

Advanced GCE

Travel and Tourism

Unit G728: Tourism Development

Specimen Paper

G728

Time: 2 hours

Candidates answer on the question paper.

Additional materials: None

Candidate
Forename

Candidate
Surname

Centre
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INSTRUCTIONS TO CANDIDATES

- Write your name in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use black ink.
- Read each question carefully and make sure you know what you have to do before starting your answer.
- Answer **all** the questions.
- Do not write in the bar codes.
- Do not write outside the box bordering each page.
- Write your answer to each question in the space provided.

INFORMATION FOR CANDIDATES

- The number of marks for each question is given in brackets [] at the end of each question or part question.
- Your Quality of Written Communication is assessed in questions marked with an asterisk (*).
- The total number of marks for this paper is 100.

This document consists of **16** printed pages.

Answer **all** questions.

Glasgow is one of the UK's most visited cities

It is the city which hosted the highly popular Glasgow Garden Festival in 1988, was European City of Culture in 1990 and was designated the UK City of Architecture and Design in 1999. It welcomes over three million tourists from all over the world each year, who are drawn by its wealth of cultural attractions and activities.

Glasgow has long been established as an excellent place to live, work, rest and play. As a major European cultural capital, it is also a great place to visit. Glasgow has a vibrant nightlife where one can visit any number of restaurants, pubs, clubs and cafés in the city. For a more restful pace, there are 13 free museums and galleries to choose from and with over 70 parks and gardens spread across the city, tourists are sure to find something for every taste.

During the last ten years Glasgow has enjoyed steady growth in visitor numbers, expenditure and total bed nights. In 2005, UK tourists made 2.8 million trips per year to Glasgow and stayed an average of 7.0 million bed nights per year, spending £558 per person in the area. Trips to Glasgow represent around 16% of all UK trips taken to Scotland. During the same period 0.4 million overseas visitors came to Glasgow, spending an average of six nights in the area, resulting in a total of 2.4 million bed nights. Total expenditure by overseas visitors was £149 million.

Glasgow's key overseas market is the USA, which represents 28% of all overseas visitors. Other key markets are Germany (11%), Canada (8%) and Australia (5%). The majority of visitors, both UK and overseas, come to Glasgow for holiday purposes. Glasgow is now one of the fastest growing conference destinations and is number 25 in the list of world premier conference destinations.

In 2005, tourism in the city supported 29 184 jobs, representing around 7.6% of all employment and generating expenditure of £730 million.

Fig. 1a

Major supporters of Glasgow 2014

Clydesdale Bank, First Group, Highland Spring and O₂ have signed up to become major supporters of Glasgow's bid for the 2014 Commonwealth Games.

All four companies will contribute significant cash, goods and marketing support to the bid.

Some of our biggest companies have shown their faith in the bid and have made it clear that they are ready to invest in the future of our country. They know that winning will provide a boost to the economy, but they know that it will do more. It will inspire our young people and it will show the world what kind of country Scotland is becoming. That is an investment which will always pay dividends.

Mary Dickson, Managing Director, First ScotRail said: 20

"First ScotRail is totally committed to Glasgow's bid and we will be passionate in our support over the coming months to ensure that this vibrant, exciting city is announced as a worthy winner by the Commonwealth Games Federation in November 2007. There's a lot at stake. If Glasgow wins, the city will have an unprecedented opportunity to showcase itself as the friendly city hosting the friendly games. And the benefits will ripple throughout Scotland." 25 30

With over 85 000 employees in Scotland and more than 200 million passenger journeys completed in Scotland every year, First ScotRail provides the backbone of Scotland's public transport infrastructure. Let's all work together to ensure that Glasgow's bid is successful." 35

Fig. 1b

1 Refer to **Figs. 1a and 1b**.

(a) Explain **two** possible reasons for the appeal of Glasgow to visitors.

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(b) Glasgow attracts over three million tourists a year. Explain **two** possible ways in which the **economy** of Glasgow has benefited.

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(c) Explain **two** reasons why the preservation of Scottish culture is so important to tourist destinations such as Glasgow.

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(d) (i) Identify **three** supporters of Glasgow's bid for the 2014 Commonwealth Games.

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(ii) Discuss reasons why private sector organisations are keen to sponsor major events such as the 2014 Commonwealth Games.

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SPECIMEN

China

Nothing can prepare you for touring China. As if set in two separate worlds, one half lies in an ancient kingdom, where a Forbidden City and Great Wall once guarded dynasties of emperors and their subjects, while the other is pushing forward at an electrifying pace, moulding mighty cities alongside the colonial and Maoist past.

China's tourism development

China's continuing economic reforms since 1978 have substantially altered its economic structure, expanding the service sector, including the tourist industry. The reforms have resulted in spectacular economic growth and a boom in tourism development.

China has abundant tourist resources, which provide an advantage for developing tourism. In 1992, which marked the first Visit China Year, the country received barely 15 million foreign tourists. Just a decade later, the figure was 37 million, as reported by the Secretary-General of the World Tourism Organisation (WTO). 5

The trend will continue, but according to the WTO's prediction, China will become the world's number one tourism destination by 2020.

China's rising tourism will create opportunities for hotels, aviation and travel agencies. The biggest travel agencies in Europe and the world's biggest aircraft manufacturers have found business in China. Experts said that the entry of international travel agencies indicated China's strong attraction. 10

Over 16.6 million Chinese travellers went abroad last year, making China the fastest growing tourism source nation in the Asia and Pacific region.

Fig. 2a



**Imperial Cities
of China**
11 days from £1259

4 star hotels, full board with all excursions
included such as the Forbidden City, Great Wall
and Terracotta Warriors
No minimum numbers!
Tailor made tours also available
For a free quote and further details
contact Jo Blair

020 7251 0045

Travel Editions Limited
Email: joblair@traveleditions.co.uk
www.traveleditions.co.uk





Fig. 2b

Local tastes

Chinese cuisine is as much a feast for the eyes as it is for the senses, with delicately shaped dumplings and the brilliant red roasted Peking duck. Worlds away from the top-notch restaurants, which have sprung up in China's booming cities, food stalls are scattered along the sprawling streets. Don't be surprised to see octopus tentacles and scorpions grilled on sticks, regarded here as a tasty snack!

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Live the experience

To get a real insight into China's unique history, a visit to the Imperial City of Beijing, home of the magnificent Forbidden City and thought-provoking Tiananmen Square, is essential. See thousands of terracotta warriors, eerily still and lifelike, in the tomb of Emperor Qin in Xian. The only way to experience the scale and beauty of the Yangtze River is on a cruise, as you snake through wild open landscapes and primitive waterside villages.

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Urgent need for tourism infrastructure

article from: (chinadaily.com.cn)

Ask most potential visitors what they would most like to see in China and the chances are their top pick will be an ancient and spectacular feat of civil engineering. Every year thousands of visitors from all over the world clamber along the tourist sanctioned sections of the Wall, pausing afterwards to buy souvenirs and eat noodles from the stalls. However, visiting China's most famous attraction is still a trying introduction to tourism Chinese style for many travellers. 5

Unless visitors are willing to pay the exorbitant fees charged by tourist bus operators to be herded around like sheep or hire an equally expensive private car and driver, the options for getting to the Wall are slim. Cheap public buses run to various Wall sections but they are difficult to find, lack comprehensive timetables and foreign language information and generally tend to feel like a risky proposition to non-Chinese speakers. 10

The ongoing rapid escalation in visitor numbers to China urgently needs to be matched by a swift and thorough development of tourist facilities.

Even in the capital of Beijing, there are no tourist information centres providing comprehensive multilingual information about the city. At popular destinations overseas, bustling tourist information centres conveniently located next to many major attractions provide a wealth of useful free material for disorientated visitors. But accurate maps of Beijing in multiple languages are still only available in specialist guidebooks bought overseas. An estimated seven million people pass through the gates of the Forbidden City every year, so you would expect the nearby subway entrance to be well sign posted. It is not. 15

It is impractical to suggest that every worker involved in the tourism industry should speak several foreign languages fluently. But at the subway, bus and train stations most used by visitors, surely it is possible to have one counter where a staff member can give basic explanations and assistance in English – the most universally understood language. 20

The environmental and social issues surrounding the extremely fast development of semi-isolated rural beauty spots into tourist 'hotspots' and the hasty construction of numerous hotels nationwide are already receiving a good deal of attention. Tourism officials and strategic planners now need to take a close look at the micro picture of tourism in China and consider how to improve visitors' day-to-day experiences. 25

Fig. 2c

(c) Assess the importance of tourism training in helping to avoid conflict between the host population and the tourist in developing countries such as China.

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(d)* Using China or any other overseas destinations which you have studied, evaluate the **positive** and **negative** impacts that tourism development has had on the infrastructure of the destination.

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SPECIMEN



Thomson Holidays

As a travel organisation we are in the business of selling people a different environment than their day-to-day life. Holiday destinations are often popular because of their climate, beauty and the activities which the landscape makes possible such as sailing, skiing, hiking and biking. It is important that we consider our home, working and destination environments in all aspects of the business.

Thomson aims to operate sustainable business practices which consider the environment and use of energy and resources. 5

The Sustainable Tourism section of the website provides information about the ways in which we operate our business to support environments, communities and wildlife, whilst helping our customers to play their part in responsible travel.

Sustainable Tourism at thomson.co.uk

A new Sustainable Tourism section has been launched by Thomson, the UK's leading travel company, on its website www.thomson.co.uk. 10

In response to customer desire for more information about eco factors of their holidays and travel plans, Thomson has now provided a wealth of information about the organisation's initiatives to support environments and communities.

Thomson has established conservation projects and community initiatives, many of which have been underway for many years. However, what we are now seeing is a desire from our customers to know more about these activities and to feel that their holiday is supporting the destination they are travelling to. By gathering this information together and putting it online people will now be able to find this information quickly and easily. 15

The information on the Thomson website covers all aspects of sustainable tourism, including information about the environmental performance of aircraft and developments in this area, environmental monitoring of hotels, information about projects to support communities and the environment, both in the many holiday destinations and in the UK, and what people can do themselves to ensure that they play their part in travelling responsibly. A short survey on the website will gauge how important environmental factors are to visitors to the site, providing Thomson with customer insight which can be used to design future holiday concepts. The website also provides links to affiliated organisations where people can find out more information and advice. 20 25

Thomson predicts that 50% of its bookings will be made online this year, so the Internet is believed to be the best way to provide information to customers. In addition to this, Thomson is also communicating messages to customers about sustainable tourism within its in-flight magazine, a video on board the aircraft and through information provided to customers in destinations. 30

www.thomson.co.uk/sustainabletourism

Fig. 3a

Thomson to push sustainable travel

CHRIS GRAY

THOMSON is planning to send all staff an explanation of sustainable tourism after ITG revealed widespread ignorance of the issue among many agents.

Sales director, Derek Jones, will email the information as part of a reminder to staff

about what Thomson is doing for sustainable and responsible travel.

The move follows a ITG straw poll which found staff in Thomson, First Choice, 5 Thomas Cook, Going Places and independent shops all failed to offer advice when asked to find a 'responsible travel' holiday.



AGENTS

10 Tui UK corporate responsibility manager, Kimberley Kay, said the company was aiming to upload eight pages of information on 25 the subject on its website, linked to the staff intranet, by September.

She said it was 'disappointing' that Thomson 30 staff had been unable to help as the company had carried out a 'lot of activity' in responsible travel.

Kay cited projects including 35 support for an orphanage in Egypt, donations of toys, books and clothes in the Dominican Republic and support for sea turtle conservation in Zante, Greece.

Thomson is holding a 'Green Day' for staff next week to highlight ways of developing a more environ- 45 mentally friendly lifestyle.

It is also encouraging staff and customers to recycle brochures and is hoping to extend trials of recycling 50 aluminium cans on its flights.

A First Choice spokeswoman said customers were not asking for responsible 55 holidays, although new agents take a compulsory training module on sustainable tourism and the issue is featured on 60 its intranet. Responsible travel tips are included in brochures and First Choice made donations to sustainable tourism charity 65 The Travel Foundation.

MyTravel said it had 'a number' of eco-friendly hotels and was working closely with The Travel Foundation 70 to develop training.

A Thomas Cook spokeswoman said education about responsible travel was a 'key element' of all employees' 75 induction and training.

The Travel Foundation director Sue Hurdle is considering producing a guide for agents about the issue. 80

The charity also plans to develop the 'forum' section on its website, which explains what member firms, including the big four, do for responsible 85 and sustainable travel.

Fig. 3b

3 Refer to Figs. 3a and 3b.

(a) Define the term 'sustainable tourism'.

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(b) Describe **two** factors which determine whether or not tourism is sustainable in a destination.

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(c) Explain **two** possible reasons why many tour operators, such as Thomson, provide information about sustainable tourism.

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(d) Tour operators work closely with a number of voluntary organisations such as The Travel Foundation. Discuss the methods used by such organisations such as The Travel Foundation to raise awareness and manage sustainable tourism.

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(e) Discuss the importance of the ‘triangular relationship’ in ensuring that sustainable tourism is successful in tourist destinations.

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Paper Total [100]

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OXFORD CAMBRIDGE AND RSA EXAMINATIONS

Advanced GCE

TRAVEL AND TOURISM

G728

Unit G728: Tourism Development

Specimen Mark Scheme

The maximum mark for this paper is 100.

SPECIMEN

Question Number	Answer	Max Mark
1(a)	<p>Explain <u>two</u> possible reasons for the appeal of Glasgow to visitors. Up to two marks for each of two explanations.</p> <p>Note: From Fig. 1a, 1b it should be evident that Glasgow has a great deal to offer in terms of history, culture, heritage, shopping, entertainment, events etc. Candidates should be able to recognise these factors as a reason for appealing to overseas visitors.</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • tourists like the culture and history of UK destinations (1) and visitors are attracted by the range of events and activities that Glasgow can offer (1); business facilities (1). • Glasgow was European City of Culture in 1990 (1) UK City of Art & Design (1) and many visitors wish to visit such cities (1). • it has museums (1), parks and gardens (1), a vibrant night life (1) etc and also hosted the Garden Festival (1). 	[4]
1(b)	<p>Explain <u>two</u> possible ways in which the economy of Glasgow has benefited. Up to three marks for each of two explanations.</p> <p>Note: We are looking for interpretation of the information provided in Fig. 1.</p> <p>Possible responses may include:</p> <p>In the case of Glasgow the economy has benefited by:</p> <ul style="list-style-type: none"> • created jobs (29,184) (1) • total expenditure by overseas visitors £149 million (1) • led to development of the infrastructure (1) • 7 million bed nights (1) • £558 spent on average in the area by UK visitors (1) • 149 million spent by overseas visitors (1) • no 25 in the world as a conference destination (1) • multiplier effect (1) with example (1). 	[6]
1(c)	<p>Explain <u>two</u> reasons why the preservation of Scottish culture is so important to tourist destinations such as Glasgow. Up to three marks for each of two explanations.</p> <p>Note: It is clear from Fig 1 that Glasgow is proud of its culture.</p> <p>Possible responses may include:</p> <p>Preservation of culture in Scotland is important for the following reasons:</p> <ul style="list-style-type: none"> • visitors to Glasgow are reminded of the culture by the range of attractions available (1) and as such it is important that these attractions are protected to sustain visitor numbers (1) and to attract repeat business (1) by word of mouth ie if an attraction is well kept and preserved it is likely to be recommended and visitor numbers are maintained (1). 	[6]

Question Number	Answer	Max Mark
1(c) cont'd	<ul style="list-style-type: none"> • Glasgow attracts many overseas visitors (1) and part of the appeal of the city (Q1a) is based on its history (1), therefore it is important to keep the national culture and identity of Scottish history alive (1) as this is what attracts the tourists (1). • Scottish culture is unique (1), credit reference to bagpipes (1), tartan (1), food (1) etc. 	
1(d)(i)	<p>Identify <u>three</u> supporters of Glasgow's bid for the 2014 Commonwealth Games.</p> <p>One mark for each correct identification up to a maximum of three identifications.</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • Clydesdale Bank (1) • First Group (1) • Highland Spring (1) • O2 (1) • Scot Rail Group (1). 	[3]
1(d)(ii)	<p>Discuss reasons why private sector organisations are keen to sponsor major events such as the 2014 Commonwealth Games.</p> <p>[0 marks] No response or no response worthy of credit.</p> <p>Level 1 (1-3 marks) Candidate describes/explains one or more reason(s) why private sector organisations are keen to sponsor major events. Candidate makes an attempt to discuss some reason(s) why private sector organisations are keen to sponsor major events.</p> <p>Level 2 (4-6 marks) Candidate demonstrates a high level of understanding of the question by describing/explaining a number of reasons why private sector organisations are keen to sponsor major events. The candidate is able to analyse a number of reasons in order to provide an effective discussion as to why private sector organisations are keen to sponsor major events. The discussion is accurate, logical and coherent.</p> <p>Note: There is a wealth of information in the article and we are expecting candidates to make relevant use of this information in addition to understanding the principles of sponsorship.</p> <p>The candidate does not need to consider both the meaning of sponsorship and why they would sponsor in order to access level 2– it is merely sufficient that the skills of analysis and evaluation are demonstrated. The extent to which the candidate can access the full mark range (particularly in level 2) will be determined by the extent of the quality of the skill demonstrated.</p>	Levels

Question Number	Answer	Max Mark
1(d)(ii) cont'd	<p>Exemplar Response: Private sector organisations get involved in partnerships and sponsorships because it can help boost their public image (L1). Private sector organisations invest in different projects; they do this so they can have their brand name on all of the marketing tools used in the project. In return they would hope that the public see their brand name and recognise it (L2). If the project is a success people are likely to think it's a good business and therefore use the business' goods or services which would increase their sales and in return their revenue and profit (L2).</p>	
1(e)	<p>Evaluate the possible benefits to Scotland if Glasgow hosts the 2014 Commonwealth Games. [0 marks] No response or no response worthy of credit. Level 1 (1-4 marks) Candidate identifies/describes some possible benefit(s) to Scotland of Glasgow hosting the Games. Information may be in the form of a list of benefits. There is little or no attempt to evaluate. Level 2 (5-8 marks) Candidate identifies/describes a number of possible benefits to Scotland of Glasgow hosting the Games. Candidates will show an understanding of the question and include explanations of a number of the possible benefits which may be evaluated with some success. The evaluation in the most part is accurate and relevant. Level 3 (9-12 marks) Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible benefits to Scotland if Glasgow hosts the 2014 Commonwealth Games. Candidate effectively evaluates a range of possible benefits to Scotland.</p> <p>Only one benefit given award lower half of level in each case. Note: The question clearly states 'the benefits to Scotland' if Glasgow hosts the games. We are looking for candidates to pick up from the case study that several companies are ready to invest in the country. Winning the games will provide a boost to the economy. Benefits will 'ripple' through Scotland such as employment, income, multiplier effect, development of infrastructure. Candidates should be able to recognise these benefits and apply their knowledge to the question and evaluate their findings. The extent to which the candidate can access the full mark range (particularly in level 3) will be determined by the extent of the quality of the skill demonstrated.</p>	Levels [12]

Question Number	Answer	Max Mark
	<p>Exemplar Response:</p> <p>The benefits will not occur during, but after and before, especially if the developments are sustainable. The local population will benefit as much money will be spent on re-modelling and building new infrastructure, like roads and transport links, airports and park and ride schemes etc (L2). This means that they will benefit from the facilities that will be built. The local economy will benefit from a surge of tourists during the times when the games are hosted, meaning that the need for hotels and restaurants will increase drastically (L3). Also with this will come the need for more employment which will come from the local areas and within Scotland. This will help to get the whole country involved. Scotland will benefit from a larger number of both domestic and overseas tourism, meaning that other tourists attractions and facilities will see increased visitor spending. Other areas/cities in Scotland will see benefits also, as it is most likely that whilst at the games, tourists will visit them too (L3).</p>	
2(a)(i)	<p>Explain how each of the following will benefit from the increase in tourism both to and from China.</p> <p>Travel agencies in China.</p> <p>Up to three marks for explanation.</p> <p>Possible responses may include:</p> <p>agents will make more commission/profit from booking extra trips and visits for incoming tourists (1).</p> <p>The article makes several references to these eg Jalpak International (1). This indicates that there is a strong market for both incoming and outbound travellers (1) thus creating a development opportunity for commercial providers (1) in making profit and creating business for China (1).</p>	[3]
2(a)(ii)	<p>Explain how each of the following will benefit from the increase in tourism both to and from China.</p> <p>Hotel chains in China.</p> <p>Up to three marks for explanation.</p> <p>Possible responses may include:</p> <p>the development of the hotel industry will lead to enhanced employment opportunities (1), world wide awareness (1) and development of the regions infrastructure (1) and enhanced visitor experiences (1). Hotel chains are always keen to gain footholds in developing tourist destinations to eliminate competition (1) and create profit (1).</p>	[3]

Question Number	Answer	Max Mark
2(b)	<p>Explain <u>two</u> possible reasons why other tourist destinations in the Asia and Pacific regions were pleased that there were over 16.6 million outbound Chinese travellers last year.</p> <p>Up to three marks for each of two explanations.</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • China is poised to become one of the top generating markets for the rest of the world (1). • China's development puts other nations in a good position to provide tourist products (1) which will lead to increased visitor numbers (1). • other destinations in Asia/pacific can strengthen their commercial positions in the Chinese market (1) by marketing and promoting their own destinations in China (1). • the development of China has led to economic benefits (1) which have enabled Chinese travellers to travel and experience other destinations (1) which are benefiting (1). 	[6]
2(c)	<p>Assess the importance of tourism training in helping to avoid conflict between the host population and the tourist in developing countries such as China.</p> <p>[0 marks] No response or no response worthy of credit.</p> <p>Level 1 (1-3 marks)</p> <p>Candidate identifies/describes some aspect(s) relating to tourism training in helping to avoid conflict between the host population and the tourist in developing countries. Candidate is able to explain some aspect(s) relating to tourism training in helping to avoid conflict between the host population and the tourist in developing countries. There is little or no attempt to assess their importance.</p> <p>Level 2 (4-6 marks)</p> <p>Candidate demonstrates a high level of knowledge and understanding of a number of aspects relating to tourism training in helping to avoid conflict between the host population and the tourist in developing countries. Candidate is able to analyse a number of aspects in order to accurately and coherently assess the importance of tourism training in helping to avoid conflict between the host population and the tourist in developing countries. The response will be accurate, coherent and logically developed.</p> <p>Note: Fig. 2b clearly infers the possible conflicts that may occur due to the fact that China is not yet ready for international tourist arrivals eg lack of language skills, lack of signposts, lack of maps and no TIC's. Problems such as these can cause conflict, distrust and a poor visitor experience.</p> <p>The importance of tourism training are that:</p> <ul style="list-style-type: none"> • organisations can meet the needs of their customers • it covers areas such as health and safety, hygiene, IT skills etc • enable high quality customer service • creates better job satisfaction for the employees of tourist services. <p>Any of the above must be answered in context with possible conflicts.</p>	Levels [6]

Question Number	Answer	Max Mark
2(c) cont'd	<p>Exemplar Response:</p> <p>Tourism training is very important in developing countries such as China. To enable all visitors to enjoy their visits, it would be beneficial if training involved multi-lingual aspects so all visitors can be effectively communicated with (L2). This would avoid conflict and increase satisfaction of their visit and raise the chance of repeat customers (L2). This would help customers understand the destination and not appear rude to local residents and also vice versa. Tourism firms should see this as a huge opportunity to provide something no one else does to fill the gap in the market (L2).</p>	Levels [6]
2(d)*	<p>Using China or any other overseas destinations which you have studied, evaluate the positive and negative impacts that tourism development has had on the infrastructure of the destination.</p> <p>[0 marks] No response or no response worthy of credit.</p> <p>Level 1 (1-5 marks)</p> <p>Candidate identifies some positive/negative impact(s) which tourism development has had on the infrastructure of the destination. Candidate may present the positive/negative impacts in list form, with little explanation. There is no attempt to evaluate.</p> <p>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>Level 2 (6-10 marks)</p> <p>Candidate identifies a number of positive/negative impacts which tourism development has had on the infrastructure of the destination. Candidate is able to evaluate a number of positive/negative impacts which tourism development has had on the infrastructure of the destination. The evaluation in the most part is accurate and relevant.</p> <p>Candidate presents relevant material in a planned and logical sequence. Appropriate terminology used. Sentences, for the most part, relevant and presented in a balanced, logical and coherent manner which addresses the question. There will be occasional errors of grammar, punctuation and spelling.</p> <p>Level 3 (11-15 marks)</p> <p>Candidate demonstrates a high level of knowledge and understanding by identifying a range of positive and negative impacts which tourism development has had on the infrastructure of the destination. Candidate effectively evaluates a range of positive and negative impacts which tourism development has had on the infrastructure of the destination.</p> <p>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.</p>	Levels [15]

Question Number	Answer	Max Mark
2(d)* cont'd	<p>Only positive or negative impact given award lower half of level in each case. Top of each level must be awarded for consideration of both positive and negative impacts!</p> <p>China Case Study If the candidate has used the China case study we can accept the following references used in the case study in context with the infrastructure.</p> <p>Line 8 – cheap buses, private cars (damage to rural roads). Line 13 – poor development of Tourist Information Centres. Line 19 – subways not developed or signposted. Line 21 – subway, bus and train stations (overcrowding). Line 25 – hasty construction of new hotels.</p> <p>Exemplar Response: (Majorca) One of the Balearic Islands. The development of the islands increased tourism has meant that the infrastructure has suffered (L1). Previously the island was able to cope with the number of tourists, but in recent years has struggled. The infrastructure was not able to cope with the islands high demand for water, which meant that water was shipped to the island from mainland Spain (L2). Seasonality has had negative impacts on things like roads and transport links. The roads are heavily used in the summer months as tourists are transported around the island. This means that money has to be poured into redeveloping them in the winter months when the level of tourists drops (L3). Locals do benefit from the improved transport links and systems, though they become congested in highly populated areas and resorts in the peak months. The local and central Spanish government spend excessive amounts of money developing facilities like markets, theme parks and adventure parks – tourist attractions, these benefit both local and tourists, but face excessive wear and tear in peak season, so cost a lot to maintain. Other areas of infrastructure on the island like gas and electricity, and waste disposal are paid for out of locals' tax payments, which puts pressure on the locals (L3). As these are crucial to maintaining the island, popular schemes have been set up to reduce pressure on the local population, but also on the local environment, as it is hard for a small island like Majorca to cope with large amounts of waste disposal (L3).</p>	

Question Number	Answer	Max Mark
<p>2(d)* cont'd</p>	<p>Exemplar Response: (Beijing China)</p> <p>The infrastructure of the destination was overstretched and primitive with the key areas of the city being made to look like a normal street and the quieter streets having open sewers and poor quality facilities (L1). With the recent developments for the Olympic Games however these parts of the city are becoming more cosmopolitan very much like cities in America. The roads have been resurfaced, new street signs, underground amenities such as pipelines have been improved, however they may be improving the appearance but the work carried out has been rushed and is primitive (L2).</p> <p>Tourists will flood the city and spend exorbitant amounts of money that many of the people used for the improvements could benefit from (L3). The workers travelling into the city from their smaller un-modernised villages are improving the city and gaining very little in their own villages in return.</p> <p>The main transport links such as the underground train network and buses are seeing an increase in process which has meant many locals cannot afford to use the network and therefore it creates more congestion on the poorly built roads which will soon need replacing again (L3).</p> <p>Another negative impact is the volume of visitors which the city is unprepared for, there are poor conditions throughout China and instead of this opportunity creating better facilities and conditions it has been rushed and poor quality attempts at making the destination a cosmopolitan area (L3).</p>	
<p>3(a)</p> <p>3(b)</p>	<p>Define the term 'sustainable tourism'. Up to two marks. Possible responses may include:</p> <ul style="list-style-type: none"> • means that the needs of the present are met (1) without the ability of future generations to meet their own needs being compromised (1) – eg. tourism for the future (1). <p>Describe <u>two</u> factors which determine whether or not tourism is sustainable in a destination. Up to two marks for each of two descriptions. Possible responses may include:</p> <ul style="list-style-type: none"> • physical considerations (1), how many amenities are available in the destination (1) • environmental constraints (1), what can the natural environment comfortably absorb (1) • number of visitors (1), at what stage does the destination reach saturation point (1). <p>Maximum 2 marks for METHODS identified, however methods linked to factors can achieve maximum marks.</p>	<p>[2]</p> <p>[4]</p>

Question Number	Answer	Max Mark
3(c)	<p>Explain <u>two</u> possible reasons why many tour operators, such as Thomson, provide information about sustainable tourism. Up to three marks for each of two explanations.</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • helps customers to play their part in responsible travel (1). • responds to customer desire for more information about eco-factors (1). • it enables customers to find information more easily (1). • they can gather information on what customers want (1) so that they can tailor future holidays to meet customer needs (1). • Thomson predicts that 50% of their businesses will be online (1) so it is a good way of communicating the message of sustainable travel (1). • promotes sustainable tourism (1). • informs staff, (1) awareness and training (1). 	[6]
3(d)	<p>Discuss the methods used by such organisations such as The Travel Foundation to raise awareness and manage sustainable tourism.</p> <p>[0 marks] No response or no response worthy of credit.</p> <p>Level 1 (1-4 marks)</p> <p>Candidate describes/explains some method(s) used by organisations in order to raise awareness and manage sustainable tourism. Candidate makes an attempt to discuss some of these method(s) used by organisations in order to raise awareness and manage sustainable tourism The ideas are simple.</p> <p>Level 2 (5-8 marks)</p> <p>Candidate demonstrates a high level of understanding by describing/explaining a number of methods used by organisations in order to raise awareness and manage sustainable tourism. Candidate is able to analyse a number of methods used by organisations in order to provide an effective discussion. The discussion is accurate, logical and coherent.</p> <p>Note: The Travel Foundation is an independent UK charity that aims to help the outbound travel industry manage tourism and make it more sustainable. The main methods used to raise awareness are:</p> <ul style="list-style-type: none"> • through the use of the www • magazines • videos • leaflets with travel documentation • developing training sessions • issuing guides for travel agent. <p>By working closely with the private sector (tour operators) they can raise awareness through advertising in tour operators brochures. All these methods contribute to the sustainable management of destinations. Must be physical methods and not descriptive statements about sustainable tourism.</p>	Levels [8]

Question Number	Answer	Max Mark
3(d) cont'd	<p>Exemplar Response: Such companies use charities (L1) so that they can be a socially responsible and ethical company. Charities such as the Travel Foundation use methods such as leaflets, brochures, advertisements in newspapers and magazines, travel companies' intranet and also the world wide web to gain awareness of sustainable tourism so that all tourists can do their part into helping preserve and limit the negative impacts of tourism as a destination (L2). Also the charity offers training so that tour operators and travel agents can understand the impacts and what successfully managed sustainable tourism can do to help conserve a direct contact they can give information to potential consumers who are looking to book a holiday and therefore continue to raise the awareness of sustainable tourism (L2).</p>	
3(e)	<p>Discuss the importance of the 'triangular relationship' in ensuring that sustainable tourism is successful in tourist destinations.</p> <p>Level 1 (1-3 marks) Candidate describes/explains some aspect(s) of the triangular relationship. Candidate makes an attempt to discuss some aspect(s) relating to the importance of the 'triangular relationship in ensuring sustainable tourism is successful in tourist destinations. The ideas may be simple.</p> <p>Level 2 (4-6 marks) Candidate describes/explains a number of aspects relating to the importance of the triangular relationship. Candidate is able to discuss a number of aspects relating to the importance of the 'triangular relationship in ensuring sustainable tourism is successful in tourist destinations. The discussion in the most part is accurate and relevant.</p> <p>Level 3 (7-10 marks) Candidate describes/explains a range of aspects relating to the importance of the triangular relationship. Candidate is able to analyse a range of aspects in order to provide an effective discussion relating to the importance of the 'triangular relationship in ensuring sustainable tourism is successful in tourist destinations. The discussion will be accurate, well planned and logical.</p> <p>Note: A triangular relationship is between the host, the tourist and the agents of tourism development. Includes:</p> <ul style="list-style-type: none"> • setting of long term goals • triangular relationship between host, tourist and environments/commercial organisations • setting of a policy to minimise environmental and cultural damage • economic factor – money is paid direct to locals through employment • lack of hostility and conflict which creates a sustainable future. <p>All three parties must be mentioned to gain maximum marks. Maximum L1/L2 if only one part of triangle given.</p>	Levels [10]

Question Number	Answer	Max Mark
3(e)	<p>Exemplar Response:</p> <p>The Triangular Relationship is between the tour operator, the local people and the tourist and is increasingly more important. The 'weak link' is mainly the tourist who visits the area and has no regard for the environment (L1). The local people feel that their home is being abused and there is conflict between the locals and the tour operators but the tourists are welcomed as they bring money into the area (L3).</p> <p>With a good triangular relationship the tour operator will work together with the local people and support their ideas ensuring the tourist are suitably educated through in-flight videos etc (L2). They will make sure that the hotels and attractions that they visit are benefiting the local area. i.e buying produce locally, employing locals as staff and that they understand the values and beliefs of local people and have respect for these, which in turn creates good relationships between the groups ensuring sustainable tourism in the destination (L3).</p>	
Paper Total		[100]

Assessment Objectives Grid

Question	AO1	AO2	AO3	AO4	Total
1(a)	2	2			4
1(b)	2	2	2		6
1(c)	2	2	2		6
1(d)(i)		3			3
1(d)(ii)	2		2	2	6
1(e)	2	2	4	4	12
2(a)(i)	1	2			3
2(a)(ii)	1	2			3
2(b)	2	2	2		6
2(c)			2	4	6
2(d)	2	3	5	5	15
3(a)	2				2
3(b)	4				4
3(c)	2	2	2		6
3(d)		2	2	4	8
3(e)	2	2	2	4	10
Totals	26	26	25	23	100