

# **Applied Travel and Tourism**

Advanced GCE **G728**

Unit 9 Tourism Development

## **Mark Scheme for June 2010**

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Question	Answer	Additional Guidance
<p><b>1 (a)</b></p> <p><b>Explain <u>two</u> possible reasons for the appeal of Dorset and the New Forest to visitors.</b></p> <p>4 marks [2*2]</p>	<p><b>Points marking</b> One mark for each identification up to a maximum of two identifications plus a further one mark for each explanation.</p> <p><b>Indicative content:</b> The case study identifies the following:</p> <ul style="list-style-type: none"> <li>• to see some of the country's finest countryside [1] Because they have been protected [1] AONB [1];</li> <li>• range of attractions [1] including Jurassic Coast, seaside resorts [1] busy maritime harbours [1];</li> <li>• Range of activities [1] pleasant walks with views [1];</li> <li>• Cycle trails [1] water sports facilities [1];</li> <li>• Heritage [1] historic houses, gardens ancient castles and forts [1];</li> <li>• Home to UNESCO heritage site [1] appeals to range of visitors.</li> </ul>	<p>However we can look at broader issues such as:</p> <ul style="list-style-type: none"> <li>• the increase in domestic holidays [1] due to terrorist threats [1]</li> <li>• changes in customer trends [1]</li> <li>• good weather in British summers [1]</li> <li>• Dorset has mild climate</li> </ul>
<p><b>(b)</b></p> <p><b>Explain <u>two</u> ways in which the 'multiplier effect' may have an impact in Dorset and the New Forest region.</b></p> <p>6 marks [2*3]</p>	<p><b>Points marking</b> One mark for each identification up to a maximum of two identifications plus a further two marks for each explanation.</p> <p><b>Indicative content:</b></p> <ul style="list-style-type: none"> <li>• Seasonality [1] employment of more people in the season [1] will mean that more money is spent locally [1]</li> <li>• Hotels [1] more visitors to the region will lead to more stays in hotels [1] which in turn will lead to more money being spent locally [1]</li> <li>• Employment [1] wages spent in local businesses/trades [1] hotels may invest more [1]</li> <li>• Shops and attractions [1] the more visitors that come due to all the attractions [1] lead to more new shops and attractions being opened [1] which lead to more money being circulated in the area [1]</li> <li>• Unesco [1] the attraction of the Unesco World heritage site attracts more visitors [1] these visitors will spend money in the area [1] this leads to more money being circulated in the area [1]</li> <li>• Olympics - the attraction of the Olympic sailing site [1] attracts more visitors [1]</li> </ul>	<p>If clear understanding of multiplier is evident go for full 3 marks, if basic economic object and not referred to case study only 2 marks.</p>

Question	Answer	Additional Guidance
	<p>these visitors will spend money in the area [1] this leads to more money being circulated in the area [1]</p>	
<p>(c)</p> <p><b>Explain <u>two</u> reasons why the preservation and conservation of the natural environment is important for Dorset and the New Forest region.</b></p> <p>6 marks [2*3]</p>	<p><b>Points marking</b> One mark for each identification up to a maximum of two identifications plus a further two marks for each explanation.</p> <p><b>Indicative content:</b></p> <ul style="list-style-type: none"> <li>• environmental awareness [1] identification of repair work [1] caused by the wear and tear of increased visitor numbers [1]</li> <li>• AONB [1] attracts visitors, therefore conservation is essential [1] to safeguard for the future [1]</li> <li>• damage to flora and fauna [1]</li> <li>• damage to existing buildings/archaeology [1] the area is renowned for heritage [1] this must be protected to ensure that it meets standards</li> <li>• setting up effective monitoring and management systems [1] National Park standards to be maintained [1]</li> <li>• sustainability [1] explained [1]</li> </ul>	
<p>(d) (i)</p> <p><b>Refer to Fig. 1b. Identify <u>three</u> agents of tourism development.</b></p> <p>3 marks [3*1]</p>	<p><b>Points marking</b></p> <ol style="list-style-type: none"> <li>1 the Partnership [1]</li> <li>2 unitary authorities of Bournemouth &amp; Poole [1]</li> <li>3 the county and district councils [1]</li> <li>4 Tourism South East [1] South West Tourism [1] regional tourist boards [1]</li> </ol>	
<p>(ii)</p> <p><b>Discuss how the activities of the Dorset</b></p>	<p><b>Levels of response marking</b></p> <p><b>0 marks</b> No response or no response worthy of credit.</p>	<p><b>Level 1:</b> List of points - maximum 2 marks</p>

Question	Answer	Additional Guidance
<p><b>and the New Forest Tourism Partnership may benefit the tourist.</b></p> <p>6 marks Levels</p>	<p><b>Level 1: [1-2 marks]</b> Candidate identifies/describes at least one benefit.</p> <p><b>Level 2: [3-4 marks]</b> Candidate explains/analyses one or more benefits to the tourist.</p> <p><b>Level 3: [5-6 marks]</b> Candidate discusses at least one or more benefits to the tourist.</p> <p><b>Indicative content:</b> Candidates should refer to the case study as a basis to make a reasoned discussion of the benefits to the tourist of the partnership.</p> <ul style="list-style-type: none"> <li>• Enhance the quality of the visitor experience</li> <li>• Improve the performance of the tourism enterprises</li> <li>• Promote the area to targeted groups</li> <li>• Extra funding improves services for tourists</li> </ul> <p><b>Exemplar</b> Firstly, tourists will benefit from the enhancement of the quality of the visitor experience. The tourist will therefore gain a better experience when they visit Dorset and the New Forest. This will then result in repeat business. Secondly, the partnership aims to develop, promote and champion the area's brand to the appropriate markets. This means that tourists will be well catered for whatever their age, and the activities on offer will suit everyone. Thirdly, they wish to seek awareness of the importance of tourism, this benefits the tourist well because they are getting the best quality of care whilst in the area. Finally, the Dorset and the New Forest Tourism Partnership hopes to win the maximum amount of funding for the region. The money can then be spent on improving the facilities for the tourist and improving the performance of the tourism enterprises. All the activities of the partnership are designed to particularly benefit the tourist. (L3 6 marks)</p>	<p><b>Level 2:</b> Identification/description - up to 3 marks Explanation/unsupported judgements/limited discussion - up to 4 marks</p> <p><b>Level 3:</b> Analysis/discussion of more than one point/both sides - 5 marks An evaluation/judgement with overall conclusion - 6 marks.</p>

Question	Answer	Additional Guidance
<p>(e)</p> <p><b>With reference to Fig. 1c, evaluate the benefits to tourism providers of becoming members of the New Forest Tourism Association (NFTA).</b></p> <p>10 marks Levels</p>	<p><b>Levels of response marking</b></p> <p><b>0 marks</b> No response or no response worthy of credit</p> <p><b>Level 1: [1-4 marks]</b> Candidate identifies/describe a benefit/s of membership.</p> <p><b>Level 2: [5-7 marks]</b> Candidate explains benefit/s of membership. Candidate will show an understanding of the question and include some attempt at evaluation. Evaluation in the most part is accurate and relevant and shows reasonable knowledge and understanding of the benefits to tourism providers.</p> <p><b>Level 3: [8-10 marks]</b> Candidate will show a clear understanding of the question and include detailed identification and explanation of the benefits. Candidates will effectively evaluate the benefits for tourism providers of becoming members. There is sound evidence of thorough and detailed knowledge and understanding of concepts and principles, together with the use of specialist vocabulary.</p> <p><b>Indicative content:</b> This question is addressing candidates' knowledge of the benefits of membership; therefore there is a need to understand the bullet points itemised in the case study. Candidates should choose at least two the points given and evaluate these benefits.</p> <p><b>Exemplar</b> Becoming members of the NFTA will be beneficial to many tourism providers as they would take part in the promoting, therefore gaining more publicity of their organisation, which would give the public a great awareness of them, giving the organisation more popularity. They would benefit as they have the opportunity to liaise and negotiate with NFDC with certain matters regarding tourism and therefore be able to contribute massively to the association and the region itself. Similarly, they have the opportunity to exchange ideas and information, so if they have something they really want to achieve for the area, or to put something in place, they have an opportunity to make that reality as they have a right to bring the ideas</p>	<p><b>Additional Guidance</b></p> <p><b>Level 1:</b> List maximum - 2 marks 2 identifications plus one description - 2/3 marks 3 identifications and unsupported judgement - 4 marks</p> <p><b>Level 2:</b> No list – must be at least explain. Explanation only - 5 marks Explanation/analysis - 6 marks Evaluative comment.. because.. means that - 7 marks</p> <p><b>Level 3:</b> Identification/description/explanation implied assumed and an evaluation/judgement without overall conclusion - 8/9 marks With overall supporting conclusion - 10 marks</p> <p><b>Only award marks if benefits to the tourism providers are given:</b></p>

Question	Answer	Additional Guidance
	<p>forward. They are also able to bring in other parties and organisations into the association which will result in an overall success and strengthen the NFDA. In my opinion it would be very beneficial to tourism providers aiming to secure a tourism which is passionate about the natural environment and what it has to offer and tourism providers who want to help contribute as to how to establish this type of tourism as 'sustainable tourism', which will be long term. On the other hand, any tourism providers looking to try and change the region, e.g. into a more lively resort with a good nightlife and built attractions would not find it beneficial as the association is all about conserving and improving what it has to offer. (L3)</p>	<p><b>Benefits</b></p> <ul style="list-style-type: none"> <li>• Marketing</li> <li>• Conservation</li> <li>• Promotion</li> <li>• Liaison</li> <li>• Sharing of ideas</li> <li>• High standard of service</li> <li>• Increase membership</li> </ul>
<p><b>2 (a)</b></p> <p><b>Libya is an LEDC. What do the initials LEDC stand for?</b></p> <p>2 marks</p>	<p><b>Less Economically Developed Country</b></p> <p><b>2 marks</b> for correct definition <b>1 mark</b> if one word incorrect</p>	
<p><b>(b)</b></p> <p><b>Describe <u>three</u> economic objectives of tourism development for Libya.</b></p> <p>6 marks [3*2]</p>	<p><b>Points marking</b></p> <p>One mark for each correct identification up to a maximum of three identifications plus a further one mark for each of three descriptions.</p> <p><b>Indicative content:</b></p> <ul style="list-style-type: none"> <li>• Creating employment [1] direct and indirect [1] example [1]</li> <li>• Increasing foreign exchange earnings [1] GDP [1] balance of payments [1]</li> <li>• Increasing visitor numbers [1] which leads to increase in visitor spending [1]</li> <li>• Increase income for commercial organisations [1] example [1]</li> <li>• Economic development [1] infrastructure [1]</li> </ul>	

Question	Answer	Additional Guidance
<p>(c)</p> <p><b>Gruppo Norman is a private development company. State <u>two</u> roles of a private development company.</b></p> <p>2 marks [2*1]</p>	<p><b>Points marking</b> One mark for each correct identification up to a maximum of two identifications.</p> <p><b>Indicative content:</b></p> <ul style="list-style-type: none"> <li>• Profit making organisation [1]</li> <li>• Often responsible for the development of the infrastructure of a region [1]</li> <li>• Work closely with public sector [1]</li> <li>• Co-ordinated approach to developments [1]</li> <li>• Deals with problems etc. on behalf of the destination in the new development [1]</li> </ul>	
<p>(d)</p> <p><b>Explain <u>two</u> major developments to its infrastructure which are necessary for the growth of Farwa Island as a tourist destination.</b></p> <p>4 marks [2*2]</p>	<p><b>Points marking</b> One mark for each correct identification up to a maximum of two identifications plus a further one mark for each of two explanations.</p> <p><b>Indicative content from the case study:</b></p> <ul style="list-style-type: none"> <li>• airlines &amp; airport services [1] to encourage more visitors [1]</li> <li>• transportation [1] e.g. surface transport and transfers of passengers [1]</li> <li>• telecommunications [1] e.g. ease of communications with overseas in the form of internet/mobile phones etc [1]</li> <li>• banking services [1] acceptance and use of different currencies and credit cards</li> <li>• utilities [1] reference to power, water, sewage disposal etc. [1]</li> <li>• accommodation [1] development of new hotels [1]</li> <li>• amenities/tourist facilities [1] example [1]</li> </ul>	



Question	Answer	Additional Guidance
<p data-bbox="237 212 277 240">(e)</p> <p data-bbox="163 277 486 475"><b>Discuss the possible negative environmental impacts of building a new tourist resort on Farwa Island.</b></p> <p data-bbox="163 515 271 576">8 marks Levels</p>	<p data-bbox="512 212 887 240"><b>Level of response marking</b></p> <p data-bbox="512 277 1093 338"><b>0 marks</b> No response or no response worthy of credit</p> <p data-bbox="512 378 1458 475"><b>Level 1: [1-2 marks]</b> Candidate identifies/describes a possible negative environmental impact. Information may be in the form of a list of impacts.</p> <p data-bbox="512 515 1570 679"><b>Level 2: [3-5 marks]</b> Candidate explains/analyses at least one possible negative environmental impact with some success. The discussion is in the most part accurate, if not a little undeveloped. The answer is relevant and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p data-bbox="512 719 1585 884"><b>Level 3: [6-8 marks]</b> Candidate evaluates possible negative environmental impacts. Candidates will effectively discuss the possible negative environmental impacts and there is sound and frequent evidence of thorough detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p data-bbox="512 924 1223 1235"><b>Indicative content:</b> The case study refers to several issues;</p> <ul data-bbox="636 991 1223 1235" style="list-style-type: none"> <li>• namely the disruption to breeding habits</li> <li>• it is a nesting site for sea turtles</li> <li>• a stopover for birds migrating</li> <li>• tourism is a major disturbance factor</li> <li>• broader issues of oil pollution from boats</li> <li>• noise from construction</li> <li>• visual pollution.</li> </ul> <p data-bbox="512 1275 1615 1436"><b>Exemplar</b> The beaches of Farwa are where nesting sea turtles come to the beaches and the island will be popular with tourists meaning the turtles will be disturbed and may not nest there in the future. This issue was present in Zante, Greece where turtle nesting has decreased by 23% due to disturbances by tourist this could become the case in</p>	<p data-bbox="1637 378 1935 542"><b>Level 1:</b> List of points - maximum 2 marks Vague description - up to 2 marks</p> <p data-bbox="1637 619 1942 948"><b>Level 2:</b> Explanation - up to 3 marks Unsupported judgement/limited discussion of one point - up to 4 marks Explanation of more than 1 point - up to 5 marks</p> <p data-bbox="1637 991 1951 1426"><b>Level 3:</b> Cannot reach L3 unless there is full understanding in context with the case study. Analysis of more than 1 point - 6 marks Evaluation without overall conclusion - 7 marks Evaluation with overall supporting conclusion -</p>

Question	Answer	Additional Guidance
	<p>Farwa as well. The island is also a stopover for migrating birds, the increase of tourism disturbance could also have an effect on this. Many species of birds use the island as a breeding spot, by them not being able to do this, many species numbers could drop forcing them into extinction. The area of Libya has vast desert areas. The increase of the tourists in the new resorts which visit these desert areas, by car, or quad bike etc raises the possibility of destruction to that natural landscape. (L3) 6 marks – no conclusion</p>	<p>8 marks</p> <p>Candidates should identify the negative impact together with an analysis of the effect the construction may have.</p>
<p><b>(f)*</b></p> <p><b>Assess why it is necessary for Libya to prepare 'for much needed political, social and cultural changes to accommodate the western tourist'.</b></p> <p>12 marks Levels</p>	<p><b>Level of response marking</b></p> <p><b>0 marks</b> No response or no response worthy of credit.</p> <p><b>Level 1: [1-4 marks]</b> Candidate identifies/describes changes needed. Information may be in the form of a list. There is no attempt at evaluation. Candidate communicates at least one point using some appropriate terminology. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</p> <p><b>Level 2: [5-8 marks]</b> Candidate describes/ explains changes needed. Candidate will show an understanding of the question and include some changes which may be analysed /evaluated with some success. This in the most part will be relevant and accurate with reasonable understanding of concepts, principles and some use of specialist vocabulary. Candidate has a limited ability to organise relevant material. Some appropriate terminology used. Sentences are not always relevant with material presented in a way that does not always address the question. There may be noticeable errors of grammar, punctuation and spelling.</p>	<p><b>This is the question assessing QWC.</b></p> <p><b>Level 1:</b> List of points - maximum 2 marks 2 identifications plus 1 description - 2,3 or 4 marks 3 identifications and unsupported judgement – 4 marks</p> <p><b>Level 2:</b> No list – must be at least describe Description only - 5 marks Explanation/analysis - 6 or 7 marks Evaluative comment (</p>

Question	Answer	Additional Guidance
	<p>One change analysed maximum 7 marks.</p> <p><b>Level 3: [9-12 marks]</b>  Candidate explains/analyses all examples political, social and cultural changes needed, perhaps drawing on examples studied.  Candidate/analyses/evaluates all examples political, social and cultural changes needed, perhaps drawing on examples studied. Candidate presents relevant material in a well planned and logical sequence. Material clearly structured using appropriate terminology confidently and accurately. Sentences, consistently relevant are well structured in a way that directly answers the question. There will be few, if any errors of grammar, punctuation and spelling.  One change evaluated maximum 10 marks.</p> <p><b>Indicative content:</b>  The response to this question comes from prior knowledge of the objectives of tourism development.  Libya is currently dependent on oil and has limited knowledge of the tourism experience. It is an Arab/Muslim country and needs to adapt an approach suitable to the western tourist. Currently only half a million tourists a year enter Libya and they need a visa.  There is a need to prepare for mass tourism.</p> <p><b>Political</b></p> <ul style="list-style-type: none"> <li>• open to Western ideas</li> <li>• health and safety issues/ terrorism</li> <li>• customer perception of new destination, positive marketing</li> </ul> <p><b>Social</b></p> <ul style="list-style-type: none"> <li>• tourism training, host and visitor</li> <li>• sharing of ideas, language, values</li> </ul> <p><b>Cultural</b></p> <ul style="list-style-type: none"> <li>• promotion of ancient heritage</li> <li>• music and arts</li> <li>• folk life</li> </ul> <p><b>Exemplar</b>  At present, Libya is a very strict country with collectivist beliefs about ways of life,</p>	<p>because ... means that...) - 8 marks</p> <p><b>Level 3:</b>  Identification/description implied/assumed.  Analysis/evaluation of more than one change - 9 or 10 marks  Evaluation without overall supporting conclusion - 11 marks  Evaluation with overall supporting conclusion - 12 marks</p> <p>Negative socio cultural impacts as a consequence of visitors to Libya should not be credited. As this is NOT the focus of this question and the topic is addressed in Q3d</p>

Question	Answer	Additional Guidance
	<p>culture, religion and morals. These are very different from western modernised cultures as Libya is not a diverse country. Due to negative press in Britain and America, due to the Lockerbie bombings, Libya needs to actively enhance the image of their country as a politically acceptable place to visit. This will require effective marketing internationally, such as television campaigns, which will increase awareness of tourists. An important factor Libya needs to consider and act on is the education of local / host population and tourists to aid the understanding of different cultures. For the host population, this could mean educating in schools and advertising, i.e. leaflets warning the host population and providing information about Western ways of life. Similarly, tourists need to be respectful and so Libya can prepare by ensuring tourists are aware of and understand Libyan culture, to minimise the risk of conflict. These changes and the preparation required are very important because, if tourists are not provided for, they will not visit a destination or recommend it. A lot of training and employment is needed particularly in respect of languages. Most MEDC tourists are from the UK, USA, and Western Europe so training staff in languages such as English, French and German, for example, is important for communication purposes. (L3 11 marks)</p>	

Question	Answer	Additional Guidance
<p><b>3 (a)</b></p> <p>Refer to Fig. 3a. Identify <u>two</u> new tourist market segments which Ibiza is hoping to attract.</p> <p>2 marks [2*1]</p>	<p><b>Points marking</b> One mark for each correct identification.</p> <p>Any of the following:</p> <ul style="list-style-type: none"> <li>• Older couples [1]</li> <li>• 'Foodies' [1]</li> <li>• Architecture [1]</li> <li>• Families [1]</li> <li>• More active holidaymakers [1]</li> <li>• Lovers of the outdoors [1]</li> </ul>	
<p><b>(b)</b></p> <p>Explain <u>two</u> reasons why it is important for Ibiza to diversify its tourism product.</p> <p>6 marks [2*3]</p>	<p><b>Points marking</b> One mark for each correct identification up to a maximum of two identifications plus up to a further 2 marks for each of two explanations.</p> <p><b>Indicative content:</b></p> <ul style="list-style-type: none"> <li>• It is getting a reputation as a haven for clubbers [1] this is bad news for the island [1] may lead to a drop in visitor numbers [1]</li> <li>• Tourism is restricted around the coastal areas of Ibiza Town/ San Antonio [1] need to raise the profile of the island [1] to attract more visitors [1]</li> <li>• There is a need to attract a different type of holidaymaker [1] expanding target markets [1] leads to successful destination management [1]</li> <li>• Thomas Cook product manager Lisa Birchall comments that Ibiza has more to offer [1] this is good for commercial operators [1] who need to expand/consolidate their holidays to the island [1] keeps the company in business [1]</li> <li>• Reference to the change of views of the political party [1] to put Ibiza back on the map [1] as an island to suit all tastes [1]</li> </ul>	

Question	Answer	Additional Guidance
<p>(c) (i)</p> <p>State the sector to which Thomas Cook belongs.</p> <p>1 mark</p>	<p><b>Points marking</b></p> <p>Private Sector [1]</p>	
<p>(c) (ii)</p> <p>Describe <u>two</u> objectives of this sector.</p> <p>4 marks [2*2]</p>	<p><b>Points marking</b></p> <p>One mark for each correct identification up to a maximum of two identifications plus a further one mark for each of two descriptions.</p> <p><b>Indicative content:</b></p> <p>Profit making [1] they must generate income to survive [1] Satisfy the Shareholders [1] Profits made are returned to shareholders for further investment [1] To eliminate competition [1] eg the Big 2 must compete with each other [1] Sponsor [1] in context [1] To work in partnership with public sector [1] to promote tourism to a destination [1]</p>	

Question	Answer	Additional Guidance
<p>(d)</p> <p><b>Ibiza has a reputation of being 'the world's foremost party island'. Assess the negative socio-cultural impacts which this may have had on the island.</b></p> <p>8 marks Levels</p>	<p><b>Level of response marking</b></p> <p><b>0 marks</b> No response or no response worthy of credit</p> <p><b>Level 1: [1-2 marks]</b> Candidate identifies/describes a possible negative socio-cultural impact. Information may be in the form of a list of impacts.</p> <p><b>Level 2: [3-5 marks]</b> Candidate assesses at least one possible negative socio-cultural impact with some success. The assessment is in the most part accurate, if not a little undeveloped. The answer is relevant and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p><b>Level 3: [6-8 marks]</b> Candidate assesses possible negative socio-cultural impacts. Candidates will effectively discuss the possible socio-cultural environmental impacts and there is sound and frequent evidence of thorough detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><b>Indicative content:</b> Answer should relate to the effect of the changes to the image of the island and the relationship between consumer trends and the local inhabitants lifestyle. The negative impact that the reputation of being a party island has had on the following</p> <ul style="list-style-type: none"> <li>• Club opening hours - disturbance</li> <li>• Conflict between host and tourist</li> <li>• Sustainable tourism - national pride and identity</li> <li>• Local products - loss of uniqueness</li> <li>• Loss of morals amongst young people on the island leading to loss of identity</li> <li>• Loss of traditional Ibiza activities amongst young people on the island - lack of use of existing activities as jobs are lost to the 'party scene'</li> <li>• Detrimental effect on locals of drug culture - imitation</li> <li>• Any other negative socio-cultural impacts in context with the island e.g. crime</li> </ul>	<p><b>Level 1:</b> List of points maximum - 2 marks Vague description of a negative socio-cultural impact - up to 2 marks</p> <p><b>Level 2:</b> Explanation of negative socio-cultural impact - up to 3 marks Unsupported judgement/limited discussion of one point - up to 4 marks Explanation of more than one point - up to 5 marks</p> <p><b>Level 3:</b> Candidate assesses/evaluates negative socio-cultural impacts. Must be reference to the articles. Analysis of more than one point - 6 marks Evaluation without overall conclusion - 7 marks Evaluation with overall supporting conclusion - 8 marks</p>

Question	Answer	Additional Guidance
	<p>and drugs</p> <ul style="list-style-type: none"> <li>• Demonstration effect</li> </ul> <p><b>Exemplar</b> The negative socio-cultural impacts which this may have had on the island could be loss of cultural identity as the area has a reputation for being the world's foremost party island. Therefore tourists won't be interested in seeking out Spanish culture, food and wonderful scenery; they will just want to go to clubs. This then can cause disgraceful behaviour in terms of the effects binge drinking can have on individuals which will disturb the locals at night and there may be an increase in crime in the area. There may also be the demonstration effect where locals take on the traits of visiting tourists so locals may part in clubbing every night and binge drinking. There will be a loss of traditional employment opportunities as tourists will just be purchasing alcohol and non traditional crafts as souvenirs therefore there will be no demand for cultural products such as hand made products and there will be little demand for cultural food, as Westernised food outlets such as McDonalds tend to take over an area such as this. (L3 7 marks no overall conclusion)</p>	
<p><b>(e)</b></p> <p><b>Evaluate the measures which are being taken in Ibiza to ensure successful long-term tourism management in the destination.</b></p> <p>10 marks Levels</p>	<p><b>Levels of response marking</b></p> <p><b>0 marks</b> No response or no response worthy of credit</p> <p><b>Level 1: [1-4 marks]</b> Candidate identifies/describes the measures which are being taken in Ibiza to ensure successful long-term tourism management in the destination.</p> <p><b>Level 2: [5-7 marks]</b> Candidate explains the measure which are being taken. Candidate will show an understanding of the question and include some attempt at evaluation. Evaluation in the most part is accurate and relevant and shows reasonable knowledge and understanding of the benefits to tourism providers.</p> <p><b>Level 3: [8-10 marks]</b> Candidate will show a clear understanding of the question and include detailed</p>	<p><b>Level 1</b> List maximum - 2 marks 2 identifications of a measure that is being taken in Ibiza to ensure successful long-term destination management. plus one description 2/3 marks 3 identifications and unsupported judgement - 4 marks</p> <p><b>Level 2</b> No list – must be at least</p>



Question	Answer	Additional Guidance
	<p>identification and explanation of the measures being taken. Candidates will effectively evaluate the the measures which are being taken in Ibiza to ensure successful long-term tourism management in the destination. There is sound evidence of thorough and detailed knowledge and understanding of concepts and principles, together with the use of specialist vocabulary.</p> <p><i>Article quotes</i> "We have a very special but delicate island and it is only by taking immediate action on human activity and maintaining our natural heritage that we will continue to enjoy the unique beauty of Ibiza for many years to come"</p> <p><b>Indicative content:</b> Measures taken from:</p> <ul style="list-style-type: none"> <li>• Political involvement</li> <li>• Commercial operators (Thomas Cook) involvement</li> <li>• National government involvement</li> <li>• Clamping down on club opening hours</li> <li>• Promotion of other key areas on the island</li> <li>• Committed to sustainable tourism</li> <li>• Maintenance of historical sites (Unesco)</li> <li>• Promotion of 'Natural Ibiza'</li> <li>• Promotion of culture, sport and leisure (World Travel Market)</li> </ul> <p>Answer must relate to the <b>measures</b> being used by the various agents of tourism development to maintain successful destination management. Broader issues such as using the principles of sustainable tourism are acceptable in context.</p> <p><b>Exemplar</b> The initial measure taken to ensure the success of long term tourism is new government/parties. Recently elected governments means there will be changes made to the community such as the repositioning of Ibiza's image. In order for this to be successful, thee must be other measures to make that image last. Another measure is the "progressive" party clamping down on the after-hour scene this will</p>	<p><b>Additional Guidance</b></p> <p>explain measures that are being taken in Ibiza to ensure successful long-term destination management - 5 marks Explanation analysis - 6 marks Evaluative comment.. because.. means that - 7 marks</p> <p><b>Level 3</b> Identification/description/ explanation implied assumed and an analysis/evaluation judgement of measures that are being taken in Ibiza to ensure successful long-term destination management without overall conclusion - 8/9 marks With overall supporting conclusion - 10 marks</p>

Question	Answer	Additional Guidance
	<p>make Ibiza appeal less to clubbers as clubs and bars will close at reasonable times meaning clubbers will have nowhere to go. Furthermore, measures into promoting Ibiza's outdoor activities such as sports including water sports will entice those lovers of the great outdoors. Families will feel less awkward coming to Ibiza for holidays as the measure from tourism management will decrease the rowdy behaviour of clubbers it will become a tranquil destination for families. There will be opportunities for excursions as Ibiza tourism management is setting measures to maintain natural beauty which Ibiza will want to promote to tourists. All of these measures will help lead to the final measure of repositioning Ibiza. Although Ibiza will still appeal to clubbers, it will have broadened its tourism segment market through these measures. This means Ibiza will appeal to a wider audience and have long term success in the tourism industry. (L3 10 marks)</p>	

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