

Mark Scheme (Results) January 2009

GCE

GCE Travel and Tourism (6993) paper 01

Unit 7: Responsible Tourism (6993)

Question	Example Answer	Mark Allocation
1(a)(i)	<p>1 mark for correct agent named. E.g.</p> <ul style="list-style-type: none"> • Norfolk County Council (1) • Suffolk County Council (1) • Natural England (1) • VisitNorfolk (1) • Broads Authority (1) 	1 mark
1(a)(ii)	<p>Expect some reference to tourism or tourism development. May be implied.</p> <p>1 mark for correct agent named. If incorrect agent no marks to be credited for roles. E.g.</p> <ul style="list-style-type: none"> • RSPB (1) • Norfolk Bat Group (1) • Norfolk Wildlife Trust (1) • Norfolk Yachting Club (1) <p>1 mark for each role identified. Up to 2 marks. Max 1 mark for roles if no reference to tourism development or tourism.</p> <p>E.g. - Norfolk Wildlife Trust</p> <ul style="list-style-type: none"> • provides advise on the impact of any new development (1) • campaigns to protect rare species (1) • creates new habitats to help protect wildlife (1) • raises funds to support projects (1) <p>E.g. - RSPB</p> <ul style="list-style-type: none"> • educate tourists and raise awareness of conservation issues (1) • create nature reserves for locals and tourists to enjoy (1) 	3 marks

<p>1(a)(iii)</p>	<p>Up to 2 marks for each clear description of objective. Marks can be awarded for separate points or extended responses.</p> <p>Credit examples, where linked to an objective.</p> <p>Maximum 1 for each response mainly ‘lifted’ from text. Up to maximum of 2 marks.</p> <p><i>There are two possible approaches, candidates may refer to generic aims of National Parks or use the information in the case study. Reward valid points.</i></p> <p>E.g. Objective 1</p> <ul style="list-style-type: none"> • to conserve wildlife (1) • to promote understanding (1) • to provide opportunities for enjoyment (1) • to preserve the the special qualities of the park (1) for future generations to enjoy (1) • to enhance understanding and enjoyment (1) of the special qualities of the Park (1) • to consider the economic and social interests of people who live and work in the park (1 max) 	<p style="text-align: right;">4 marks</p>
<p>1(b)(i)</p>	<p>1 mark for each valid objective stated for agent. 2 marks for explanation (objectives could be implied). Max 2 marks if only describe conflict.</p> <p>E.g. -</p> <ul style="list-style-type: none"> • Broads Extreme Ltd’s objective is economic/to make a profit (10) • Norfolk Wildlife Trust’s objective is conservation (10) • Broads Extreme Ltd oppose the ban as they will lose money and profits and may go out of business (1E) • but Norfolk Wildlife Trust will support it to achieve their aim of conservation and reduce the damage to the wetlands(1E). 	<p style="text-align: right;">4 marks</p>

<p>1(b)(ii)</p>	<p>Responses should be about how the Broads Authority can resolve the conflict between the 2 agents. Do not credit proposals.</p> <p>1 mark for each reasonable point, marks can be for separate points or extended responses e.g. -</p> <ul style="list-style-type: none"> • form a partnership (1) • hold a meeting (1) • develop a plan (1) • they could invite all interested parties to a meeting and form a partnership and work together to come up with a compromise (2 max). 	<p style="text-align: right;">2 marks</p>
<p>1(b)(iii)</p>	<p>Up to 3 marks for each proposal, either 2 marks for description, 1 for explanation or 2 marks for explanation, 1 for description.</p> <p>Do not credit repeat explanations. Do not credit suggestions such as ‘eco friendly boats’ without realistic details.</p> <p><i>The candidate’s responses may not coincide with examiner’s views but answers should be marked positively; evidence of understanding of methods to minimise negative impacts of the activities should be credited.</i></p> <p>E.g.</p> <ul style="list-style-type: none"> • licensing (1) • fines (1) • impose restrictions (1D) so that only those qualified can drive the ski boats (1D). • zoning - only allow water skiing in a few areas (1D) that are less vulnerable. This will allow most of the wetlands to be protected (1E) and means that people can enjoy bird watching and fishing in the other areas (1E) • introduce speed limits - if speeds are reduced (1D) for example to 5 mph (1D) the waves created will be smaller causing less damage (1E). 	<p style="text-align: right;">6 marks</p>

Question	Example Answer	Mark Allocation
1(b)(iv)	<p>Up to 8 marks available for comparison of impacts and 2 for conclusions. Credit application and understanding of impacts on the economy of the two activities.</p> <p>Reference to activities may be implied.</p> <p>8+2 4 - adrenalin sports 4 - nature-based activities 2 - conclusions</p> <p>4 marks on adrenalin sports 1 mark for each clear point up to 4 points. 2 marks for each of 2 points with detail. 4 marks for 1 integrated, sustained response.</p> <p>Maximum 2 marks if theoretical.</p> <p>Responses may vary but may refer to -</p> <p>E.g. Positive impacts/benefits to local economy -</p> <ul style="list-style-type: none"> • job creation • likely to stay in hotels or may have second home • contribution to multiplier effect • pay daily toll • expensive pursuit therefore participants likely to be affluent with lots of disposable income - 'high spenders' will bring in lots of money, eating out, shopping, will want high quality <p>Negative impacts</p> <ul style="list-style-type: none"> • may buy second homes there and increase house prices for locals • may push up cost of living for locals. • Cost of repairing damage to riverbanks <p>Candidates are not required to refer to all of these issues.</p> <p>4 marks on nature-based activities 1 mark for each clear point up to 4 points. 2 mark for each of 2 points with detail. 4 marks for 1 integrated and sustained response.</p> <p>Maximum 2 marks if theoretical.</p>	

Question	Example Answer	Mark Allocation
<p>1(b)(iv) cont...</p>	<p>Responses may vary but may refer to - E.g.</p> <p>Positive impacts to economy</p> <ul style="list-style-type: none"> • will bring in some money - spend on accommodation, shops, not as significant as for adrenalin sports • some direct jobs created possibly on guided tours - shops selling specialist equipment • anglers will pay for right to fish, this generates income. <p>Negative impacts</p> <ul style="list-style-type: none"> • similar to adrenalin. <p>Candidates are not required to refer to all of these issues.</p> <p>2 marks for conclusion. Conclusions should compare the impacts of these activities. 1 mark for each clear point up to 2 marks. 2 marks for 1 developed point.</p> <p>Candidates may refer to</p> <ul style="list-style-type: none"> • both activities benefit the local economy by bringing money in, from tourism spending • both activities support employment in shops as well as accommodation providers and in catering • both contribute to the multiplier effect • overall adrenalin sports may make a greater contribution to local economy due to costs involved in participating from powerful engines, high spec boats and all the equipment. Different tourist types, may also attract corporate market. 	<p style="text-align: right;">10 marks</p>
Total for Question 1		30 marks

Question	Example Answer	Mark Allocation
2(a)(i)	1 mark for each objective. E.g. <ul style="list-style-type: none"> • to make Thailand more well known (1) • to create a national identity (1) • to enhance the image of Thailand as a tourist destination (1) • to reassure the world of the country's stability (1). 	2 marks
2(a)(ii)	1 mark for each objective. E.g. <ul style="list-style-type: none"> • to increase foreign currency earnings (1) • employment creation (1) • to benefit from the effects of the multiplier effect (1). 	2 marks
2(b)(i)	1 mark for each principle. No credit for 'maximise positive impacts'. Do not reward for repetition. Reward valid points that show understanding of principles. E.g. <ul style="list-style-type: none"> • to minimise negative economic, environmental and socio-cultural impacts (1) • to create economic benefits for locals and improve their quality of life (1) • to promote the conservation of natural and cultural heritage (1) • to promote respect between tourists and locals (1). 	4 marks

Question	Example Answer	Mark Allocation
2(b)(ii)	<p>1 mark for each valid statement. Reward all valid points. E.g.</p> <ul style="list-style-type: none"> • do some research before visiting to find out about the culture (1) • observe local customs (1) • dress appropriately so as not to cause offence (1) • buy local produce from markets and small shops (1) • use local tour guides (1) • book trips with local agents (1) • find out about tipping customs and how much is appropriate (1) • use transport that locals use (1) • do not display signs of wealth - leave expensive jewellery at home and keep cameras out of sight (1) • do not take photographs of people without asking permission (1). 	6 marks

Question	Example Answer	Mark Allocation
2(b)(iii)	<p>1 mark for each clear point up to 6 points. 2 marks for each of 3 points with detail. 3 marks for each of 2 well developed points. 6 marks for 1 integrated and sustained response.</p> <p>Maximum 2 marks for theoretical responses with no evidence of research.</p> <p>Max 2 marks for responses not related to tourism education or managing environmental impacts.</p> <p>Max 3 marks for evidence of research and managing environmental impacts but not using the method tourism education.</p> <p><i>The candidate's responses may not coincide with examiner's views but answers should be marked positively; evidence of research and understanding of tourism education managing impacts should be credited.</i></p> <p>Candidates will give details of a variety of projects/destinations.</p> <p>These may include Protecting vulnerable wildlife</p> <ul style="list-style-type: none"> • Zakynthos - Loggerhead Turtles, <p>RSPB 'Aren't Birds Brilliant' Project</p> <ul style="list-style-type: none"> • Malham (Peregrine Falcon) • Bassenthwaite Cumbria (Osprey), <p>Protecting fragile habitats</p> <ul style="list-style-type: none"> • Himalayas - Himalayan Tourist Code • UK / overseas national parks - ranger walks, visitor centres. 	<p style="text-align: right;">6 marks</p>

Question	Indicative content	Mark Allocation
2(c)	<p>Up to ten marks available for the assessment.</p> <p><i>The candidate's response may not coincide with examiner's view but answers should be marked positively; evidence of understanding of responsible tourism and the possible impacts of tourism should be credited. Reasoning and justifications to be credited.</i></p> <p>References to responsible tourism may be implied rather than clearly stated.</p> <p>Example Responses</p> <p>Level 1 Tourists will learn about their way of life and this helps maintain culture. Lack of privacy for locals. They use and buy locally made rafts. Locals may abandon traditional activities. Tourists are educated about using biodegradable soap.</p> <p>Level 2 It is good because they employ local guides this means the tribes are receiving income directly from tourism however locals may become dependent on income from tourists. It is also responsible because there is no strain on the environment as they stay with locals no new buildings or facilities have had to be created destroying the forests.</p>	

Question	Example Answer		Mark Allocation
2(c) cont...	<p>Level 3 - host community Whilst the holiday attempts to minimise the negative impacts and tries to be responsible it is possible that some members of the local community do not feel they benefit from the contact with tourists they may resent visitors disturbing their way of life and worry that things will change. However, on the whole this holiday is a good example of responsible tourism because of the benefits it brings to the local people. It creates an awareness and understanding of their way of life that is under threat as they might leave the hill tribes, attracted to the cities for work. So if they can earn money as guides for tourists it encourages them to maintain their traditions.</p>		
Level 1	1-4 marks	Basic responses which are mainly descriptive. May be theoretical and generalised with little attempt to link to the holiday details. Little or no justification for views given.	
Level 2	5-7 marks	Responses with some assessment and some application to the holiday details. May be clear application and limited assessment, or clear assessment with little application. Some justification and reasoning given. Considers more than 1 impact.	
Level 3	8-10 marks	Responses with detailed assessment applied to the scenario throughout. Considers all 3 areas of impacts. Views are fully justified with clear reasoning.	
Total for Question 2			10 marks
			30 marks

Question	Example Answer	Mark Allocation
3(a)(i)	<p>1 mark for each of 2 characteristics. Reward 2 reasonable valid points.</p> <p>E.g.</p> <ul style="list-style-type: none"> • local people provide accommodation for tourists (1) • local people provide events for tourists (1) • tourist numbers increase (1). 	2 marks
3(a)(ii)	<p>1 mark for correct stages X = rejuvenation (1) Y = decline (1)</p>	2 marks
3(a)(iii)	<p>1 mark for suggested destination Decline - E.g. Blackpool, Morecambe, Magaluf, Faliraki.</p> <p>Do not accept a destination clearly not in decline i.e. newly established e.g. Dubai</p> <p>A purpose built resort is acceptable if in decline. Do not credit Theme parks (i.e. without accommodation)</p>	1 mark
3(a)(iv)	<p>1 mark for each reason. 1x3, 3x1. Should be supporting evidence or linked to destination. Maximum 2 marks only for description of the decline stage.</p> <p>E.g.</p> <ul style="list-style-type: none"> • tourist numbers decreasing (1) • area suffering economic downturn (1) • poor image (1) • failing to attract tourists back as repeat visitors (1). <p>E.g. Faliraki. This destination now has a poor image and is considered unsafe (1) due to the rising number of rape attacks on female tourists since 2001 (1). This has led to visitor numbers falling (1).</p>	3 marks

Question	Example Answer	Mark Allocation
<p>3(b)</p> <p>3(b)(i)</p>	<p>If candidate changes destination for different sections of question 3b) mark as theoretical response - max. 2 marks.</p> <p>No marks to be awarded for choice of destination.</p> <p><i>The candidate's response may not coincide with examiner's view but answers should be marked positively; evidence of research and understanding of impacts of this stage should be credited.</i></p> <p>Up to 3 marks for one negative impact of tourism at the consolidation stage clearly explained.</p> <p>Maximum of 2 marks if explanation does not relate to stage or destination and for descriptive or theoretical response. Credit one impact only.</p> <p>E.g.</p> <ul style="list-style-type: none"> • strain on environment (1) • loss of natural habitats (1) • traffic congestion (1) • erosion (1) • pollution [air water noise visual] (1) • loss of traditional employment (1) • seasonal unemployment (1) • leakage (1). <p>Destination = York</p> <p>E.g.</p> <ul style="list-style-type: none"> • the <i>narrow, cobbled streets</i> of York are not suited to cars. Traffic congestion [Impact] (1) has a negative impact on the everyday lives of people who live and work in York (1) [Description] • the narrow, cobbled streets of York are not suited to cars. Traffic congestion [Impact] (1) has a negative impact on the everyday lives of people who live and work in York (1) [Description] as their journey time to work takes longer because of the volume of tourist traffic causing traffic jams and long delays(1). [Explanation] 	<p style="text-align: right;">3 marks</p>

Question	Example Answer	Mark Allocation
3(b)(ii)	<p><i>The candidate's response may not coincide with examiner's view but answers should be marked positively; evidence of research and understanding of impacts of this stage should be credited.</i></p> <p>Up to 3 marks for one positive impact of tourism at the consolidation stage clearly explained. Maximum of 2 marks if explanation does not relate to stage or destination and for descriptive or theoretical response. Credit one impact only.</p> <p>E.g. -</p> <ul style="list-style-type: none"> • increased employment opportunities (1) • benefits of multiplier effect (1) • improved infrastructure (1) • increased income (1) • landscaping (1). <p>E.g. - York</p> <ul style="list-style-type: none"> • York is a popular short break destination and one positive impact of tourism is the increased employment opportunities it has created (1) • York is a popular short break destination and one positive impact of tourism is the increased employment opportunities it has created (1). Visitors need overnight accommodation in hotels and B&Bs such as the <i>Minster Hotel</i>. This creates jobs in hospitality such as waitresses and in housekeeping as well as managerial jobs (1) [Description]. The increased employment opportunities created by tourism is a benefit for local people as it provides them with an income and possibly promotional opportunities and a life long career (1) [Explanation]. 	3 marks

Question	Example Answer	Mark Allocation
3(b)(iii)	<p>Up to four marks available. Responses may refer to one or more strategies for minimising negative impacts.</p> <p>1 mark for each clear point up to max 4 marks. 2 marks for each of two points with detail/applied 4 marks for one developed point linked to destination</p> <p>Maximum 2 marks for lists or theoretical responses not applied to chosen destination. Link to destination may be implied.</p> <p>Responses will vary depending on the destination but may include strategies such as E.g.</p> <ul style="list-style-type: none"> • visitor and traffic management (1) • planning control (1) • EIA and environmental audit - only credit where there is reference to <i>implementing change</i> as a result of these tests. <p>E.g. Destination - York To ease congestion York introduced a Park and Ride Scheme (1). On the outskirts there are large car parks, these are signposted for visitors travelling by car on the main routes into the city (1). Frequent shuttle buses then collect the visitors from the car parks and take them into the city (1). There are various city centre drop off and pick up points so people can choose where to go (1).</p>	4 marks

Question	Example Answer	Mark Allocation
3(b)(iv)	<p>Up to 4 marks available for assessment. No credit for stating principles.</p> <p>If no assessment of ‘extent to which’ - max 2 marks. Do not credit ‘minimise the negative impacts’ as stated in previous question. The candidate must state the type of negative impact being minimised to be rewarded.</p> <p><i>The candidate’s response may not coincide with examiner’s view; however evidence of research and understanding of the effectiveness of strategies in achieving responsible tourism should be credited.</i></p> <p>1 mark for each point up to max 4 marks. 2 marks for each of two reasoned points/judgements 4 marks for one clear assessment with detail and reasoning</p> <p>Responses may vary but should assess the extent to which strategies used to minimise negative impacts (given in 3biii) support the principles. Expect links between strategies and principles. Principle does not need to be stated, may be implied, credit valid judgements based on understanding.</p> <p>E.g. (for above example) York - park and ride</p> <ul style="list-style-type: none"> • by introducing park and ride in York this cuts down congestion and it will also reduce air pollution. (1) [implied link to principle - minimise negative impacts] • one of the principles is to minimise the negative environmental impacts of tourism. The strategy is the introduction of the park and ride scheme. By reducing the volume of cars entering the city this cuts down congestion and it will also reduce air and noise pollution (2). So this helps support the principle to a large extent (1 justified) as the strategy clearly reduces three negative environmental impacts (1). 	4 marks

Question	Example Answer	Mark Allocation
3(b)(v)	<p>Up to four marks available. Responses may refer to one or more strategies for maximising positive impacts.</p> <p>1 mark for each clear point up to max 4 marks. 2 marks for each of two points with detail/applied 4 marks for one developed point linked to destination</p> <p>Maximum 2 marks for lists or theoretical responses not applied to chosen destination. Link to destination may be implied.</p> <p>Responses will vary depending on the destination but may include strategies such as - E.g.</p> <ul style="list-style-type: none"> • retention of visitor spending (1) • tourism education (1) • training and employment of local people (1). <p>E.g. - York</p> <ul style="list-style-type: none"> • training and employment of local people a strategy that aims to maximise the benefits of tourism (1). First Stop York Tourism Partnership helps support and promote tourism training in the city as one of its roles (1). For example the Employer of the Year Awards for tourism related businesses is aimed at promoting quality by raising standards through tourism training (1). 	4 marks

Question	Example Answer	Mark Allocation
3(b)(vi)	<p>Up to 4 marks available for assessment. No credit for stating principles.</p> <p><i>The candidate's response may not coincide with examiner's view but answers should be marked positively; evidence of research and understanding of the effectiveness of strategies in achieving responsible tourism should be credited.</i></p> <p>1 mark for each point up to max 4 marks. 2 marks for each of two reasoned points/judgements 4 marks for one clear assessment with detail and reasoning.</p> <p>Responses may vary but should assess the extent to which strategies used to maximise positive impacts (given in 3bv) support the principles. Expect links between strategies and principles. Principle does not need to be stated, may be implied credit valid judgements based on understanding.</p> <p>E.g. (for above example) York FSYTP</p> <ul style="list-style-type: none"> • by providing training for jobs in tourism this will improve the quality of life for local people (1) [strategy linked to principle] • one principle is to improve the quality of life for local people. The strategy is to offer tourism training for local people. (1) By providing locals with training opportunities this may meet the principle to some extent but it depends on many things and may be difficult to assess (1). For instance if the training is for the full time higher paid jobs such as in management (1) and if there is a route into employment from the training programme then it should meet the principle and improve lives with access to higher paid jobs(1). Many people might say that training alone will not improve their quality of life unless they gain some income in training or a job guarantee. (1) [one clear assessment with reasons] 	4 marks
Total for Question 3		30 marks
TOTAL FOR PAPER: 90 MARKS		