

Travel and Tourism

Advanced GCE

Unit **G728**: Unit 9 – Tourism Development

Mark Scheme for June 2011

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Question	Expected Answer	Additional Guidance
<p>1(a) Describe two economic benefits to Wales as a result of it being one of the leading tourism destinations in the UK. [4 marks] [1+1]*2</p>	<p>Likely approach: One mark for each correct identification up to a maximum of two identifications, plus up to an additional one mark for each of two descriptions.</p> <ul style="list-style-type: none"> • Tourists spend over 8 million a day (✓), creating income for the country (✓). • Tourism brings in 3 billion pounds (✓), income (✓), jobs (✓), multiplier effect (✓). • Development of the infrastructure (✓) more facilities for tourists to increase visitor numbers (✓). 	<p>Compulsory annotation: ✓ X</p> <p>Be mindful of repetition.</p>
<p>1(b) Visit Wales encourages all sectors to sponsor its website. What is meant by the term 'sponsor'? [2 marks] [2*1]</p>	<p>Up to two marks for definition.</p> <ul style="list-style-type: none"> • Sponsorship is associated with advertising (✓) marketing and promotion (✓). • It can help to attract visitors (✓). • It can increase income within a region (✓). • Where an organisation pays (✓) for its name or brand to be displayed (✓). 	<p>Compulsory annotation: ✓ X</p>
<p>1(c) Explain one benefit to each of the public, private and voluntary sectors of sponsoring the Visit Wales website. [6 marks] [1+1]*3</p>	<p>Likely approach: One mark for each correct identification up to a maximum of three identifications, plus up to an additional one mark for each of three explanations.</p> <p>Public sector</p> <ul style="list-style-type: none"> • Public sector can gain improved image of an area (✓) and it's services (✓) examples (✓) which may lead to an increase in visitor numbers (✓). Promote the area domestically and internationally (✓). <p>Private sector</p> <ul style="list-style-type: none"> • Increased free advertising (✓) product may create enhanced awareness (✓). • Increase in sales and income (✓) or profit (✓). 	<p>Compulsory annotation: ✓ X</p>

Question	Expected Answer	Additional Guidance
	<p>Voluntary sector</p> <ul style="list-style-type: none"> • May lead to donations from interested parties (✓) improved profile of area (✓) or event (✓) increased customer awareness of the cause (✓). 	
<p>1(d) Explain two advantages to the tourist of the network of Tourist Information Centres (TICs) in Wales. [4 marks] [1+1]*2</p>	<p>Likely approach: One mark for each correct identification up to a maximum of two identifications, plus up to an additional one mark for each of two explanations.</p> <ul style="list-style-type: none"> • First port of call for visitors (✓) offering local information (✓) local deals and offers (✓). Can book accommodation ahead (✓) convenience (✓). • Offers an essential service to visitors from overseas (✓) face to face customer service (✓). • There are 74 (✓) so visitors can have easy access to information (✓) can learn more about the area (✓). • Good standards of presentations and information (✓). 	<p>Compulsory annotation: ✓ X</p> <p>Ensure that the advantages are to the tourist.</p>
<p>1(e) Conwy and its castle have brought many tourists to the area. Discuss the likely ways in which the surrounding area has attempted to maximise visitor spending. [8 marks] Levels</p>	<p>Levels of response marking.</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-4 marks] Candidate identifies/describes some possible ways in which the surrounding area has attempted to maximise visitor spending. Information may be in the form of a list of ways. There is little or no attempt to discuss. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>Level 2: [5-8 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible ways in which the surrounding area has attempted to maximise visitor</p>	<p>Compulsory annotation L1 or L2 at end of response.</p> <p>Level 1: List of points – maximum 1 mark. Description – up to 2 marks. Explanation – up to 3 marks. Unsupported judgements/limited discussion – up to 4 marks.</p> <p>Level 2: Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 5-6 marks. An evaluation/judgement without overall conclusion/prioritisation – 7 marks. With overall supporting conclusion – 8 marks.</p>

Question	Expected Answer	Additional Guidance
	<p>spending. Candidate effectively discusses a range of possible ways. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • The surrounding areas can build and advertise on the success of the castle and town being WHS. • A new yachting marina (new target market). • First class golf course (new target market). • Conway butterfly jungle (to attract families and children). • Telford's suspension bridge (trips can be arranged from Conway). • Royle art gallery (educational groups). <p>Exemplar response:</p> <p>The surrounding area has used the high number of tourists to Conway Castle and has attempted to increase the visitor spending in many ways. Firstly they have developed a new yachting marina, this will not only be an activity for visitors of Conway Castle but it could also attract more visitors in itself. Visitors are more likely to have to pay to use the yacht services which will then increase visitor spending. A first class golf course is available for tourists in Conway and it is very likely that this has been developed and improved over the years to seem more appealing to visitors. Visitors will have to pay to use this first class golfing course, and the 'first class' title is likely to mean that it will be expensive to use, but also high class luxury which will increase customer spending. There are sandy beaches close to Conway Castle so it is likely many ways of increasing customer spending will be put into place around here. This may include donkey rides, ice cream parlours, sea-front restaurants and bars and shops selling buckets and spades. All of this is likely to be put on or near the sandy beaches</p>	<p>Note: Candidates should refer to the case study as a basis for discussion. Candidate can only access L2 if answer is applied to the case.</p> <p>Note : Candidates must refer to the WAYS as identified in the case study. Do not credit economic benefits of increased visitor spending e.g. development of the infrastructure, jobs and income, etc.</p>

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	of Conway to increase visitor spending. The Conway butterfly jungle is also a likely way to increase visitor spending. This is something for both children and adults to enjoy and is likely to attract many visitors (L2).	
<p>1(f)* Visit Wales has adopted a policy of sustainable tourism. With reference to the case study, or any other UK area with which you are familiar, evaluate the principles of sustainable tourism. [12 marks] Levels</p>	<p>Levels of response marking.</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-4 marks] Candidate identifies/describes one or more principles of sustainable tourism. Information may be in the form of a list of principles. There is little or no attempt to evaluate. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary. <i>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.</i></p> <p>Level 2: [5-8 marks] Candidate describes one or more principles of sustainable tourism. Candidate will show an understanding of the question and include explanations of a number of principles of sustainable tourism which may be evaluated with some success. The evaluation in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary. <i>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.</i></p>	<p>This is the question assessing QWC.</p> <p>Compulsory annotation L1, L2 or L3 at end of response.</p> <p>Level 1: List – maximum 2 marks. 2 identifications plus one description – 2, 3 or 4 marks. 3 identifications and unsupported judgement – 4 marks.</p> <p>Level 2: No list – must be at least ‘describe’. Description only – 5 marks. Explanation/analysis – 6 or 7 marks. Evaluative comment (because.... means that....) – 8 marks.</p> <p>Level 3: Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 9 or 10 marks. An evaluation/judgement without overall conclusion/prioritisation – 11 marks. With overall supporting conclusion – 12 marks.</p>

Question	Expected Answer	Additional Guidance
	<p>Level 3: [9-12 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of a number of principles of sustainable tourism. Candidate effectively evaluates a range of principles of sustainable tourism. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. <i>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.</i></p> <p>Indicative content:</p> <ul style="list-style-type: none"> • Promoting local prosperity. • Supporting community well being and involvement. • Minimising tourism’s environmental impact. • Protecting and giving values to natural heritage and culture. • Protecting what is there now, built and natural for future generations. • Not exceeding carrying capacity. <p>Exemplar response:</p> <p>Visit Wales has adopted a policy and principles of sustainable tourism so that it fits to Wales itself. I think this is a very poor move because the standard seven principles of sustainable tourism are generalised but what Visit Wales has done is made the principles more specific to Wales itself which means that it is more likely to help them become sustainable. One of the principles for sustainable tourism set out by Visit Wales is ‘promoting local prosperity’. Obviously Visit Wales thinks that it is important to do this because promoting local prosperity now means</p>	<p>Note: Candidates should refer to the case study as a basis for making an evaluation of sustainable tourism in Wales or produce evidence of their own learning if Wales is not used.</p> <p>Candidates who provide generic information without reference to destination cannot exceed L1.</p> <p>Destination must be UK based and answer must not be a discussion of the negative impacts of tourism development.</p>

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	<p>that the local prosperity will be promoted in the future and become somewhat of a tradition.</p> <p>Another principle set out by Visit Wales is 'supporting community well being and involvement'. This is very important in terms of sustainable tourism because it might help local people feel more involved with the tourists and not so threatened by them, therefore less conflicts are likely to happen between locals and tourists, meaning that tourists will want to come back in future years. Also this principle means that the local people's views will be heard, again meaning that there will be less conflict between locals and tourists.</p> <p>'Minimising tourism's environmental impact' means that the 'beautiful landscapes and coastlines' will attract visitors to Wales for years to come because by minimising the impacts on the environment can stay 'beautiful'.</p> <p>'Protecting and giving value to natural heritage and culture' shows that Visit Wales is trying to preserve what it has so tourists can visit cultural heritage attractions in years to come, but also still understand the values behind the heritage and culture and be educated from this (L3).</p>	

Question	Expected Answer	Additional Guidance
<p>2(a) The Dominican Republic is a desirable tourist destination. State four reasons to explain its popularity. [4 marks] [4*1]</p>	<p>One mark for each correct identification up to a maximum of four identifications.</p> <ul style="list-style-type: none"> • Different influences (✓) French, Spanish, African, Haitian (✓). • History (✓) Christopher Columbus (✓) scenery (✓) beautiful island (✓) beautiful beaches (✓). • Cigars (✓) culture (✓). • Sun, sand, sea (✓) dance (✓). • Arts and entertainment (✓). • A surprising place for even the most experienced traveller (✓). • World class baseball (✓). • New resorts (✓) golf courses (✓). 	<p>Compulsory annotation: ✓ X</p> <p>Do not credit repeats, eg 'landscapes' and 'flora and fauna' as both are 'scenery'.</p>
<p>2(b) Explain two reasons why national governments in less economically-developed countries (LEDCs) spend vast amounts of money promoting their destinations. [6 marks] [1+2]*2</p>	<p>Likely approach:</p> <p>One mark for each correct identification up to a maximum of two identifications, plus up to an additional two marks for each of two explanations.</p> <ul style="list-style-type: none"> • To raise awareness of the country (✓) to enhance the image of the destination (✓) explained or example (✓). • To work with commercial organisations or attract inward investment (✓) such as tour operators or tourist boards (✓). explained or example (✓). • To provide foreign currency earnings (✓) through increased visitor numbers (✓) or other example (✓). • To enhance the image of the destination (✓) explained or example (✓). To gain income (✓) explained or example (✓). • To provide employment (✓) direct and indirect (✓) example (✓). • To develop the infrastructure (✓) examples given (✓) increase GDP (✓). 	<p>Compulsory annotation: ✓ X</p> <p>Note: Do not credit economic objectives in general that have nothing to do with promotion of the destination.</p>

Question	Expected Answer	Additional Guidance
<p>2(c)(i) What is meant by the term 'leakage'?</p> <p>[2 marks] [2*1]</p>	<p>Up to two marks for definition.</p> <ul style="list-style-type: none"> • Leakage is when income received in a destination returns to the country of origin (✓) after taxes and costs have been deducted (✓). • Examples such as all-inclusive (✓) when money earned goes back to the tour operator (✓) multinational companies (✓) imported goods (✓). 	<p>Compulsory annotation: ✓ X</p>
<p>2(c)(ii) Describe two ways in which 'leakage' may occur in countries such as the Dominican Republic.</p> <p>[4 marks] [1+1]*2</p>	<p>Up to two marks for each of two descriptions.</p> <ul style="list-style-type: none"> • Foreign investment (✓) profits will go back to shareholders and investors (✓). • Imported goods (✓). • Commercial organisations (✓) such as new resorts, golf courses etc (✓), limited benefits to the host destination (✓). • All inclusive hotels (✓) money spent in country of origin (✓) limited opportunity to spend in host country (✓). • Employing non local workers (✓). 	<p>Compulsory annotation: ✓ X</p>
<p>2(d) Assess the importance to the Dominican Republic of preserving its natural environment.</p> <p>[8 marks] Levels</p>	<p>Levels of response marking.</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-4 marks] Candidate identifies/describes some possible reasons why it is important to the Dominican Republic to preserve its natural environment. Information may be in the form of a list of reasons. There is little or no attempt to assess. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p>	<p>Compulsory annotation L1 or L2 at end of response.</p> <p>Level 1: List of points – maximum 1 mark. Description – up to 2 marks. Explanation – up to 3 marks. Unsupported judgements/limited discussion – up to 4 marks.</p> <p>Level 2: Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 5-6 marks. An evaluation/judgement without overall conclusion/prioritisation – 7 marks.</p>

Question	Expected Answer	Additional Guidance
	<p>Level 2: [5-8 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible reasons why it is important to Dominican Republic to preserve its natural environment. Candidate effectively assesses a range of reasons. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • The environment is one of the reasons why tourists travel to the area. • Continual building and development can impact on breeding habits and may cause long term damage to the flora and fauna of the area. • Too much development can cause visual pollution (panoramic view damage) and deter visitors from returning. • Too much development can have a negative impact on water supplies which in turn can cause long term damage to the environment. • Eco and adventure tourism may be the answer in preserving certain areas for the future. <p>Exemplar response:</p> <p>A large amount of Dominican Republic's tourists will visit due to the environment and scenery that it provides. As it attracts so many visitors it is important that it is preserved for the future so that tourism remains in areas that are very popular with tourist. It needs to put things in place such as zoning and foot-pathing as continual development and building can have a negative impact on breeding habits. This prevents areas from being overused. The Dominican Republic has 'beautiful landscapes' and flora and fauna' and it needs to ensure that long term damage is not done and that areas are not ruined. An option for the Dominican Republic may be eco-tourism as this limits the amount of tourists.</p>	<p>With overall supporting conclusion – 8 marks.</p>

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	<p>As the Dominican Republic is becoming increasingly popular the government needs to ensure that over development is not taking place to cater for these people, as this could damage the environment and eventually lead to a loss in tourists due to the fact that the environment is no longer natural or sustainable e.g. water supplies etc.</p> <p>Overall, I think that the Dominican Republic must carefully consider its future options to ensure that the environment is carefully monitored and protected to ensure that there is repeat business for what the Island is famous for (L2).</p>	
<p>2(e) Evaluate the advantages and disadvantages to the host population of the development of the infrastructure in the Dominican Republic. [12 marks] Levels</p>	<p>Levels of response marking.</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-4 marks] Candidate identifies/describes some possible advantages/disadvantages to the host population of the development of the infrastructure in the Dominican Republic. Information may be in the form of a list of advantages/disadvantages. There is little or no attempt to evaluate. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>Level 2: [5-8 marks] Candidate describes a number of possible advantages and disadvantages to the host population of the development of the infrastructure in the Dominican Republic. Candidate will show an understanding of the question and include explanations of a number of possible advantages and disadvantages which may be evaluated with some success. The evaluation in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p>	<p>Compulsory annotation L1, L2 or L3 at end of response.</p> <p>Level 1: List – maximum 2 marks. 2 identifications plus one description – 2, 3 or 4 marks. 3 identifications and unsupported judgement – 4 marks.</p> <p>Level 2: No list – must be at least ‘describe’. Description only – 5 marks. Explanation/analysis – 6 or 7 marks. Evaluative comment (because.... means that....) – 8 marks.</p> <p>Level 3: Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 9 or 10 marks. An evaluation/judgement without overall conclusion/prioritisation – 11 marks. With overall supporting conclusion – 12 marks.</p>

Question	Expected Answer	Additional Guidance
	<p>Level 3: [9-12 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible advantages and disadvantages to the host population of the development of the infrastructure in the Dominican Republic. Candidate effectively assesses a range of possible advantages and disadvantages. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Indicative content:</p> <p>Advantages</p> <ul style="list-style-type: none"> • Encouraging new airlines to operate within the Island, therefore bringing in more tourists to the Island, economic impact. • Construction of new roads and bridges therefore direct and indirect employment opportunities. • The building of new regional airports to promote tourism in other areas of the Island. Spread of wealth and community benefits. <p>Disadvantages</p> <ul style="list-style-type: none"> • Inadequate supplies of clean water and electricity, negative social and environmental impacts. • Slow construction caused by shortages of materials, negative perception. • Some tourists left early because of unsuitable accommodation. Dissatisfied customers, word of mouth, lack of repeat business. <p>Exemplar response:</p> <p>Improving the infrastructure in the Dominican Republic has both advantages and disadvantages to the host.</p>	<p>Note: To access Level 3 candidates must consider advantages AND disadvantages.</p>

Question	Expected Answer	Additional Guidance
	<p>One advantage is the improved infrastructure will improve the host population's quality of life as they will have better roads and airports. During the construction of the infrastructure and afterwards there will be increased employment opportunities which in turn will cause the multiplier effect and provide an income for families and also reduce migration of young people to places of work. The building of regional airports will give the host population more opportunity to travel as it will be easier and more accessible for them to get to an airport. The regional airports will also promote tourism in other areas of the Island which will increase visitor numbers and spending. However, increased visitors can cause disruption to the host populations' everyday lives. There will be more traffic on the roads which will increase time travelling to work for local people, causing inconvenience. Additionally the cost of the public transport could increase although the transport is likely to improve which makes public transport more enjoyable. With more traffic there is a greater risk to pedestrians; however traffic calming measures can be put in place. The infrastructure could cause more conflict with the host as more visitors will put strain on the natural and built environment. As well as regional airports new airlines are being encouraged to operate within the Island. This means the Dominican Republic will be more accessible to destinations all over the world, causing more visitors. This will improve the quality of the host populations lives and give them a sense of pride. Although with this development there will be more issue with leakages where money leaves the country through foreign owned construction teams. There is also inadequate clear water and electricity shortages and shortages of materials due to construction which results in poor living conditions. Overall the infrastructure will contribute to the economic success of the Dominican Republic over time (L3).</p>	

Question	Expected Answer	Additional Guidance
<p>3(a) Identify two traditional activities available to tourists on the Manyallaluk cultural experience. [2 marks] [2*1]</p>	<p>One mark for each correct identification up to a maximum of two identifications.</p> <ul style="list-style-type: none"> • Basket weaving (✓). • Spear throwing (✓). • Lighting fires with sticks (✓). 	<p>Compulsory annotation: ✓ X</p> <p>Note: Only credit these as other activities do not involve tourists.</p>
<p>3(b) Explain two benefits to tourists of participating in a cultural experience such as that in Manyallaluk. [6 marks] [1+2]*2</p>	<p>Likely approach: One mark for each correct identification up to a maximum of two identifications, plus up to an additional two marks for each of two explanations.</p> <ul style="list-style-type: none"> • Tourists can participate in traditional crafts (✓) these crafts may disappear if it wasn't for tourism (✓) it is a good opportunity for tourists to learn about different cultures (✓). • Tourists spend time with aborigine guides (✓) learn bush tucker and medicines of the local people (✓) sharing of ideas (✓) gaining skills (✓) .Tourists can buy authentic souvenirs unavailable elsewhere (✓). The tourist experience is fun and unique (✓). • Tourists can gain greater understanding of the host population (✓) perception (✓) education both ways (✓). 	<p>Compulsory annotation: ✓ X</p> <p>Note: The benefits must be to the tourists and not to the host population, otherwise candidates will have answered the next question 3c.</p>
<p>3(c) Discuss why the preservation of crafts and customs is important to the Aborigine tribes people of Australia. [6 marks] Levels</p>	<p>Levels of response marking.</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-3 marks] Candidate identifies/describes some possible reasons for why the preservation of crafts and customs is important to the Aborigine tribes people of Australia. Information may be in the form of a list of reasons. There is little or no attempt to discuss. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p>	<p>Compulsory annotation L1 or L2 at end of response.</p> <p>Level 1: List of points – maximum 1 mark. Description – up to 2 marks. Explanation/unsupported judgements/limited discussion – up to 3 marks.</p>

Question	Expected Answer	Additional Guidance
	<p>Level 2: [4-6 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible reasons for why the preservation of crafts and customs is important to the Aborigine tribes people of Australia. Candidate effectively discusses a range of possible reasons. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • Aiding of understanding. • Preservation of national identity. • Education of family members. • Preservation of family structure. • Traditional employment opportunities. <p>Exemplar response:</p> <p>The preservation of crafts and customs is important to preserve the identity of the Aborigine tribes people of Australia as without this there is a danger that there will be a breakdown in the family structure as employment opportunities in traditional crafts may disappear as more and more young people leave the area to seek employment elsewhere. Preserving crafts and customs will ensure that they are preserved for the future and that education can continue in these crafts for the younger generation (L2).</p>	<p>Level 2: Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 4 marks. An evaluation/judgement without overall conclusion/prioritisation – 5 marks. With overall supporting conclusion – 6 marks.</p> <p>Note: The importance must be to the Aborigine tribes people. Benefits to tourists are not to be credited.</p>
<p>3(d) Explain two reasons why visitors are not allowed outside the homestead area. [4 marks] [1+1]*2</p>	<p>Likely approach: One mark for each correct identification up to a maximum of two identifications, plus up to an additional one mark for each of two explanations.</p> <ul style="list-style-type: none"> • Visitors are not allowed beyond the homestead area unless on a guided tour. This is because the local aborigine tribes people are entitled to live their own lives (✓) out of the gaze of the public (✓). 	<p>Compulsory annotation: ✓ X</p> <p>Note: The focus is on socio-cultural issues, do not credit personal safety of tourists or animals.</p>

Question	Expected Answer	Additional Guidance
	<ul style="list-style-type: none"> • Visitors are asked to respect their privacy community area as families and elderly people may be concerned and uncomfortable around strangers (✓). • No alcohol is allowed in the community (✓) and as the tribes people do not drink alcohol they would prefer not to be compromised (✓). • Accept – we wouldn't like it if tourists wandered around our homes (✓). 	
<p>3(e) The triangular relationship plays an important part in destination management. Discuss how this relationship may benefit cultural destinations such as Manyallaluk in Australia. [10 marks] Levels</p>	<p>Levels of response marking.</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-4 marks] Candidate identifies/describes some possible ways in which the triangular relationship has benefitted cultural destinations such as Manyallaluk in Australia. Information may be in the form of a list of ways. There is little or no attempt to discuss. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>Level 2: [5-7 marks] Candidate describes a number of possible ways in which the triangular relationship has benefited cultural destinations such as Manyallaluk in Australia. Candidate will show an understanding of the question and include explanations of a number of the possible ways which may be discussed with some success. The discussion in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p>	<p>Compulsory annotation L1, L2 or L3 at end of response.</p> <p>Level 1: List maximum – 2 marks. 2 identifications plus one description – 2/3 marks. 3 identifications and unsupported judgement – 4 marks.</p> <p>Level 2: No list – must be at least explain – 5 marks. Explanation analysis – 6 marks. Evaluative comment because means that – 7 marks.</p> <p>Level 3: Identification/description/explanation assumed and an analysis/evaluation. judgement without overall conclusion – 8/9 marks. With overall supporting conclusion – 10 marks.</p>

Question	Expected Answer	Additional Guidance
	<p>Level 3: [8-10 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible ways in which the triangular relationship has benefited cultural destinations such as Manyallaluk in Australia. Candidate effectively discusses a range of possible ways. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • The triangular relationship is between the tourist, the host population and the agents of tourism development – public, private and voluntary sectors accepted. • They all contribute to successful planning – destination management explained. • Promotion sharing of ideas, costs, information any explained. <p>Exemplar response:</p> <p>The triangular relationship is between the tour operators, the host population and the tourist. There is a fine balancing act in ensuring tourists do not destroy that to which they were attracted in the first place. By the tour operator working with the local populations, the tour operator can find out what are the needs of the host population to ensure that a good relationship and sustainable tourism is created. What this now means is that the host population has benefited from tourism but also from the knowledge that their traditions and culture are respected. The tour operator armed with the knowledge it has gained from the host population can now educate the tourist about the traditions and culture and in the example of the Manyallaluk Tribe not to drink alcohol. The tourist now knows before they even arrive about what not to do. The host population may have been taught about the tourists as well.</p>	<p>Note: There must be mention of all the sectors:</p> <ul style="list-style-type: none"> • host population; • agents of tourism development (public private and voluntary sector organisations); • the tourist. <p>Note: Answers that refer to the partnership been between public, private and voluntary can only access Level 1 marks.</p>

Question	Expected Answer	Additional Guidance
	<p>This will mean that the risk of conflict is now minimised between tourists and the host. This sustainable tourism is beneficial to the tour operator as well because it allows for a long term profit to be made, however it may lead to short term losses. Tourists may be put off going to the destination when they find out about all the rules, however this means that only the tourists who are willing to accept the tribe will go to the destination meaning the tribe will benefit. The needs of all these parts of the triangular partnership have to be balanced off against each other to ensure that the destination is fully benefitting from the revenue tourists bring, but also preserving the cultures and traditions of a location like Manyallaluk. In conclusion the triangular relationship plays a huge part in ensuring the sustainability of a destination such as Manyallaluk and their cultural traditions (L3).</p>	

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