

# Mark Scheme (Results)

June 2012

PL Travel and Tourism (TT201)

Unit 1: Journeys and Destinations  
in Travel and Tourism

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Question Number	Answer	Mark
<b>1(a)</b>	<p>Award up to 3 marks for each developed explanation. Maximum of two marks for identification or description. Max 3 marks for answers connected to incorrect hotel choice if developed explanation present.</p> <p><b>eg Viva Tropic Aparthotel</b></p> <ul style="list-style-type: none"> <li>• This accommodation would suit the family because of disabled access(1)</li> <li>• The family want a kids club and the hotel has one(1) which means it suits their needs (1)</li> <li>• This accommodation would suit because Mrs Casey is in a wheelchair (1)and she requires easy access as she cannot walk easily(1). She enjoys swimming and the hotel has a hoist to help(1)</li> <li>• The family want a lively resort and the hotel is near one(1) which means the family can experience shops, bars and restaurants easily(1). It also has a beach which they want too(1)</li> </ul>	<b>(6)</b>

Question Number	Answer	Mark
<b>1(b)</b>	<p>Award up to 3 marks for each developed explanation. Maximum of two marks for identification or description.</p> <p><b>eg</b></p> <ul style="list-style-type: none"> <li>• They like historical buildings and the castle will interest them (1)</li> <li>• They have said they specially want to see the Blarney stone (1) and this tour stops at Blarney(1)</li> <li>• They state that they are keen gardeners(1) and on this tour they get a chance to visit an Italian garden in Garnish which will suit them and they should enjoy(1)</li> <li>• They are quite elderly and say they don't want to walk far(1) and this coach tour allows for that(1) because they travel between places on the coach and it makes it easy for them (1)</li> </ul>	<b>(6)</b>

Question Number	Answer	Mark
1(c)	<p>Up to 3 marks available for explanation of why inbound tourists would enjoy the tour.</p> <p><b>Explanation:</b></p> <ul style="list-style-type: none"> <li>• Inbound tourists often want to see as much of the country as they can(1) and this coach tour allows them to do that (1)</li> <li>• Non-English speaking tourists may be nervous as they don't speak the local language(1) but with this holiday everything is organised(1) so it is more relaxing for them(1)</li> <li>• Individuals may be nervous of going somewhere new on their own(1) but this is great as they are with other people(1) and they will probably make new friends as they are all doing a tour they are interested in</li> <li>• The tour will give people the chance to explore the country (1), its people and culture (1)</li> </ul>	(3)

Question Number	Answer	Mark
1(d)	<p>Up to 3 marks available for realistic suggestion. Marks increase with detail.</p> <p><b>eg</b></p> <ul style="list-style-type: none"> <li>• They could limit the number of coaches allowed to travel the route(1)</li> <li>• They could bring in special offers during the low season(1) which would attract more people to travel then(1) which would mean a more even spread of visitors across the year(1)</li> <li>• They could restrict the areas that vehicles could travel in(1) and make more tourists walk to areas that are particularly popular(1) as walking will not be as environmentally damaging(1)</li> <li>• Use an entry fee/permit system (1). This way they could also make money which they could invest(1) to protect the environment/make leaflets to educate tourists about the area(1)</li> </ul>	(3)

Question Number	Answer	Mark
<b>2(a)</b>	<p>Up to 2 marks available for naming items for each person.</p> <p><b>Example answers include:</b></p> <p><b>Mr Khan</b></p> <ul style="list-style-type: none"> <li>• Golf</li> <li>• Tennis</li> <li>• Swimming</li> <li>• Fitness room</li> <li>• Water sports centre</li> <li>• Old Town Hall</li> <li>• Church of Nuestra Senora de la Encarnation</li> <li>• Promenade</li> </ul> <p><b>Mrs Khan</b></p> <ul style="list-style-type: none"> <li>• Old Town Hall</li> <li>• Church of Nuestra Senora de la Encarnation</li> <li>• Promenade</li> <li>• Boutiques</li> </ul> <p><b>Ranie</b></p> <ul style="list-style-type: none"> <li>• Tennis</li> <li>• Golf</li> <li>• Swimming</li> <li>• Fitness room</li> <li>• Water sports centre</li> </ul> <p><b>Saira</b></p> <ul style="list-style-type: none"> <li>• Puerto Banus marina</li> <li>• Marbella</li> </ul>	<b>(8)</b>

Question Number	Answer	Mark
<b>2(b)</b>	<p>Up to 2 marks available</p> <p>3 nights x £175 x 4 (1)</p> <p>£525 x 4 (1)</p> <p>total price £2100 (2)</p>	<b>(2)</b>

Question Number	Answer	Mark
<b>2(c)</b>	<p>Award 1 mark for each correctly identified timing</p> <p>Train departs Milton Keynes 12.30</p> <p>Train arrives Birmingham Airport 13.30</p>	<b>(2)</b>

Question Number	Answer	Mark
<b>3(a)(i)</b>	<p>Up to 4 marks available for developed discussion. Max 2 marks in total for description only. Max 2 marks if not applied to St Kitts.</p> <p><b>eg</b></p> <ul style="list-style-type: none"> <li>• Building by Great Salt Pond will wreck the environment (1)</li> <li>• Destruction of habitat (1)</li> <li>• Overcrowding (1)</li> <li>• Pollution (1)</li> <li>• Economic leakage (1)</li> <li>• Drain on water supplies (1)</li> <li>• Erosion of local customs and culture (1)</li> </ul>	<b>(4)</b>

Question Number	Answer	Mark
<b>3(a)(ii)</b>	<p>Up to 4 marks available for developed discussion. Max 2 marks in total for description only. Max 2 marks if not applied to St Kitts.</p> <p><b>eg</b></p> <ul style="list-style-type: none"> <li>• Building extensively in any unspoilt environment is difficult to do in a sustainable development way. Max 2 marks as not an applied answer</li> <li>• I think current tourism is quite a good example of sustainable tourism development because they use old resources (1) such as old plantation houses as hotels(1) and the old railway system has not been destroyed(1) but actually given a new life as part of tourism development(1). Brimstone Fortress has also been maintained(1) which is good for historical reasons(1)</li> <li>• I think the current planned tourism development is not a good example of sustainable tourism development because they will be blasting into the unspoilt landscape(1) to make a manmade harbour which will destroy the original environment(1) and they are building so many hotels and other facilities that will not fit in with the environment(1) and the golf course will use a lot of water (1)</li> <li>• Making sure that the proposed development of a marina Great Salt Pond does not unduly damage the natural environment and habitat (1)</li> </ul>	<b>(4)</b>

Question Number	Answer	Mark
<b>3(b)</b>	<p>Up to 3 marks available for explanation. Maximum 1 mark for description only.</p> <p><b>eg</b></p> <ul style="list-style-type: none"> <li>• There is employment in hotels(1)</li> <li>• Although the government has closed the sugar cane factory(1) the people still have good sources of employment(1) because of the growth in tourism(1)</li> <li>• The history of the people of St Kitts is being maintained(1) because the old buildings like plantations/fortresses(1) are being maintained which makes the people feel the history is valuable(1)</li> </ul>	<b>(3)</b>

Question Number	Answer	Mark
<b>3(c)</b>	<p>Up to 3 marks available for explanation. Max 1 mark for description only.</p> <p><b>eg</b></p> <ul style="list-style-type: none"> <li>• Old building are being kept(1)</li> <li>• Major historical sites like Brimstone Fortress are being maintained(1) as a major visitor attraction rather than being allowed to disintegrate(1) because tourists like to visit(1)</li> <li>• Some of the old buildings from plantation houses(1) are being turned into hotels (1) rather than just pulling them down and building new ones(1)</li> <li>• Tourism development leading to improvements in the environmental infrastructure(1)</li> <li>• As the St Kitts Scenic Railway has been preserved and transports tourists around the island(1) this is a positive environmental impact because rail is much better for the environment than cars(1) and more people are transported at once(1)</li> </ul>	<b>(3)</b>

Question Number	Answer	Mark
<b>3(d)</b>	<p>Up to 3 marks available for explanation. Max 1 mark for description only</p> <p><b>eg</b></p> <ul style="list-style-type: none"> <li>• The cost of policing the town and looking after this age group is very high(1)</li> <li>• When the town gets negative publicity because of this age group(1) it may put other markets like families off coming(1) and then the town losses even more money(1)</li> <li>• Increasing antagonism of locals to what they consider is antisocial behaviour (1)</li> </ul>	<b>(3)</b>

Question Number	Answer	Mark
<b>3(e)</b>	<p>Up to 3 marks available for explanation. Max 1 mark for description only</p> <p><b>eg</b></p> <ul style="list-style-type: none"> <li>• The town could give wristbands to over 18s and they would be the only ones to be able to buy alcohol(1)</li> <li>• The town could increase the amount of activities available to teenagers(1) such as club areas with non-alcoholic bars(1) which could offer dancing/bowling(1)</li> <li>• Distinct zoning of the resort (1)</li> <li>• Restricted entertainment in predominantly family areas (1)</li> <li>• Greater provision of facilities for young children, entertainment, crèche special areas of beach (1)</li> </ul>	<b>(3)</b>



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