



Mark Scheme (Results)

Summer 2018

Pearson Edexcel GCE
In Travel and Tourism (6993) Paper 01

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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)(i)	One mark X – Consolidation Accept mis-spellings	(1)

Question Number	Answer	Mark
1 (a)(ii)	One mark for any of the following up to three marks: e.g. • The number of tourists keeps increasing (1) • Tourists are attracted by natural and cultural attractions (1) • More facilities are provided e.g. hotels (1). • Improved transport (1) • Locals become involved in promotion and development (1) • Locals welcome tourists (1) • Locals can carry on their traditions (1) • Easier access to the destination (1) • Now recognised as a tourist destination (1) • Destination has an identified market (1) Accept any other appropriate answer.	(3)

Question Number	Answer	Mark
1 (b)(i)	Award one mark for each correct match: • Stratford District Council – Public (1) • Heart of England – Public (1) • Shakespeare Birthplace Trust – Voluntary (1) Accept any other appropriate answer.	(3)

Question Number	Answer	Mark
1 (b)(ii)	Up to two marks for description, one mark for role and one mark for detail. Heart of England E.g. • Promotes the tourist attractions/events/accommodation of the Stratford area (1) to domestic visitors (1) • Plan long term tourism strategies (1) to improve the town's image (1) • Develop promotional campaigns (1) to raise awareness of tourism provision/events (1) • Research/predicts new trends (1) to inform decision making (1) • Advises small businesses (1) to help them grow/maintain presence (1) • Provides funding (1) to support key tourism development projects (1) Accept any other appropriate answer.	(2)

Question Number	Answer	Mark
1 (b)(iii)	Up to two marks for description, one mark for role and one mark for detail. Shakespeare Birthplace Trust Eg: • Educates visitors on the life and works of Shakespeare (1) by giving lectures (1) • Raises funds from donations (1) to preserve historical sites associated with Shakespeare (1) Accept any other appropriate answer.	(2)

Question Number	Answer	Mark
1 (b)(iv)	Up to two marks for description, one mark for role and one mark for detail. Stratford District Council E.g. • Sustainable tourism (1) will seek to ensure new developments bring economic benefit to Stratford (1) • Planning control/give planning permissions (1) to ensure new development is in keeping (1) Accept any other appropriate answer.	(2)

Question Number		Indicative content
1 (c)*		Responses may vary but likely to refer to: Stagnation Stage (characteristics) • <u>local attitudes to tourism varies</u> – may not be happy if shops selling essentials have closed • <u>Saturation point is reached</u> – road/traffic congestion and infrastructure cannot cope • <u>Quality of tourist services and amenities falls</u> – complaints about guest houses being shabby poor rail links, old fashioned hotels; problems with pedestrianised area • <u>Reached its peak in numbers of visitors / maturity</u> – 17.1 million is peak number and visitor numbers are not increasing. • <u>environmental degradation is apparent</u> - congestion • <u>no longer fashionable</u> – other destinations more affordable and higher standards, hotels old fashioned not meeting expectations shabby, few new visitors going • <u>well established image</u> – well known around the world due to Shakespeare • <u>relies upon repeat visitors</u> • <u>significant negative environmental, economic and socio cultural impacts</u> – low paid jobs May refer to characteristics of decline stage to say not yet reached.
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	Limited responses, mainly descriptive/theoretical. Characteristics of stagnation stage may not be evident. 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 responses with some justifications. Statements are supported with some links between characteristics of stagnation and Stratford-upon-Avon. 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	Sustained responses with justifications. Statements are fully supported with clear links between characteristics of stage and Stratford-upon-Avon. 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	Indicative Content
1(d)	Likely to refer to the following – Positive impacts - town will be regenerated/new image/more modern - upgrade hotels/guesthouses, people stay longer - may attract funding from government or private sector - rebranding /target new markets – could aim for business market / encourage more overnight stays to boost the local economy - the area is cleaned up – street furniture/seating for pedestrianised zone/more green space - the infrastructure might be improved – will reduce congestion and improve air quality also easier access means it will be more attractive more people will go - local people benefit from improvements to the environment – less congestion/ pollution - new hotels or tourist attractions may be built Negative impacts - house prices go up as the area becomes more desirable, locals may object - even more souvenir shops and less for locals - may not improve the rate of pay for locals working in tourism - large hotel chains may move in and take over - may lose the old world charm if gets too modern - new development may not be in keeping - culture/heritage may be lost

Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	Limited analysis and/or application. Basic responses that are mainly descriptive/theoretical.
2	4-6	Clear analysis. Some aspects may be theoretical. Will have attempted to link to the scenario i.e. impacts of rejuvenation of Stratford-upon-Avon.
3	7-9	Detailed analysis. Focused response with sustained links between rejuvenation and the town.

Total Question 1 = 30 marks

Question Number	Answer	Mark
2 (a)	Award one mark for any of the following up to two marks : e.g. • Create national identify (1) • Enhance the image of an area(1) • Promote sustainable development (1) • Promote overseas as tourist destination(1) Accept any other appropriate answer.	(2)

Question Number	Indicative content	Mark
2(b)	Responses may vary but likely to include: Negative socio-cultural impacts • Karbi Anglong people may not be able to move freely on their own land • Exposure to new culture and customs could dilute their cultural beliefs • Loss of traditions/cultural identify from exposure to western tourists • Intrusion – they are isolated groups with no contact with outside world and have been self reliant, this could alter their lifestyle if tourists are taken on tours to their villages • Displacements – they may be moved from lands to make way for new developments/resorts • Staged authenticity –dances and songs	
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	Limited explanation. May be some description, may be generalised with little attempt to link to scenario.
2	4-6	Clear explanation with application to the Karbi people. A range of impacts are considered and the majority will be relevant to the scenario.

Question Number		Indicative Content
2(c)*		Responses may vary but likely to include: Positive Impacts • Small numbers at the moment – likely to be educated and wanting to help protect habitats and tigers/wildlife • People can be educated about tigers and other wildlife • Money can be used for conservation projects • Raise awareness of conservation issues affecting tigers • The presence of tourists may help protect the tigers from poachers Negative Impacts • Noise and pollution from tourists in jeeps and on safari • River pollution and noise of boats • Animals will move away, they are already endangered could make worse • Disruption of habitats caused when they build lodges • Possible uncontrolled development spoil the environment • The use of elephants to ride on / go on safari is a form of animal cruelty.
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	Basic analysis that is mainly descriptive, possibly with limited reasoning /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	Clear analysis and application to Kaziranga. Analysis may be theoretical in parts. A number of impacts are considered that are mainly relevant. 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	Sustained and balanced analysis focused on Kaziranga and tiger tourism; ideas will be developed. A range of impacts are considered. The majority of impacts will be relevant to the scenario. 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 (d)(i)	Award one mark for each guideline, should be appropriate for helping to protect tigers, preserve habitat. Responses may include: E.g. • No new lodges can be built (0) • Create 'no go' areas, sectioned off (1) • Rule - not to get too close in jeeps - stay 30 ft away (1) • Do not follow tigers (1) • Restrict jeep safari • Ban elephant safaris (1) • Issue permits (1) • Charge entry fee (1) • Have a closed season (1) • No feeding (1) • Adopt a tiger schemes (1) • More education of locals (1) • Fines if rules are broken (1) Accept any other appropriate answer.	(6)

Question Number	Answer	Mark
2(d)(ii)	Up to two marks for each explanation. Credit for detail. E.g. Create 'no go' areas, sectioned off – • This would help control where people go (1) which would reduce the pressures in sensitive areas (1). Do not follow tigers – • The tigers might get too used to vehicles and people (1) and if they have no fear poachers will find them easy targets (1). Issue permits - • This could reduce the number of visitors allowed in (1) which means they can control and monitor who is in the reserve (1) Charge entry fee – • This will raise money (1) and this means they will have more funds to help preserve the park and protect the tigers (1). • It could be used to pay for wardens to patrol the reserves to (1) so they can monitor the tigers and deter poachers (1). Accept any other appropriate answer.	(8)

Total Question 2 = 30 marks

Question Number	Answer	Mark
3 (a)(i)	Award one mark for any of the following up to two marks: e.g. • Multiplier effect (1) • Increased foreign/domestic currency earnings (1) • Increased opportunities for employment for locals/job creation (1) • Improved infrastructure (1) Accept any other appropriate answer.	(2)

Question Number	Answer	Mark
3 (a)(ii)	Award one mark for any of the following up to two marks: eg • Preservation of customs and crafts (1) • Revival of ceremonies/festivals (1) • Provision of community facilities /public services. (1) • Dual use facilities (1) • Improved standard of living (1) • Raised awareness of culture (1) Accept any other appropriate answer.	(2)

Question Number	Answer	Mark
3 (b)(i)	Up to four marks for explanation of method 'retention of visitor spending' E.g. • Stops leakage (0) • Maximises positive <u>economic</u> impacts (1) • More money is kept at the destination (1) this can be used to make improvements (1) • Visitors are encouraged to stay longer (1) and pay for accommodation (1) this means there is more money in local economy (1) which benefits all businesses (1) • Visitors can be encouraged to stay for a short break rather than a day trip (1). This means more money is spent in the destination (1) on accommodation and meals (1) which increases the benefits the local economy (1) <i>Accept any other appropriate answer.</i>	(4)

Question Number	Answer	Mark
3 (b)(ii)	Up to four marks for explanation of method 'widening access to facilities' E.g. • Improvements to infrastructure/transport links(1) • Locals can use the hotel swimming pool (1) • This means local people (1) can enjoy the facilities built for tourists (1) • Maximises the positive <u>socio-cultural</u> impacts (1) and considers locals' needs/ makes sure their lives/communities are improved by tourism (1) such as new or improved healthcare, water supplies, sanitation, or access to education (max 1 for list of examples) that they would not have access to without the tourism development (1). Accept any other appropriate answer.	(4)

Question Number		Indicative Content
3(c)		No credit for environmentally friendly projects unless about managing tourism impacts. A variety of methods/strategies are likely. • Planning/building control • Traffic management (<i>no credit for Congestion charge in London or park and rides unless due to volumes of visitors arriving by car</i>) • Visitor management – numbers restricted • Zoning • Education – guided walks, visitor centres • Low volume - high spend tourism policy • Permits and visa control • Footpath construction • Training opportunities for locals • Use of natural resources • Promotion of 'local' e.g. produce, employment, crafts
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	Basic responses that are mainly generalised and/or descriptive.
2	4-6	Clear explanation and application to chosen destination/s with some evidence of research. Some aspects may be theoretical however there will be sufficient detail and appropriateness to indicate some research conducted.
3	7-8	Detailed explanation focused on the selected destination/s. Specific and relevant details are included to show how impacts are managed at the destination/s.

Question Number		Indicative Content
3 (d)		Responses may vary but likely to refer to: • Give local people jobs/training so they can earn money • Pay fair wage for locals • Offer to support local school/healthcare • Agree where to build and create space for wildlife • Donations to support good causes to help the community/wildlife • Involve locals in discussions so they feel respected • Build sympathetically to local architecture so it blends in • Have strict rules for water sports and do not have jet skiing which is noisy • Do not build above height of palm trees • Use local materials and craftspeople • Offer local cuisine to help promote the culture • Grow own food reduce amount they need to import • Have dress codes so tourists dress appropriately and do not offend local people and their beliefs • Employ local people to create more interaction so tourists can learn more about the culture • Educate tourists about local customs so they know how to behave appropriately around the destination • Restrict access to coral reef / guided dives
Level	Mark	Descriptor
	0	No rewardable material.
1	1-4	Basic recommendations that are mainly generalised and/or descriptive.
2	5-7	Clear recommendations that are appropriate for the scenario i.e. responsible tourism development. Most recommendations will be justified.
3	8-10	Detailed recommendations that are appropriate for the scenario i.e. responsible tourism development. The majority of recommendations will be justified.

Total Question 3 = 30 marks