

# Mark Scheme (Results) January 2008

GCE

## GCE Travel and Tourism(6993) Paper 1



### Unit 7: Responsible Tourism (6993)

Question Number	Answer	Mark
1(a)(i)  AO1	<p>Up to 3 marks available for a <b>clear description</b> of the 'development stage'. Marks can be for separate points or extended responses.</p> <p>eg</p> <ul style="list-style-type: none"> <li>• The number of tourists keeps increasing (1)</li> <li>• Tourists are attracted by natural and cultural attractions (1)</li> <li>• More facilities are provided e.g. hotels (1).</li> <li>• Improved transport (1)</li> <li>• Locals become involved in promotion and development (1)</li> <li>• Locals welcome tourists (1)</li> <li>• Now recognised as a tourist destination (1) with an identified market (1).</li> </ul>	(3)
1 (a) (ii)  AO1	<p>1 mark for correct stage.</p> <ul style="list-style-type: none"> <li>• Involvement.</li> </ul>	(1)
1 (b) (i)  AO1	<p>1 mark for correct public sector agent.</p> <p>Up to 2 marks for <b>description</b> of role.</p> <p>Marks can be for 2 separate basic roles described or one role described in detail. Role must relate to tourism development. Max 1 mark for aims.</p> <p>Examples:- Public Sector Agent</p> <ul style="list-style-type: none"> <li>• Gateshead Council (1)</li> <li>• Newcastle Council (1)</li> <li>• ONE North East (1)</li> <li>• Visit Britain (1)</li> <li>• Arts Council England (1)</li> <li>• Local authority (0).</li> </ul> <p>Role - Gateshead Council</p> <ul style="list-style-type: none"> <li>• To present a strategy for the city to the partnership and ensure that the partnership is working to that strategy (2)</li> <li>• To give planning permission (1).</li> </ul>	(3)

Question Number	Answer	Mark
1 (b) (ii)  AO1	<p>1 mark for correct example of private sector agent. Credit understanding of theory.</p> <p>Up to 2 marks for <b>description of role</b>. Marks can be for two separate basic roles described or one role described in detail. Role must relate to tourism development. Max 1 mark for aims.</p> <p>Examples - Private Sector Agent</p> <ul style="list-style-type: none"> <li>• International Hotel chain (1) eg Hilton Hotels (1) Radisson SAS (1)</li> <li>• Accommodation provider (1)</li> <li>• Leisure and Entertainment organisation (1)</li> <li>• Transport principal/provider (1)</li> <li>• Development companies (1)</li> <li>• Landowners (1).</li> </ul> <p>Role</p> <ul style="list-style-type: none"> <li>• To develop accommodation (1)</li> <li>• To develop the quality of accommodation to meet with NGI projected market segments and with sufficient bed spaces to meet projected visitor numbers (2).</li> </ul>	(3)

Question Number	Answer	Mark
1 (c)  AO2	<p>1 mark for each <b>description</b> of how city destinations can develop tourism to change people’s perceptions.</p> <p>Marks can be for basic points or detailed description - 1x8, 2x4, 4x2.</p> <p>Max 3 marks for lists of suggestions with no description. Responses likely to refer to tourism development ideas linked to.</p> <ul style="list-style-type: none"> <li>• Culture of the city</li> <li>• Improved environment/regeneration</li> <li>• Image and promotion.</li> </ul> <p>No credit for reference to fair trade and using local produce. No credit for explanation of how proposal would change perception, credit description only.</p> <p>If description is tourism but not about perception - max 3 marks.</p> <p>If response is about marketing and not tourism development - max 3 marks.</p> <p>Link to change in perception may be implicit rather than clearly stated.</p> <p>eg</p> <ul style="list-style-type: none"> <li>• They could regenerate rundown areas (1)</li> <li>• They could apply for European Capital of Culture (1)</li> <li>• Events could be organised celebrating what the city has to offer like abseiling down buildings (1)</li> <li>• They could create more green spaces (1)</li> <li>• They could use the city as a setting for TV shows (1) or films showing the historical buildings and the culture of the city (1)</li> <li>• They could bid for titles like European Capital of Culture (1). This will then be reported in newspapers and read by lots of people (1)</li> <li>• They could give the city star status and aim to target high spenders by developing a luxury 5 star hotel (1). They could hold charity events (1) and invite celebrities and footballers as guests (1). This would generate a lot of interest and publicity (1)</li> <li>• They could hold a competition to design a state of the art new building or a bridge over the river (1). This could be reported on regional and national TV (1). The public could vote for their favourite design (1). This would become a tourist attraction for the city (1).</li> </ul>	(8)

Question Number		Indicative Content
1 (d) AO3		<p>Expect destinations from MEDW - 'revival'. Objectives may be implied. If candidate interprets 'Cultural Revival' as renewal/keeping traditions alive etc examples likely to come from LEDW. If chose a country rather than destination, positive mark.</p> <p>Accept examples of improving the environment as part of "revival". Expect examples of planned tourism development and reference to Government plans.</p> <p>eg UK</p> <ul style="list-style-type: none"> <li>• Blackpool and casino bid</li> <li>• Manchester hosting Commonwealth Games</li> <li>• Newquay reinventing itself as Surf capital.</li> </ul> <p><b>Level 1</b> - Blackpool has high unemployment and they are bidding to get a casino built to create more jobs.</p> <p><b>Level 2</b> - Blackpool suffers from high levels of unemployment. It is dependent upon the tourism industry but jobs are mainly seasonal and tourist numbers are falling. The local council wants to re-develop the resort with a big casino that would offer permanent jobs for locals. The resort already has lots of amusement arcades along the Golden Mile and they want to go more upmarket.</p> <p><b>Level 3</b> - As above with more detail and reference to objectives.</p>
Level	Mark	Descriptor
Level 1	1-3 marks	Basic explanation more descriptive. May be theoretical or generalised. May be more about impacts.
Level 2	4-6 marks	Clear explanation with some application to named destination and evidence of research. May refer to planning.
Level 3	7-8 marks	Detailed explanation of tourism developments clearly applied to destination with clear evidence of research. Expect link to objectives.

Question Number	Answer	Mark
1 (e)  A02	<p>Up to 4 marks available for a clear explanation of how the different objectives of the agents of tourism development may cause conflict over the plans.</p> <p>1 mark for each objective identified up to a max of 2.</p> <p>Max 3 marks if conflict only relates to conflict over plans for casino and not conflicts over objectives.</p> <ul style="list-style-type: none"> <li>• NGI’s objective is to increase the number of visitors to the city; by developing a casino they will meet their objective (1)</li> <li>• Existing nightclubs and other entertainment venues won’t be happy as it means people will be going to the casino at night instead of to their venue (1)</li> <li>• This will mean they will lose money and they will not meet their objective which is to increase profit (1)</li> <li>• The conflict is that for NGI to achieve their objective and increase visitors, the existing entertainment venues might not achieve theirs (1).</li> </ul>	(4)
2 (a)  A01	<p>Up to 2 marks available for each principle of responsible tourism <b>described</b>. Understanding of principles must be evident.</p> <p>No marks for management strategies or types of tourism ie ‘green tourism’, ‘ecotourism’, ‘sustainable tourism’ etc.</p> <p>No marks for ‘maximise positive environmental, economic and socio-cultural impacts’ unless give appropriate example.</p> <p>For full marks wording should be appropriate ie should be worded as a principle.</p> <p>eg</p> <ul style="list-style-type: none"> <li>• Maximise positive impacts (0) such as creating jobs for locals to improve the quality of life (1)</li> <li>• Care for the environment (1)</li> <li>• Benefit the local economy (1)</li> <li>• Tourism that helps locals (1)</li> <li>• Tourism that creates economic benefits for local people (1) and improves their quality of life (1)</li> <li>• Tourism that promotes respect between tourists and local people (2)</li> <li>• Tourism that minimises negative environmental, economic and socio-cultural impacts (2)</li> <li>• Tourism that promotes the conservation of natural and cultural heritage (2).</li> </ul>	(6)

Question Number	Answer	Mark
2 (b) (i)  A01	<p>Up to 4 marks available for a <b>clear description</b> of the characteristics of the ‘consolidation stage’.</p> <p>Marks can be for separate points or extended responses.</p> <p>eg</p> <ul style="list-style-type: none"> <li>• Local economy begins to rely heavily on tourism (1)</li> <li>• Strain on environment is growing (1)</li> <li>• Growth in facilities (1) more hotels being built and improvements to infrastructure (1)</li> <li>• Improved infrastructure allows easier access (1) and this attracts more organised packages (1).</li> </ul>	(4)



Question Number		Indicative content
2 (b) (ii)  A03		<p><b>Level 1</b> - Congestion, erosion, loss of local culture and identity.</p> <p><b>Level 2</b> - There is still a lot of development going on with new hotels and leisure complexes being built. This means that the coastline could be eroded as building work takes place and heavy vehicles travel along the sand. This will lead to sand being removed. There will be noise and air pollution from all the vehicles and people building the resorts and local people may resent this disruption to their lives. However on the positive side the locals will benefit from increased employment opportunities (for example in hotels).</p> <p><b>Level 3</b> - Tourism will have some significant negative impacts at this stage. A new airport is likely to be developed to accommodate the extra visitors and to make access easier; this will lead to noise and air pollution from machinery and vehicles involved in building work. Local people will be employed at the airport which although this is an economic benefit and means they can earn an income it is likely to lead to a loss of traditional employment and livelihoods. If fishermen go to work in tourism, skills will be lost and also their traditional fishing areas will be spoilt by tourists wanting to go scuba diving. The coastline is likely to be eroded by the increased numbers especially at peak times on the beaches and swimming. Hotels may not be able to cope and discharge raw sewage into the sea destroying the coral reefs and causing marine pollution.</p>
Level	Mark	Descriptor
Level 1	1-3 marks	Basic analysis of impacts which may be descriptive. May be generalised.
Level 2	4-6 marks	Some analysis/explanation of impacts. Clearly identifies that there are positive and/or negative impacts. Some application to Red Sea/coastal destinations and/or consolidation stage.
Level 3	7-8 marks	Detailed analysis clearly applied to coastal destinations and linked to consolidation stage, although this maybe implicit. Analyses both negative and positive impacts.

Question Number	Answer	Mark
2 (c) AO2	<p>Up to 4 marks for <b>each justified explanation</b> of appropriate strategies for reducing negative impacts at coastal resorts. (1x4, 2x2, 4x1).</p> <p>These marks can be awarded for either:  1 mark for each separate point - up to 4.  2 marks for each point explained and/or related to coastal area.  4 marks for one point explained and justified.</p> <p>Max 2 marks per explanation for descriptive responses or theoretical/general not related coastal areas.  Strategies should be significantly different.</p> <p>Up to <b>2 marks</b> available for appropriate <b>example per explanation</b> to a max of 4. Examples should be appropriate in terms of minimising impacts at coastal resorts.</p> <p>Max 3 marks for bullet points presented as lists:</p> <ul style="list-style-type: none"> <li>• Planning control (1)</li> <li>• Environmental impact assessment (1)</li> <li>• Environmental audit (1).</li> </ul> <p><i>(NOTE - Explanation of 'environmental audits' and 'environmental impact assessment' only valid if in connection to 'using the results'.)</i></p> <p>Responses may vary but expect reference to negative impacts such as:</p> <ul style="list-style-type: none"> <li>• Destruction of coral reefs</li> <li>• Pollution - water sea/beach</li> <li>• Loss of habitats/disturbance to wildlife.</li> </ul> <p>eg</p> <ul style="list-style-type: none"> <li>• They could use planning to control and limit the height of new buildings and ensure they are built using local materials, with traditional methods and to the local style of architecture (Max 2 - description/general). I have researched coastal resorts in Thailand. Phuket was one of the first to be developed but was spoilt because of all the high rise hotels. So on Koh Samui they used planning to restrict the height of new buildings to be no higher than the palm trees so that the view of the island from the sea remained unspoilt. (Max 2)</li> </ul> <p><i>[Reference to one appropriate example that is clearly used to justify explanation and has detail.]</i></p>	(cont. next page)

Question Number	Answer	Mark
2 (c) cont	<ul style="list-style-type: none"> <li>• They could limit the number of bed spaces available (1) so that visitor numbers were limited (1) and this would minimise negative environmental impacts (1)</li> <li>• They could use visitor management and zoning to protect vulnerable wildlife habitats such as coral reefs (1). If they limit the number of times and size of boats used to take tourists out to sea (1) it will minimise the damage to the reefs as fewer people will be able to go (1). Something similar was done in Zakynthos to protect the loggerhead turtles that lay their eggs on the beach there (1). [Reference to one appropriate example <i>with limited detail</i>]. The beach was closed at night so no tourists were allowed on it and this meant that the turtles were not disturbed and could lay their eggs in peace (1). [example used to justify and has detail]</li> <li>• They could introduce a scuba diving licence for the boats and companies that take people diving (1). The operators could pay for a licence (1) and this money could be used to help fund conservation projects to protect the reefs (1) such as by developing educational initiatives to raise awareness amongst visitors (1). This has happened in the Maldives (0) [does not justify, too vague, no specific details, has just named an appropriate destination]</li> </ul>	(10)

Question Number	Answer	Mark
2(d)(i)  AO2	<p>Up to 8 marks available for <b>clear, detailed description</b> of one tourism development proposal.</p> <p>The proposal should be <b>appropriate</b> in terms of following the principles of responsible tourism and for the location - along the Red Sea Coast.</p> <p>Credit for one proposal only.</p> <p>Proposals should have some detail or qualification to show that the development would be responsible. This could be in terms of the scale or design to show appropriateness.</p> <p>eg - proposals</p> <ul style="list-style-type: none"> <li>• Desert safari by camel</li> <li>• A shopping centre with cinemas and restaurants</li> <li>• Boat trips out to sea arranged by local people using local fishing boats.</li> </ul> <p>Do not award any marks for ‘Build a hotel’ or ‘Build a resort’.</p> <p>You can award marks for ‘Build a small scale hotel’.</p> <p>They could create an underwater sanctuary (1) full of sea life and coral reefs and shipwrecks (1). Local people could arrange tours to take people out in their boats (1). On the boat ride out to the sanctuary, the locals could talk about the importance of the sea to their traditional way of life (1). The boats would have glass bottoms for people to view the underwater landscape and the colourful marine life (1). Onboard leaflets could be handed out to identify the different species of fish and coral (1). The sanctuary would be protected and the number of people who can visit would be limited (1). Tours would only be available through licensed organisations and these would only receive a licence if local people employed and own the business (1).</p> <p><i>The candidate’s response may not coincide with examiners views, but answers should be marked positively; evidence of understanding of the principles of responsible tourism should be credited.</i></p>	(8)

Question Number		Indicative content
2 (d) (ii)	AO4	<p><b>Level 1</b> - Visitor and traffic management limits the number of people coming into the destination.</p> <p><b>Level 2</b> - Boat trips out to sea arranged by local people using local fishing boats. This way they are conserving the local environment and giving jobs to local people.</p> <p><b>Level 3</b> - An underwater sanctuary full of fish and coral reefs and shipwrecks would ensure that these resources are conserved as a sanctuary would mean there would be some protection. By having it as a sanctuary people will associate it with conservation so conservation is then promoted. As local people could arrange tours to take people out this would mean that the economic benefits are maximised as local people are gaining employment but some traditional skills will be maintained as it is likely to be fishermen who know the waters that will be involved and so their traditional fishing boats and knowledge of the waters will be maintained. Tours would only be available through licensed organisations and these will only receive a licence if local people employed and own the business so maximising the economic benefits by keeping profits and income local.</p>
Level	Mark	Descriptor
Level 1	1-3 marks	Basic responses that are mainly descriptive with limited justification. Principles may be implied rather than clearly stated. May be generalised/theoretical.
Level 2	4-6 marks	Some detail and some justification. Reasons will be given. May focus on one principle only or one aspect of proposal only.
Level 3	7-8 marks	Clear justification linking different aspects of proposal to principles of responsible tourism.

Question Number		Indicative content
2 (e) AO4		<p><b>Level 1</b> - Tour operators can promote the destination in their brochures and reps can give details at welcome meetings.</p> <p><b>Level 2</b> - They can't really influence anything as they only get involved once a destination is established and then it is too late for most of the principles to be implemented. Where tour operators' reps advise tourists to cover up and dress appropriately though this would help tourists to show some respect.</p> <p><b>Level 3</b> - A major tour operator could influence sustainable development but really only if they are involved at an early stage. If the destination is already at the development stage and responsible tourism principles have not been considered then it is very difficult for tour operators to have any influence. Realistically sustainable development is planned several years in advance and a tour operator is only really interested two or three years before their customers start arriving so they are unlikely to have a significant effect. A specialist tour operator is the type likely to put in the effort as they attract independent tourists who are usually concerned about tourism impacts and if they can be involved at the exploration stage they can advise developers of tourists' needs, interests and wants.</p>
Level	Mark	Descriptor
Level 1	1-3 marks	Basic assessment that is mainly descriptive and general.
Level 2	4-6 marks	Some assessment of extent of tour operator and/or airline influence.
Level 3	7-8 marks	Detailed assessment with focus clearly on 'extent' and tour operators and/or airlines.

Question Number	Answer	Mark
3 (a) A03	<p>Up to 4 marks available for clear <b>description</b> of how the destination has minimised one negative impact.</p> <p>Credit one impact only.</p> <p>Credit description not explanation.</p> <p>Marks can be for separate points or extended response.</p> <p>Max 2 marks for general response with little evidence of research.</p> <p>eg Benidorm</p> <ul style="list-style-type: none"> <li>• A major negative environmental impact was visual pollution caused by the construction of lots of high rise hotels along seafront during the 1960s and 1970s (1)</li> <li>• As visitor numbers started to fall the government realised it needed to make Benidorm look more attractive and appeal to new visitors so they began a massive ‘face-lift’ to improve the environment (1)</li> <li>• Some of the old concrete high rise hotels have been demolished (1) and parks have been created in the open spaces left behind (1).</li> </ul>	(4)
3 (b) A03	<p>Up to 4 marks available for clear <b>description</b> of how the destination has maximised one positive impact.</p> <p>Credit one impact only.</p> <p>Credit description not explanation.</p> <p>Marks can be for separate points or extended response.</p> <p>Max 2 marks for general response with little evidence of research.</p>	(4)
<b>Total mark for this paper</b>		<b>90</b>