mountains • Deforestation – no electric fires to cook and light • More road building as current roads unpaved – destruction of habitat • Noise pollution – water sports activities – wash can erode lake shores • No sanitation likely to discharge sewage into water • Unusual features of landscape will be spoilt – rocks and wetlands • Villages may be destroyed to make way for tourism infrastructure/hotels/roads

Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	<p>Limited response. Mainly descriptive/generic with limited application to Malawi.</p> <p>The candidate uses everyday language and the response lacks clarity and organisation. Spelling punctuation and the rules of grammar are used with limited accuracy.</p>
2	4-6	<p>Clear analysis with application to Malawi with reference to and understanding of appropriate impacts. Consideration of tourism being unplanned may be implicit. Some aspects may be theoretical.</p> <p>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.</p>
3	7-9	<p>Detailed analysis and application. A range of appropriate negative impacts are considered and applied to Malawi. Consequences of unplanned development clearly stated.</p> <p>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.</p>

Question Number	Answer	Mark
2 (d)(ii)	<p>Award up to four marks for each recommendation. Marks for individual points or extended responses. For full marks recommendations must be Justified.</p> <p>E.g.:</p> <ul style="list-style-type: none"> • Restrict/limit water sports activities (1) • Introduce speed limits (1) • Implement planning controls (1) • Introduce zoning (1) • Rules/legislation (1) <ul style="list-style-type: none"> • Zoning could be used on the lake (1) so that some areas do not allow speed boats (1) this will allow the wildlife to live undisturbed (1) and will cut down erosion on the lake shores (1) <ul style="list-style-type: none"> • Introduce guides (1) for hiking or diving (1) so that tourists are accompanied and their behaviour can be controlled (1) to ensure they do not damage the environment (1) <p>Accept any other appropriate answer.</p>	(8)

Total for Question 2 – 30 marks

Question Number	Answer	Mark
3 (a)(i)	<p>One mark for reason and one mark for explanation.</p> <p>E.g.:</p> <ul style="list-style-type: none"> • Local people perform traditional ceremonies for tourists/entertainment (1) this can lead to a loss of meaning/dilution of the culture (1) • Traditional festivals/costumes are put on for tourists (1) so locals can earn money and the tradition loses its significance (1) <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
3 (a)(ii)	<p>Award one mark for each negative socio cultural impact.</p> <p>E.g.:</p> <ul style="list-style-type: none"> • Crime (1) • Conflicts/influence on local community (1) • Prostitution (1) • Loss of cultural identity (1) • Westernisation (1) • Displacement (1) • Changing lifestyles (1) <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
3 (a)(iii)	<p>One mark for reason and one mark for explanation.</p> <p>E.g.:</p> <ul style="list-style-type: none"> • Workers from overseas may be brought in to work at the destination (1) so wages earned may be sent out of the destination (1) • Tourist attractions and hotels are developed by foreign owned companies (1) means that all profits are sent back to the country where the company is based (1) <p>Accept any other appropriate answer.</p>	(2)

Question Number		Indicative Content
3(b)		<p>Credit evidence of research and understanding of the impacts of tourism.</p> <p>A variety of destinations are likely to be selected. May focus on one type of impact.</p> <p>Destinations likely to include:</p> <ul style="list-style-type: none"> • National Parks in the UK • Gambia • Inca trail • Destinations featured on past papers <p>Likely to make reference to:</p> <p>Positive Impacts</p> <ul style="list-style-type: none"> • Conservation • More jobs • More money • Improved infrastructure • Raised awareness of traditional lifestyles • Preserving cultures • Multiplier effect <p>Negative Impacts</p> <ul style="list-style-type: none"> • Low paid jobs • Seasonality • Loss of culture • Environmental damage • Outside investors take over • Overcrowding <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
	0	No rewardable material.
1	1-3	Limited evidence of research, mainly theoretical/generic.
2	4-6	Clear research is evident and some application to the selected destination with appropriate impacts with some specific details included to show research.

Question Number	Answer	Mark
3 (c)(i)	<p>One mark for the way and one mark for explanation.</p> <p>Park and Ride</p> <ul style="list-style-type: none"> • Reduces pollution/congestion (1) because fewer cars are in the area (1) • Less traffic (1) so local people will be able to travel around more easily (1) <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
3 (c)(ii)	<p>One way mark for the way and one mark for the explanation.</p> <p>Visitor centres</p> <ul style="list-style-type: none"> • Educate tourists on how to behave in the country (1) to reduce damage/litter (1) • Sell local produce/provide jobs (1) to help make money/income for local people <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
3 (c)(iii)	<p>One way mark for the way and one mark for the explanation.</p> <p>Visas</p> <ul style="list-style-type: none"> • Controls/limits visitor numbers/length of stay (1) to reduce the strain on local resources/reduce overcrowding (1) • Raises money for the country (1) this can help pay for infrastructure/healthcare/education/conservation (1) <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
3 (d)	<p>Award one mark for each way of maximising positive impacts and one mark for explanation up to two marks for each.</p> <p>E.g. -</p> <ul style="list-style-type: none"> • Retention of visitor spending • Widening access to facilities • Staff training and development • Investment of tourism income in community projects • Tourism education/tours • Training/employment opportunities for locals • Use of natural resources/materials • Promotion of 'local' • Give your car a holiday/Bus, Bike, Boat schemes in the Lake District (1) to encourage people to use different ways of getting around other than the car (1) <p>Accept any other appropriate answer.</p>	(4)

Question Number	Answer	Mark
3(e)	<p>Up to a maximum of 2 marks for each recommendation. For full marks must be justified.</p> <p>Do not credit: repeat suggestions – ‘employ locals’ or simply stated principles of responsible tourism (PRT) with no real justification.</p> <p>Must be appropriate and realistic in terms of what a tour operator could do.</p> <p>E.g.</p> <p>Information given to package holiday customers</p> <ul style="list-style-type: none"> • Have a display on the hotel notice-board recommending what to wear (1) so they are less likely to offend locals (J=1) • Give customers advice on local customs by handing out leaflets during transfers (1) this will help them understand the culture better (J=1) • Give holidaymakers a list of local restaurants, bars (1) so they are encouraged to spend their money locally to benefit the local economy (J=1) <p>Transfers between airports and resorts</p> <ul style="list-style-type: none"> • Employ locals on the coaches used for transfers (1) this will give them economic benefits and improve quality of life (PRT =0) • Only use transport operators using the most modern/fuel efficient coaches (1) as these will have lower carbon emissions/ the levels of pollution will be reduced (J=1) • Use local taxis/coach operators (1) so that money will go directly to local people and boost the local economy (J=1) • Employ locals as transfer representatives (1) so customers can learn more about the local culture directly/improve interaction (J=1). 	(8)

Total for paper - 90 marks