



GCE MARKING SCHEME

**TRAVEL & TOURISM (NEW)
AS/Advanced**

JANUARY 2010

INTRODUCTION

The marking schemes which follow were those used by WJEC for the January 2010 examination in GCE TRAVEL & TOURISM (NEW). They were finalised after detailed discussion at examiners' conferences by all the examiners involved in the assessment. The conferences were held shortly after the papers were taken so that reference could be made to the full range of candidates' responses, with photocopied scripts forming the basis of discussion. The aim of the conferences was to ensure that the marking schemes were interpreted and applied in the same way by all examiners.

It is hoped that this information will be of assistance to centres but it is recognised at the same time that, without the benefit of participation in the examiners' conferences, teachers may have different views on certain matters of detail or interpretation.

WJEC regrets that it cannot enter into any discussion or correspondence about these marking schemes.

UNIT 1 (NEW)

Level 1

The candidate demonstrates some knowledge and understanding of the unit. A few relevant points are listed and there is a possible tendency to focus heavily on one aspect or treat them in a superficial way. Ideas are expressed in a simplistic but clear manner. Errors in grammar, punctuation and spelling are noticeable and intrusive.

Level 2

The candidate demonstrates good knowledge and understanding of the unit and is able to use some specialist vocabulary and relate theories to improvement in their own performance. Ideas are expressed in a clear, logical manner. Errors in grammar, punctuation and spelling occur but do not suggest a weakness in these areas.

Level 3

The candidate demonstrates very good knowledge and critical understanding of all aspects. He/she explains in detail, using specialist terms with facility, how they integrated theory to enhance and improve their own performance. Complex ideas are expressed with clarity. There are few, if any, errors in spelling, punctuation and grammar.

Question	Expected Answer	Mark Allocation	Assessment Objective
1. (a)	Three appropriate examples: e.g. Bristol, Cardiff, Manchester.	0-2	AO1
(b)	<p>Expected answers:</p> <ul style="list-style-type: none"> - Charging airlines to land on the runway. - Charging airlines for making use of facilities. - Charging for each international passenger. - Charging for each domestic passenger. - A security charge for each passenger. - Charging retail and catering facilities in the arrivals / departure lounge. - Airport parking fees. <p>Permutations: Basic statements = 4 x 1 marks. Developed statements = 2 x 2 marks. Two basic statements and one developed statement = 2 + 2 marks.</p>	0-4	AO1
(c)	<p>Levels marked:</p> <p>Level 1 Answers are likely to be basic and might include only 1 or 2 products and services. Customer types might not have been identified.</p> <p>Level 2 Answers are likely to be detailed and include at least 2 or 3 products and services linked to customer types.</p>	<p>0-3</p> <p>4-6</p>	AO2
(d)	Scheduled flights are offered by airlines that operate at set times and set destinations, regardless of demand – whereas Chartered flights are operated by tour operators which have hired aircraft to fly their package tour customers to their destinations. The flight is not a regular service. Flights may be cancelled if there is insufficient demand.	0-2	AO1
(e)	<p>Possible answers:</p> <ul style="list-style-type: none"> - Online bookings - Low-cost airlines selling through websites - Cheaper transport / flights - Easier – can be done in the home - The internet as a promotional technique - Late check-ins - e-tickets - AA route planner - Selection of seats <p>Levels marked:</p> <p>Level 1 Answers are likely to be basic and more descriptive than evaluative. 1 or 2 internet services might be included.</p> <p>Level 2 Answers are likely to be detailed, include 2 or 3 internet roles and is evaluative. Max of 3 marks for list type answers</p>	<p>0-3</p> <p>4-6</p>	AO4
	TOTAL:	20	

Question	Expected Answer	Mark Allocation	Assessment Objective
2. (a)	Tourists entering another country usually from their country of origin.	0-1	AO1
(b)	<p>Possible answers:</p> <ul style="list-style-type: none"> - Increased amount of time available for leisure/travel. - Increased amounts of disposable income. - Increased mobility – transport technology. - Early retirement and increased life expectancy. <p>Permutations: 2 x 2 marks. 1 mark for basic explanations.</p>	0-4	AO2
(c)	<p>Possible answers:</p> <ul style="list-style-type: none"> - Decline of the package holiday. - Increase in independent holidays. People find it interesting to plan their own holiday to suit their own needs. - Development of the internet – online booking, information, choice. - Appeal of long-haul destinations. - Opening of new destinations e.g. China, S. America. - Increase in disposable income. - Package holidays do not meet the exact needs of customers. - Some resorts are ‘tired’. - Recession <p>Levels marked Level 1 – some basic reasons given Level 2- more detailed reasons given</p>	0-6	AO1
(d)	<p>Possible answers:</p> <p>Environmental pressures include: Climatic factors: e.g. hurricanes, snow, rain. Landscape processes: e.g. volcanoes, earthquakes, landslides.</p> <p>Effects: long term / short term loss of custom, income, jobs. Long term loss. Destruction of property – caravan parks, hotels, attractions. Damage to the infrastructure – transport, hospitals. Perception – safe to visit? Increase in snow benefits some places eg Scotland</p> <p>Levels marked: Level 1 Answers are likely to be basic and include only 1 or 2 environmental events. Generic answers might be typical. Level 2 Answers are likely to be detailed and include at least 2 or 3 environmental events</p>	<p>0-3</p> <p>4-6</p>	AO2
	TOTAL:	17	

Question	Expected Answer	Mark Allocation	Assessment Objective
3. (a)	Transport and accommodation – plus transfers/excursions/resort representative.	0-3	AO1
(b)	<p>Possible answers:</p> <ul style="list-style-type: none"> - Tourists are 'stuck' with the hotel. - Possibility of poor quality food / same food. - Tourists are wary and stay within the hotels' resort. - Tourists do not visit the local area. - Tourists do not appreciate the culture of the destination. - Little money is spent within the local area. - Leakage. <p>Levels marked:</p> <p>Level 1 Answers are likely to be basic and include only 1 or 2 disadvantages. Generic answers might be typical.</p> <p>Level 2 Answers are likely to be clear and include at least 2 or 3 disadvantages.</p>	<p>0-3</p> <p>4-6</p>	AO1
(c)	<p>Possible answers:</p> <ul style="list-style-type: none"> - Creation of jobs - Increases the nation's disposable income - Creation of wealth for commercial organisations - Raises the country's profile - Attracts inward investment <p>Levels marked:</p> <p>Level 1 Answers are likely to be basic and include only 1 or 2 reasons. Generic answers might be typical.</p> <p>Level 2 Answers are likely to be detailed and include at least 2 or 3 reasons.</p>	<p>0-3</p> <p>4-6</p>	AO1

Question	Expected Answer	Mark Allocation	Assessment Objective
(d)	<p>Possible answers:</p> <p>Advantages:</p> <ul style="list-style-type: none"> - Personal service/advice. Additional services such as currency exchange, insurance, car hire. - The travel agent does all the 'work' for you. - ABTA/ATOL protected. - Travel agent expertise. <p>Disadvantages:</p> <ul style="list-style-type: none"> - Often more expensive than internet bookings. - It can take longer to arrange. High street parking, busy town, waiting for a travel agent to be free. - Less chance of a holiday to suit a person's exact needs. <p>Levels marked:</p> <p>Level 1 Answers are likely to be basic and might only include 1 advantage and 1 disadvantage. Generic answers might be typical. Little analysis</p> <p>Level 2 Answers are likely to be detailed and include at least 2 advantages / disadvantages. Some analysis</p> <p>Level 3 Answers are likely to be well developed and include at least 3 advantages / disadvantages. Clear analysis</p>	<p style="text-align: center;">0-3</p> <p style="text-align: center;">4-6</p> <p style="text-align: center;">7-8</p>	AO4
	TOTAL:	23	

Question	Expected Answer	Mark Allocation	Assessment Objective
4. (a) (i)	These figures might be estimates because some of the attractions will not have accurate procedures for counting visitor numbers.	0-2	AO1
(ii)	<p>Possible answers:</p> <p>The statistics could help:</p> <ul style="list-style-type: none"> - Planning for the future - Investment strategies - Influence marketing campaigns - Identify trends - Compare figures with previous years - Compare figures with other visitor attractions <p>Permutations 2x2 marks for developed answers 1 mark for simple statement</p>	0-4	AO4
(b) (i)	<p>Level marked:</p> <p>Level 1 Answers are likely to be basic and descriptive. Little or no evaluation. Generic answers might be typical. Little or no exemplification</p> <p>Level 2 Answers are likely to be detailed and include some evaluation. The candidate will show reasonable understanding and knowledge of the attraction. Some exemplification</p> <p>Level 3 Answers are likely to be well developed and show a clear understanding and knowledge of the chosen attraction. A sound evaluation is evident. Clear exemplification</p>	0-3 4-6 7-8	AO4
(ii)	<p>Level marked:</p> <p>Level 1 Answers are likely to be basic and might include only 1 or 2 examples. Little understanding of sector interrelationships. Generic answers might be typical.</p> <p>Level 2 Answers are likely to be detailed and include at least 2 examples. Good understanding of sector interrelationships. The candidate is likely to include studied examples.</p>	0-3 4-6	AO1
	TOTAL:	20	

Summary of marks awarded and assessment objectives:

AO1 – 36/80 = 45%

AO2 – 25/80 = 31%

AO4 – 18/80 = 24%

Unit 3: Marketing in Travel and Tourism

Levels of Response

Level 1

The candidate demonstrates some knowledge and understanding of the unit. A few relevant points are listed and there is a possible tendency to focus heavily on one aspect or treat them in a superficial way. Ideas are expressed in a simplistic but clear manner. Errors in grammar, punctuation and spelling are noticeable and intrusive.

Level 2

The candidate demonstrates good knowledge and understanding of the unit and is able to use some specialist vocabulary and relate theories to improvement in their own performance. Ideas are expressed in a clear, logical manner. Errors in grammar, punctuation and spelling occur but do not suggest a weakness in these areas.

Level 3

The candidate demonstrates very good knowledge and critical understanding of all aspects. He/she explains in detail, using specialist terms with facility, how they integrated theory to enhance and improve their own performance. Complex ideas are expressed with clarity. There are few, if any, errors in spelling, punctuation and grammar.

Question	Possible Answer	Mark Allocated	Assessment Objective
1. (a)	To ensure that it is getting the right product to the right people in the right place at the right time at the right price using the right promotion. Accept valid reason for 1 mark, plus an explanation for second mark.	2	AO1
(b)	To know what the organisation is trying to achieve; and how it is intending to monitor and evaluate its progress towards achieving them,	2	AO1
(c)	1 mark awarded for identifying keyword and 1 for explanation. Specific: clearly linked to an area of the organisation's operations Measurable: have a method by which to gauge its effectiveness and success. Achievable: be feasible and realistic for that organisation to do at that time. Realistic: be compatible with the organisation's mission statement of goals. Timed: have deadlines for review at different time scales.	1 + 1 1 + 1 1 + 1 1 + 1 1 + 1	AO1
	Total	14 marks	
2. (a)	Dividing the market into segments allows an organisation to plan for fulfilling the needs and expectations of groups of customers who want the same things in terms of products and services and allows the organisation to meet those requirements more efficiently.	2	AO1
(b)	Accept any two from Geographic (neighbourhood or post code), age, life style (psychographic), socio economic status, special needs, gender	2	AO1
(c)	Levels marked Name of organisation must be given Level 1 Basic explanation of organisation's products targeted to different market segments which have been identified.	0 - 3	AO2

Question	Expected Answer	Mark Allocated	Assessment Objective
	Level 2 Clear explanation of reasons why different products are targeted for different segments of the market mentioning effectiveness for both promotion and delivery of a suitable product or service to meet the needs of specific customers illustrated for the named organisation.	4 - 6	
	Total	10 marks	
3. (a)	Direct marketing/mail shot	1	AO1
(b) (i)	Families with children Package price covers 3 nights bed and breakfast. Price includes free or half price accommodation. Meals for under 10s free. Meals for 10 – 16 half price. Offer dates are for school holidays. Range of prices available. Some of the hotels have health and leisure club facilities.	1 2	AO2 AO2
(c)	To increase sales to families at a time when business customer occupancy levels may be lower because of the Bank holidays. To entice previous customers to return 1 mark for objective, 1 mark for reason.	2	AO2
(d)	Differential pricing can be used to target specific customer types for launching new products, matching competitors pricing, encouraging business in quiet times of the week or year, special offers to attract new business and selling spare capacity. Accept any two explained types.	2 + 2	AO2
	Total	10 marks	
4. (a)	Primary research is the gathering of information directly from past current or potential customers of an organisation collected by the organisation concerned.	1	AO1
(b)	Feedback cards, satisfaction surveys, focus groups, observation. Accept any two used by named organisation and clearly explained.	2 + 2	AO1
(c) (i)	Data which has asked a respondent to comment on feelings, perceptions, attitudes and desires.	1	AO1
(ii)	Accept two valid reasons: 1 mark for each. Gathers understanding of the reasons behind customers' choices and behaviours. Allowing free expression and comments may produce unexpected results for the organisation. Asking open ended questions gives more scope for the customers.	2 x 1	AO1

Question	Expected Answer	Mark Allocated	Assessment Objective
(d)	<p>Levels marked</p> <p>Information could be used:</p> <p>To determine where to place advertisements for the property and events being held within it; to identify the effective geographic location of advertisements in relation to distance from the property; to identify the type of advert that created most response. Increase the field of advertising</p> <p>Level 1 Appropriate uses suggested briefly but limited development.</p> <p>Level 2 Uses identified and explained showing understanding of the process.</p>	<p>0 – 3</p> <p>4 - 6</p>	
Total marks		14 marks	
5. (a) (i)	<p>Family rooms available at a reasonable price from £45: Range of locations available; Different meal plans available – full B & B or self catering Quality assured Hire of toddler equipment.</p> <p>Accept any three simple explanations or one developed answer.</p>	3	AO2
(ii)	<p>Cheap accommodation 200+ locations and properties giving scope to see different parts of UK cheaply. Meals available. Different range of activities available for groups.</p> <p>Accept any three simple explanations or one developed answer.</p>	3	AO2
(b)	<p>Emphasising the changed accommodation standard in text; choice of illustrations indicate quality akin to hotel environment not hostel. All individuals-broader appeal; revamp facility; anything drawn for the resource.</p>	1	AO4
(c)	<p>Accept any two from Stars, Problem Children, Cash Cows and Dogs that are clearly defined and explained to get both marks.</p>	2 + 2 or 3 + 1	AO1
Total		11 marks	

Question	Expected Answer	Mark Allocated	Assessment Objective
6.	<p>Strengths: Continental life style Better exchange rate British traditions English language Beautiful scenery Rich heritage Small scale Range of inexpensive transport available Easily accessible from the UK by air, and ferry British pound</p> <p>Weakness: Not France Small area to explore Poor current exchange rate</p> <p>Opportunity: Favourable exchange rates Continental experience for the Francophone</p> <p>Threat: (Tenuous) People looking or French experience of their language and customs would not find it Recession</p> <p>Levels marked</p> <p>Level 1 Most of the strengths identified but not explained</p> <p>Level 2 Strengths identified and explained Attempt made to consider Weaknesses and Opportunities for destination.</p> <p>Level 3 Full marks if acknowledge absence of threat in advert but suggest what could be perceived as a threat to the destination.</p> <p>Maximum Level 2 if only used three aspects of SWOT</p>	<p>0 – 3</p> <p>4 – 6</p> <p>7 - 9</p>	<p>AO1 AO4</p>
	Total	9 marks	

Question	Expected Answer	Mark Allocated	Assessment Objective
7. (a)	Political Technological 1 mark for each definition and 1 for the explanation with examples.	2 + 2	AO1
(b)	Economic and social aspects of PEST analysis evaluated for a named organisation giving both sides of the argument. Levels marked Level 1 Basic descriptive answer Level 2 Some evaluation of factors Level 3 Good evaluation of factors	0 – 3 4 – 6 7 - 8	AO4
	Total	12 marks	
	Paper total AO1 39 marks AO2 23 marks AO4 18 marks	80 marks	

UNIT 5 (NEW)

Level 1

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Level 2

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Level 3

The candidate demonstrates very good knowledge and critical understanding of all aspects. He/she explains in detail, using specialist terms with facility, how they integrated theory to enhance and improve their own performance. Complex ideas are expressed with clarity. There are few, if any, errors in spelling, punctuation and grammar.

Question Number	Possible answer	Marks	Assessment Objective
1 (a)	<p>Public sector: Any two from Cotswold District Council, North Wiltshire District Council, Gloucestershire County Council, Wiltshire County Council. Only 1 mark if refer just to Cotswold Water Park Joint Committee</p> <p>Private sector: Any two from Watermark Leisure, Four Pillars Hotel, Cotswold Hoburne, Moreton C Cullimore or Aggregate Industries . Accept mineral companies as generic statement but not local businesses</p> <p>Voluntary Sector: Any two from Cotswold Water Park Society, Wiltshire Wildlife Trust and Natural England</p>	<p>2</p> <p>2</p> <p>2</p>	<p>AO1</p>
(b)	<p>1 mark for three relevant objectives from</p> <ul style="list-style-type: none"> • job creation, • generate income for local economy, • conserve the environment, • preserve open space, • balancing needs of tourists and local communities, • land use planning control, • publicising and raising awareness <p>Additional mark for clear explanation of each objective</p>	<p>3 x 2</p>	<p>AO2</p>
(c)	<p>Explanation of role of private sector involvement could include:</p> <ul style="list-style-type: none"> • search for profitable enterprise; • speculative building of second home and rental properties, • attraction of buyers for properties and customers of the businesses within the park; • generating income from tourist and leisure users of the water park; • reclaiming used gravel pits; • operation of extraction at gravel pits <p>Levels marked</p> <p>Level 1 Brief explanation of some roles of private sector involvement</p> <p>Level 2 Detailed explanation of 2 or 3 of the strands of Level 1 showing understanding of enterprise as a catalyst for tourism development</p>	<p>1-3</p> <p>4-6</p>	<p>AO2</p>

Question Number	Possible answer	Marks	Assessment Objective
(d)	<p>Possible sources of conflict:</p> <ul style="list-style-type: none"> • designated use of new lakes; • increased congestion on access points; • second homes villages versus expansion of affordable housing for village residents; • current business operators feel challenged by possible new businesses in the same field; • popularity and growth not managed effectively so access confined to honeypots destroying tranquillity; change of council or government policy altering planning designation of area <p>Levels marked</p> <p>Level 1 Some stakeholders and some conflicting demands identified but only a brief explanation of the conflict given</p> <p>Level 2 Most stakeholders and some of the conflicts identified. Discussion well developed for some stakeholder groups</p> <p>Level 3 Clear discussion of conflicting objectives of a wide range of stakeholder groups showing understanding of the management issues involved in future expansion</p>	<p>1-3</p> <p>4-6</p> <p>7-8</p>	<p>AO4</p>
	Total	26	
2 (a)	<p>Positive environmental impacts include:</p> <ul style="list-style-type: none"> • low scale development; • use of natural materials; • sympathetic building blended into its surroundings; promotion of conservation in its operating practices; education of future generations in benefits of tree planting and recycling <p>Levels marked</p> <p>Level 1 Some basic impacts identified</p> <p>Level 2 Majority of impacts identified</p>	<p>1-3</p> <p>4-6</p>	<p>AO1</p>

Question Number	Possible answer	Marks	Assessment Objective
2 (b)	<p>Introduction of green policies could include:</p> <ul style="list-style-type: none"> • awareness of effects of mass tourism on climate change and willingness to encourage tourism businesses to reduce their impact on the planet. • recycling, lowering use of energy; • seeking alternative energy sources etc • responding to increased awareness amongst customers • wishing to secure the competitive edge. • realisation that promoting green tourism increases likelihood of resort destinations remaining viable in future. • profit element <p>Levels marked</p> <p>Level 1 Basic explanation with some understanding of the business benefits</p> <p>Level 2 Clearly explained response showing full understanding of the impact on both the planet environment and the tourism businesses in their appeal to environmentally aware customers. Profit element could be suggested or identified Answer should reflect different types of tour operators.</p>	<p>1-3</p> <p>4-6</p>	AO2
(c)	<p>Conservation measures of varying kinds identified and their effectiveness discussed e.g. sand dune protection, footpath reinforcement, tree planting, beach protection, noise limitation schemes, lake and river boat speed limits, river bank reinforcement, litter awareness campaigns, green taxes etc</p> <p>Levels marked</p> <p>Level 1 Mainly descriptive response identifying one or two negative environmental impacts with limited mention of minimising measures taken. Few named examples provided or limited to one destination</p> <p>Level 2 Range of measures explained using appropriate named examples from the MEDW</p> <p>Level 3 Detailed measures analysed for named destinations within the MEDW.</p>	<p>1-3</p> <p>4-7</p> <p>8-10</p>	AO4
	Total	22	

Question Number	Possible answer	Marks	Assessment Objective
3 (a)	<p>Levels marked</p> <p>Level 1 Range of accommodation identified from resource but little comment on suitability for different customer types</p> <p>Level 2 Accommodation appropriate for specific customers identified from resource and reason for selection justified with clear explanation of suitability</p>	<p>1-3</p> <p>4-6</p>	AO2
(b)	<p>Positive aspects could include:</p> <ul style="list-style-type: none"> • job creation, • income generated by attracting foreign tourists; international standards established; • skills developed through training of workforce <p>Negative aspects could include:</p> <ul style="list-style-type: none"> • low skilled jobs for locals; • seasonal employment • foreign ownership leads to leakage of profits; • local food culture may not be represented • products for use in hotels may be imported; • cost of infrastructure may have to borne by locals <p>Levels marked</p> <p>Level 1 Some positive and negative economic impacts identified but no assessment of scale of impact</p> <p>Level 2 Positive and negative economic impacts clearly identified with an attempt at assessment of impact on local communities for answers at top of scale. May be weighted to one side of the argument.</p> <p>Level 3 Most positive and negative economic impacts considered and their effects on local communities assessed and compared balancing both sides of the case.</p>	<p>1-3</p> <p>4-6</p> <p>7-8</p>	AO4

Question Number	Possible answer	Marks	Assessment Objective
(c)	<p>Named LEDW destination used to discuss negative, impacts</p> <p>Levels marked</p> <p>Level 1 Basic impacts of each kind identified but ways of minimising these impacts only briefly mentioned. Limited mention of specific LEDW destination</p> <p>Level 2 Negative impacts of all kinds identified with some of the management approaches to minimise their effect clearly explained. Some comment made on the effectiveness of the identified measures in the selected LEDW destination with named examples for top end of scale.</p> <p>Level 3 Detailed understanding shown of effective measures to minimise negative impacts of every kind . Clear examples given within the selected LEDW destination fully related to the aims of responsible tourism</p>	<p>1-3</p> <p>4-7</p> <p>8-10</p>	<p>AO1</p>
	Total	24	

Question Number	Possible answer	Marks	Assessment Objective
4 (a)	<p>Aspects of traditional cultures which might appeal to visitors include: food, traditional dress, annual events; cultural traditions, ceremonial occasions; indigenous artefacts, folk dances and songs, language, folk art</p> <p>Levels marked</p> <p>Level 1 1 or 2 appropriate suggestions made</p> <p>Level 2 Range of suggestions to illustrate appeal.</p>	<p>1-3</p> <p>4-6</p>	AO1
(b)	<p>Principles to consider should include:</p> <ul style="list-style-type: none"> • Socio-cultural considerations to show respect for culture and traditional way of life • Environmental impact assessments should be carried out and monitored; carrying capacity of area should be assessed • Development of infrastructure should distribute costs and benefits fairly amongst developers and host population • Measures should be taken to consult with local residents and community leaders to gain approval for development schemes • Measures should be taken to maintain and strengthen community identity <p>Levels marked</p> <p>Level 1 1 or 2 brief relevant points outlined</p> <p>Level 2 2 or more points outlined with some clarity</p> <p>Level 3 3 or more points outlined with sufficient clarity.</p>	<p>1-3</p> <p>4-6</p> <p>7-8</p>	AO1
(c)	<p>Possible explanations:</p> <ul style="list-style-type: none"> • Broadens impact of economic benefit; • more of host population potentially involved directly; • multiplier effect enhanced; • stimulates general economic development acting as a catalyst for development <p>1 Mark for up to 4 of the above identified or 1 mark for each of 3 identified with additional mark for explanations of their importance up to a maximum of 6 marks, illustrating answer with named LEDW examples</p>	6	AO2

Question Number	Possible answer	Marks	Assessment Objective
(d)	<p>Detailed explanation of beneficial impact on SMEs and local communities using examples from the MEDW where sustainable practices have been introduced successfully. Some consideration must have been given to the effect sustainable development has had to achieve maximum marks</p> <p>Levels marked</p> <p>Level 1 Basic identification of benefits made with little or no explanation or evaluation</p> <p>Level 2 Examples of sustainable tourism development given with some evaluation of the benefits they have brought to local communities and SMEs</p> <p>Level 3 Well developed examples of sustainable development given with full evaluation of the benefits that they have brought to local communities and SMEs within the MEDW</p>	<p>1-3</p> <p>4-6</p> <p>7-8</p>	AO1 4 AO4 4
	Total	28	
	Total Marks	100	
	AO1	40	
	AO2	30	
	AO4	30	



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