



# **GCE MARKING SCHEME**

## **TRAVEL & TOURISM AS/Advanced**

**JANUARY 2013**

## INTRODUCTION

The marking schemes which follow were those used by WJEC for the January 2013 examination in GCE TRAVEL & TOURISM. 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.

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## GCE TRAVEL AND TOURISM - UNIT 1

### MARK SCHEME

January 2013

Question Number	Answer	Mark Allocation	Assessment Objective
1. (a)	<p>Possible answer:</p> <p>A private sector organisation is one whose main aim is to make a profit. The organisation could be small to medium scale often involving family or partnerships, or large scale involving shareholders.</p>	0 - 1	AO1 - 1
(b)	<p>Possible answers:</p> <ul style="list-style-type: none"> <li>• Cheaper than going abroad.</li> <li>• Value for money.</li> <li>• Family appeal.</li> <li>• Less travelling time.</li> <li>• British - no foreign currency/language to deal with.</li> </ul> <p>1 mark for an appropriate suggestion.</p>	0 - 1	AO2 - 1
(c)	<p>Possible answers:</p> <ul style="list-style-type: none"> <li>• Increased leisure time.</li> <li>• More holidays.</li> <li>• Holidays Pay Act.</li> <li>• More disposable income.</li> </ul> <p>Levels marked</p> <p>Level 1</p> <p>Answers are likely to be basic and include only 1 or 2 factors. Generic/list type answers.</p> <p>Level 2</p> <p>Answers are likely to be detailed and include at least 2 factors. Some development, knowledge and understanding.</p>	0 - 6	AO1 - 6

<b>Question Number</b>	<b>Answer</b>	<b>Mark Allocation</b>	<b>Assessment Objective</b>
(d) (i)	<p>Possible answers:</p> <ul style="list-style-type: none"><li>• More choice of accommodation.</li><li>• Higher standards of accommodation - TVs, Ipod players, room space.</li><li>• More choice of entertainment for different ages.</li><li>• Technology - internet bookings, payments.</li><li>• Both quality catering/drinks facility.</li></ul> <p>Levels marked</p> <p>Level 1</p> <p>Answers are likely to be basic and include only 1 or 2 examples. Little knowledge and understanding.</p> <p>Level 2</p> <p>Answers are likely to be detailed and include at least 2 examples. Some knowledge and understanding.</p>	0 - 4	AO2 - 4
	(ii)	0 - 2	AO2 - 2
	Possible answers:	0 - 2	AO2 - 2
	<ul style="list-style-type: none"><li>• To retain present customers.</li><li>• To attract new customers.</li><li>• To compete with similar organisations.</li><li>• To increase profits/mainstream profits.</li><li>• To meet expectation of customers.</li></ul> <p>2 marks for appropriate answers.</p>		
		<b>Total 14</b>	

Question Number	Answer	Mark Allocation	Assessment Objective
2. (a)	<p>Possible answers:</p> <ul style="list-style-type: none"> <li>• Some are free attractions.</li> <li>• Some are paid.</li> <li>• Weather - outdoor and indoor.</li> <li>• Some are in London.</li> <li>• Increase in prices.</li> </ul> <p>Permutation: 1 mark for a suitable answer. 1 mark for clear development.</p>	0 - 2	AO4 - 2
(b)	<p>Possible answers:</p> <ul style="list-style-type: none"> <li>• They can see a drop or rise in numbers.</li> <li>• They can plan/market for more visitors.</li> <li>• They can compare with similar organisations/competitors.</li> <li>• They can assess how their organisation is performing.</li> <li>• Change pricing policy.</li> <li>• Introduce new products and services/investment.</li> </ul> <p>Levels marked</p> <p>Level 1</p> <p>Answers are likely to be basic and include only 1 or 2 reasons. Little knowledge and understanding.</p> <p>Level 2</p> <p>Answers are likely to be detailed and include at least 2 reasons. Some knowledge and understanding.</p>	<p>0 - 4</p> <p>1 - 2</p> <p>3 - 4</p>	AO2 - 4
(c)	<p>Possible answers:</p> <ul style="list-style-type: none"> <li>• Visitor attractions might work with transport providers to provide a package that includes the admission fee and cost of transport.</li> </ul> <p>Permutation: 2 marks for a detailed answer. 1 mark for a basic answer.</p> <p>2 x 1 acceptable</p>	0 - 2	AO2 - 2

Question Number	Answer	Mark Allocation	Assessment Objective
(d)	<p>Possible visitor types:</p> <ul style="list-style-type: none"> <li>• Families.</li> <li>• Groups.</li> <li>• Senior citizens.</li> <li>• Young children.</li> <li>• Teenagers.</li> </ul> <p>The products and services will depend on the choice of visitor attraction.</p> <p>Levels marked</p> <p>Level 1</p> <p>Answers are likely to be basic and include only 1 or 2 products and services. Little or no link to different visitor types. Little or no assessment.</p> <p>Level 2</p> <p>Answers are likely to be detailed and include at least 2 products and services. Some link to different visitor types. Some assessment.</p>	<p>0 - 6</p>          <p>1 - 3</p>       <p>4 - 6</p>	<p>AO1 - 3</p> <p>AO4 - 3</p>
		<b>Total 14</b>	

Question Number	Answer	Mark Allocation	Assessment Objective
3. (a) (i)	<p>Possible answers: Sports tourism is a form of tourism which might include participation or spectating in sporting activities. E.g. golf holidays, the Olympics. 2 marks for clear knowledge and understanding. 1 mark for both knowledge and understanding.</p>	0 - 2	AO1 - 2
(ii)	<p>Possible answers: Culture vultures the culture of a destination they are visiting. This might include local food, drink, music and heritage. 2 marks for clear knowledge and understanding. 1 mark for both knowledge and understanding.</p>	0 - 2	AO1 - 2
(iii)	<p>Possible answers: Perishable because once the visit to Cardiff has been experienced it is over. At the end of the visit there is nothing to show but the experience. 2 marks for clear knowledge and understanding. 1 mark for both knowledge and understanding.</p>	0 - 2	AO2 - 2
(b)	<p>Possible answers:</p> <ul style="list-style-type: none"> <li>Job creation.</li> <li>Some jobs might be temporary/seasonal.</li> <li>Some jobs might be low paid.</li> <li>Income/wealth creation for the city.</li> <li>Increased profits for local businesses.</li> <li>Increased profits for local businesses.</li> <li>Increase in foreign currency.</li> <li>Attracts further investment.</li> <li>Multiplier effect.</li> <li>Leakage - international chains.</li> <li>Traffic congestion - effect on local businesses.</li> </ul> <p>Levels marked Level 1 Answers are likely to be basic and include only 1 or 2 impacts. Generic/list type answers. Little or no assessment. Level 2 Answers are likely to be detailed and include at least 2 impacts. some assessment Level 3 Answers are likely to be well developed and include at least 3 impacts. Clear assessment. Some reference to positive and negative impacts.</p>	<p>0 - 6</p> <p>1 - 3</p> <p>4 - 6</p> <p>7 - 8</p>	<p>AO1 - 3 AO2 - 5</p>
		<b>Total 14</b>	

Question Number	Answer	Mark Allocation	Assessment Objective
4. (a)	Possible answers: <ul style="list-style-type: none"> <li>• The economic climate.</li> <li>• Global recession.</li> <li>• Currency fluctuations.</li> <li>• Fuel costs.</li> <li>• Taxes - tourist, environmental.</li> </ul> Any 2 appropriate answers.	0 - 2	AO1 - 2
(b)	Possible answers: External pressures <ul style="list-style-type: none"> <li>• Snow - ample or little.</li> <li>• Volcanoes and their ash - Iceland.</li> <li>• Tsunamis - Japan. Pacific Islands.</li> <li>• Earthquakes - Turkey.</li> <li>• Hurricanes/typhoons - Florida. Caribbean.</li> </ul> Impacts <ul style="list-style-type: none"> <li>• Reduced demand for holidays.</li> <li>• Reduced demand for flights.</li> <li>• Loss of bookings - hotels.</li> <li>• Reduction in visitor numbers for attractions.</li> <li>• Less custom for cafes, bars, shops.</li> <li>• Damage to the image of a destination - safety.</li> </ul> Levels marked  Level 1 Discussions are likely to be basic and include only 1 or 2 external pressures and their impact. Little or no exemplification. Little knowledge and understanding. Generic/list type answers. Level 2 Discussions are likely to be detailed and include at least 2 external pressures and their impacts. Some knowledge and understanding. Some exemplification. Level 3 Discussions are likely to be well developed and include at least 3 external pressures and their impacts. Clear knowledge and understanding. Clear exemplification.	0 - 8          1 - 3  4 - 6  7 - 8	AO1 - 3 AO4 - 5
		<b>Total = 10</b>	



Question Number	Answer	Mark Allocation	Assessment Objective
5. (a)	Possible answers:  France's flight time is less than 4/5 hours.	0 - 1	AO1 - 1
(b)	Possible answers:  <ul style="list-style-type: none"> <li>• Meetings.</li> <li>• Trade fairs.</li> <li>• Incentive scheme.</li> </ul> Any 2 appropriate reasons.	0 - 2	AO1 - 2
(c) (i)	Possible answers:  Airline - BA, Air France, easyJet, Ryanair, Ferry - Condor, P & O. Brittany Ferries. LD Liner. Rail - Eurostar Le Shuttle Any appropriate organisation.	0 - 3	AO1 - 3
(ii)	Possible answers:  <ul style="list-style-type: none"> <li>• Comfort.</li> <li>• Cost.</li> <li>• Availability.</li> <li>• Conference.</li> <li>• Facilities - wifi.</li> <li>• Speed of journey.</li> <li>• Length of journey.</li> </ul> Any 2 appropriate factors.	0 - 2	AO1 - 2
(d)	Possible answers:  Air - quick. Choice of airports Good availability. Comfortable. Might be more expensive. Ferry - might be cheaper. Time to work. Longer journey time. Opportunity to work. Rail - quick. Can be expensive. Comfortable Opportunity to work. Good availability.  Levels marked  Level 1  Answers are likely to be basic and include only 1 or 2 advantages/disadvantages. Little discussion. Generic/list type answers.  Level 2  Answers are likely to be detailed and include at least 2 advantages/disadvantages. Some knowledge and understanding and discussion.	0 - 6          1 - 3    4 - 6   7 - 8	AO1 - 2 AO4 - 4
		<b>Total 14</b>	

Question Number	Answer	Mark Allocation	Assessment Objective
6. (a)	Possible answers: <ul style="list-style-type: none"> <li>• Greater comfort.</li> <li>• Increased availability.</li> <li>• Shorter journey times.</li> <li>• Greater choice of destinations.</li> <li>• Safer travel.</li> <li>• Cheaper travel.</li> <li>• Easier accessibility.</li> </ul> Any 2 appropriate benefits.	0 - 2	AO2 - 2
(b)	Possible answers:  Severn bridge - gives a quicker journey time between Wales and England. Motorways - the M5 has improved access to Devon and Cornwall. Rail - tourists have benefited from the electrification of lines which can reduced journey times. More comfortable trains. More care  Levels marked  Level 1  Answers are likely to be basic and include only 1 or 2 examples. Little or no reference to the UK's domestic tourists.  Level 2  Answers are likely to be detailed and include at least 2 examples. Some reference to the UK's domestic tourists.	0 - 4          1 - 2      3 - 4	AO2 - 4

Question Number	Answer	Mark Allocation	Assessment Objective
(c)	<p>Possible answers:</p> <ul style="list-style-type: none"> <li>• Drop-off points for cars.</li> <li>• Transport links/terminals with coach operators.</li> <li>• Baggage drop-off option.</li> <li>• Speedier boarding.</li> <li>• Choice of food and drink outlets.</li> <li>• Religion - rooms for prayer.</li> <li>• Toilet/shower facilities.</li> <li>• Computer terminals.</li> <li>• Retail outlets.</li> <li>• Increased Security.</li> <li>• Information.</li> </ul> <p>Levels marked</p> <p>Level 1</p> <p>Answers are likely to be basic and include only 1 or 2 products and services. List type answers. Little knowledge and understanding.</p> <p>Level 2</p> <p>Answers are likely to be detailed and include at least 2 products and services. Some knowledge and understanding.</p>	0 - 4	AO2 - 4
(d)	<p>Possible answers:</p> <ul style="list-style-type: none"> <li>• Traffic congestion.</li> <li>• Air pollution.</li> <li>• Noise pollution.</li> <li>• Safety concerns - flights over towns and cities.</li> <li>• Loss of land for roads, airport runways.</li> <li>• Little/damage caused by protesters.</li> </ul> <p>Levels marked</p> <p>Level 1</p> <p>Answers are likely to be basic and include only 1 or 2 impacts. Little or no discussion. List type answers. Little knowledge and understanding.</p> <p>Level 2</p> <p>Answers are likely to be detailed and include at least 2 impacts. Some discussion, knowledge and understanding.</p>	0 - 4	AO4 - 4
		<b>Total 14</b>	



## GCE TRAVEL AND TOURISM - UNIT 3

### MARK SCHEME

January 2013

Question Number	Answer	Mark Allocation	Assessment Objective
1. (a) (i)	<p>The purpose of setting marketing objectives is for the management of an organisation, its staff, stakeholders and customers to know what it is trying to achieve and how it intends to do this</p> <p>1 Mark for what it is trying to achieve; 1 mark for how it intends to do it.</p>	2	AO1
(ii)	<p>The travel and tourism organisation could ensure that its staff and customers are aware of its marketing objectives by:</p> <ul style="list-style-type: none"> <li>• Setting out its objectives in a mission statement</li> <li>• Publishing the mission statement within the organisation and on its literature.</li> <li>• Using staff training sessions to emphasise its mission statement and marketing objectives</li> <li>• Reinforcing the marketing objectives within staff meetings</li> </ul> <p>Levels marks</p> <p>Level 1</p> <p>Basic outline of one or two ways in which travel and tourism organisations could ensure that staff and customers are aware of their marketing objectives.</p> <p>Level 2</p> <p>Clear outlines of two ways in which travel and tourism organisations could ensure that staff and customers are aware of their marketing objectives.</p>	4	AO1
		0 - 2	
		3 - 4	

Question Number	Answer	Mark Allocation	Assessment Objective
(b)	<p>Expressing the marketing objectives following the SMART criteria ensures that the objectives are:</p> <ul style="list-style-type: none"> <li>• Specific - so it is evident what is to be achieved in a particular area of the operation.</li> <li>• Measureable - so that it can be seen if the target has been achieved</li> <li>• Achievable - so it is possible for the organisation to reach its objective</li> <li>• Realistic - so that it is comfortable with the organisation's mission statement and long term goals</li> <li>• Timed - so that there are specific time limits by which the target must be achieved</li> <li>• Following these criteria means that management and staff can see exactly what needs to be done, by whom, how and by when and are able to monitor progress towards a predetermined deadline</li> </ul> <p><b>Levels marked</b></p> <p><b>Level 1</b></p> <p>0 - 3</p> <p>Basic outline of some of the SMART criteria with little or no explanation of how this gives clarity to the objectives.</p> <p><b>Level 2</b></p> <p>4 - 6</p> <p>Clear explanation of most of the SMART criteria giving some examples to demonstrate how this creates clarity of objectives.</p> <p><b>Level 3</b></p> <p>7 - 8</p> <p>Well-developed explanation with appropriate examples for SMART criteria showing how clarity of objectives is achieved.</p>	<p>8</p>	<p>AO1 (4) AO2 (4)</p>
		<p><b>Total 14</b></p>	







Question Number	Answer	Mark Allocation	Assessment Objective
3. (a)	<p>Customers may be divided into target markets on the basis of :</p> <ul style="list-style-type: none"> <li>• Age</li> <li>• Gender</li> <li>• Life Cycle</li> <li>• Socio-economic groups</li> <li>• Geographical location</li> <li>• Psychographics</li> </ul> <p>Allow one mark for each method and one for description. If methods are only listed, maximum of three marks should be given.</p>	6	AO1
(b)	<p>Named organisation must be given</p> <p>Suitable products and services identified within the named organisation for the identified target markets with an evaluation of how these meet the needs of the target market.</p> <p><b>Levels marked</b></p> <p><b>Level 1</b></p> <p>Basic description of one or two different products or services provided by the named organisation for the two target markets. Little or no evaluation.</p> <p><b>Level 2</b></p> <p>Clear description of the different products or services provided by the named organisation for two target markets. Some evaluation attempted.</p> <p><b>Level 3</b></p> <p>Well-developed description of the products and services provided by the named organisation for the two target markets with detailed evaluation of how they meet the needs of the target market.</p>	8    <b>0 - 3</b>    <b>4 - 6</b>    <b>7 - 8</b>	AO2 (2) AO4 (6)

Question Number	Answer	Mark Allocation	Assessment Objective
(c)	<p><b>Market penetration</b> - Modify existing product to attract increased sales from existing market.</p> <p><b>Product Development</b> - Introduce a new product to an existing market.</p> <p><b>Market development</b> - reposition an existing product to attract a new market.</p> <p><b>Diversification</b> - Develop a new product for a new market</p> <p>Accept any two definitions, 1 mark for each.</p>	2	AO1
(d)	<p>Accept any two stages from:</p> <p>Introduction or Development, Growth, Maturity, Saturation, Decline,</p> <p>that have been described accurately</p> <p><b>Levels marked</b></p> <p><b>Level 1</b></p> <p>Basic description of one or two stages but no examples have been given.</p> <p><b>Level 2</b></p> <p>Clear description of two of the stages of the product lifecycle with examples.</p>	6	AO1 (3) AO2 (3)
		<b>Total 22</b>	

Question Number	Answer	Mark Allocation	Assessment Objective
4. (a) (i)	<p>Suitable marketing opportunities could be:</p> <ul style="list-style-type: none"> <li>• Celebrity tours</li> <li>• Attractions of quiet rural and interior</li> <li>• Historic focus</li> <li>• Off peak season visits</li> </ul> <p>Accept any relevant opportunity suggested for one mark with clear justification for second mark. If more than one suggestion is made then a third mark can be given.</p>	3	AO2
	<p>(ii) Threat could be</p> <ul style="list-style-type: none"> <li>• Overcrowding suggested by views of beaches in resource material</li> <li>• Lots of people have visited before so may become tired as a destination</li> <li>• May become unfashionable as a destination</li> <li>• other companies better marketing</li> <li>• target market determined by presence of another target market with adverse image</li> </ul> <p>Do not accept alternative destination described as a threat if no mention of Majorca.</p> <p>Accept any relevant threat suggested for one mark with clear justification for second mark. If more than one threat is suggested then a third mark can be given.</p>	3	AO2

Question Number	Answer	Mark Allocation	Assessment Objective
(b)	<p>Strengths of Majorca as destination:</p> <ul style="list-style-type: none"> <li>• Stunning scenery</li> <li>• Well-kept resorts</li> <li>• Variety of different types of beaches</li> <li>• Unspoilt villages and historic destinations</li> <li>• Excellent restaurants and bars</li> <li>• 300+ sunny days</li> <li>• Blue Mediterranean sea</li> <li>• Cheap flights and holidays available</li> <li>• Inclusive holiday available</li> <li>• Lots of facilities</li> <li>• Suitable for all seasons</li> <li>• Rediscovered by celebrities and super-cool</li> </ul> <p>Weaknesses of Majorca as destination:</p> <ul style="list-style-type: none"> <li>• Millions choose it</li> <li>• Beaches crowded</li> <li>• May choose wrong type of resort</li> </ul> <p><b>Levels marked</b></p> <p><b>Level 1</b></p> <p>Basic description of features from resource material but little or no attempt at evaluation of strengths or weaknesses for different visitor types.</p> <p><b>Level 2</b></p> <p>Clear attempt at evaluation of the strengths and weaknesses of Majorca as a destination for different visitor types using some of the resource material to support evaluation.</p> <p><b>Level 3</b></p> <p>Well-developed evaluation of the strengths and weaknesses of Majorca as a holiday destination for different visitor types with detailed use of evidence from the resource material to support the evaluation.</p>	<p style="text-align: center;">8</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>	<p>AO2 (4) AO4 (4)</p>
		<b>Total 14</b>	

Question Number	Answer	Mark Allocation	Assessment Objective
5. (a)	<p>Factors to be considered include:</p> <ul style="list-style-type: none"> <li>• Time.</li> <li>• Cost.</li> <li>• Accessibility.</li> <li>• Validity and reliability.</li> <li>• Fitness for purpose.</li> </ul> <p><b>Levels marked</b></p> <p><b>Level 1</b></p> <p>Basic outline of one or two factors which travel and tourism organisations might consider when deciding on which market research techniques to use.</p>	6	AO1 (3) AO2 (3)
	<p><b>Level 2</b></p> <p>Clear outline of three or more factors which travel and tourism organisations might consider when deciding on which market research techniques to use</p>	4 - 6	
(b)	<p><b>Named travel and tourism organisation must be given</b></p> <p>Description of one quantitative technique used by the named organisation to gather information on products and services.</p> <p><b>Levels marked</b></p> <p><b>Level 1</b></p> <p>Basic description of a quantitative research technique but little or no reference made to the use made of it by a named travel and tourism organisation.</p>	4	AO1 (2) AO2 (2)
	<p><b>Level 2</b></p> <p>Clear description of how a named travel and tourism organisation has used one quantitative research technique to gather information on its products or services.</p>	3 - 4	

Question Number	Answer	Mark Allocation	Assessment Objective
(c)	<p><b>Advantage</b></p> <ul style="list-style-type: none"> <li>• Data already available</li> <li>• Cost of collection to company is minimal</li> </ul> <p><b>Disadvantage</b></p> <ul style="list-style-type: none"> <li>• Secondary research data may have been collected for a different purpose and hence may not be directly relevant to the organisation.</li> <li>• Data may be out dated and not reflect current situation.</li> </ul> <p>Accept any relevant point. Must have an advantage and disadvantage to obtain both marks.</p>	2	AO1
		<b>Total 12</b>	

Question Number	Answer	Mark Allocation	Assessment Objective
6. (a)	<p><b>The factors could be:</b></p> <ul style="list-style-type: none"> <li>• Cost of production or delivery of product or service;</li> <li>• Price charged by competitors for a similar product or service;</li> <li>• Price customer is willing to pay;</li> <li>• Perceived quality of product or service offered;</li> <li>• Brand image;</li> <li>• Trends and fashion;</li> <li>• State of economy;</li> <li>• Organisation objectives;</li> <li>• Time of year</li> </ul> <p><b>Accept any two relevant factors.</b></p>	2	AO1
(b)	<p><b>Named organisation must be given.</b></p> <p><b>Elements of the pricing policy must be given and evaluated.</b></p> <ul style="list-style-type: none"> <li>• Pricing policy which could be chosen</li> <li>• Market skimming</li> <li>• Market penetration pricing</li> <li>• Cost plus pricing</li> <li>• Odd pricing</li> <li>• Discount pricing</li> <li>• Differential pricing</li> </ul> <p><b>Levels marked</b></p> <p><b>Level 1</b> Basic description of one or two pricing policies used by the named organisation but little or no attempt at evaluation.</p> <p><b>Level 2</b> Clear description of two or more pricing policies with some attempt at evaluation.</p>	6	AO2 (4) AO4 (2)
	<b>Total</b>	<b>8 marks</b>	
	<b>Total for paper</b>	<b>80 marks</b>	
	AO1	<b>40</b>	
	AO2	<b>28</b>	
	AO4	<b>12</b>	





## GCE TRAVEL AND TOURISM - UNIT 5

### MARK SCHEME

January 2013

Question Number	Answer	Mark Allocation	Assessment Objective
1. (a)	<p>Possible answers:</p> <ul style="list-style-type: none"><li>• Sun.</li><li>• Coast.</li><li>• Beach.</li><li>• Sea front - High rise apartments / hotels.</li><li>• Overcrowding.</li><li>• British bars and food.</li><li>• Abundance of accommodation providers and food and drink outlets.</li></ul> <p>Levels marked</p> <p>Level 1 - answers are likely to be basic and include only 1 or 2 characteristics. List type answers. Little knowledge and understanding.</p> <p>Level 2 - answers are likely to be more detailed and include at least 2 or 3 characteristics. Some knowledge and understanding.</p>	<p>0 - 4</p> <p>1 - 2</p> <p>3 - 4</p>	AO1 - 4
(b)	<p>Possible answers:</p> <ul style="list-style-type: none"><li>• Increase in disposable income.</li><li>• Paid holidays.</li><li>• Airline developments.</li><li>• Value package holidays.</li></ul> <p>Levels marked</p> <p>Level 1 - answers are likely to be basic and include only 1 or 2 characteristics. List type answers.</p> <p>Level 2 - answers are likely to be detailed and include at least 2 reasons. Some knowledge and understanding.</p>	<p>0 - 6</p> <p>1 - 3</p> <p>4 - 6</p>	A01 - 6

<b>Question Number</b>	<b>Answer</b>	<b>Mark Allocation</b>	<b>Assessment Objective</b>
(c) (i)	<p>Possible answers:</p> <ul style="list-style-type: none"> <li>• The internet - more people planning.</li> <li>• Independent holidays.</li> <li>• Value for money long haul holidays.</li> <li>• Package holidays are less flexible.</li> <li>• Overcrowding in mass tourism destinations.</li> <li>• Global recession - more people taking domestic holidays - 'staycation'</li> <li>• 'Tired looking' destinations</li> </ul> <p>Levels marked</p> <p>Level 1 - answers are likely to be basic and include only 1 or 2 reasons. Generic/list type answers. Little knowledge and understanding.</p> <p>Level 2 - answers are likely to be more detailed and include 2 or 3 reasons. Some knowledge and understanding.</p> <p>Level 3 - answers are likely to be well developed and include at least 3 or 4 reasons. Clear knowledge and understanding.</p>	<p>0 - 8</p> <p>1 - 3</p> <p>4 - 6</p> <p>7 - 8</p>	<p>A01 - 4</p> <p>A04 - 4</p>
(ii)	<p>Possible answers:</p> <ul style="list-style-type: none"> <li>• A sustainable tourism approach.</li> <li>• Promote as an all-year round destinations.</li> <li>• Promote different forms of tourism e.g. agritourism, sports tourism, cultural tourism.</li> <li>• Regenerate - demolish old high rise hotels, shopping malls. Replace with better quality low rise buildings.</li> <li>• Create green areas.</li> <li>• Target wealthier tourists - reduce the number of tourists but maintain income / spend levels.</li> </ul> <p>Levels marked</p> <p>Level 1 - answers are likely to be basic and include only 1 or 2 suggestions. Little exemplification. Some knowledge and understanding.</p> <p>Level 2 - answers are likely to be well developed and include at least 3 suggestions. Clear exemplification. Some knowledge and understanding.</p> <p>Level 3 - answers are likely to be well developed and include at least 3 suggestions. Clever exemplification. Clear knowledge and understanding.</p>	<p>0 - 8</p> <p>1 - 3</p> <p>4 - 6</p> <p>7 - 8</p>	<p>AO2 - 8</p>
		<b>Total 26</b>	

Question Number	Answer	Mark Allocation	Assessment Objective
<p>2. (a)</p>	<p>Possible answers:</p> <ul style="list-style-type: none"> <li>• Loss of income to international organisations - leakage.</li> <li>• Employment of foreign workers.</li> <li>• Import of international food and drink.</li> <li>• Little or no multiplier effect.</li> <li>• Little or no economic benefit to the local community.</li> </ul> <p>Levels marked</p> <p>Level 1 - answers are likely to be basic and include only 1 or 2 suggestions. Generic/list type answers. Little knowledge and understanding.</p> <p>Level 2 - answers are likely to be more detailed and include at least 2 or 3 suggestions. Some knowledge and understanding.</p>	<p>0 - 6</p>     <p>1 - 3</p>   <p>4 - 6</p>	<p>AO2 - 6</p>
<p>(b)</p>	<p>Possible answers:</p> <ul style="list-style-type: none"> <li>• Overcrowding.</li> <li>• Beach erosion.</li> <li>• Damage to plant / tree / forest habitat.</li> <li>• Damage to wildlife habitats.</li> <li>• Damage to heritage sites.</li> <li>• Sea pollution / damage to reefs.</li> <li>• Excess demand for local fish.</li> <li>• Increase in litter.</li> <li>• Worsening of air pollution - Bangkok.</li> </ul> <p>Levels marked</p> <p>Level 1 - answers are likely to be basic and include only 1 or 2 impacts. Little or no assessment. Generic / list type answers.</p> <p>Level 2 - answers are likely to be more detailed and include at least 2 or 3 impacts. Some assessment.</p> <p>Level 3 - answers are likely to be well developed and include at least 3 or 4 impacts. Clear assessment.</p>	<p>0 - 8</p>            <p>1 - 3</p>    <p>4 - 6</p>   <p>7 - 8</p>	<p>A01 - 3 A04 - 5</p>

Question Number	Answer	Mark Allocation	Assessment Objective
(c)	<p>Possible answers:</p> <p>Ecotourism - related activities are better for the environment - cycling, walking, local transport, eco accommodation is used.</p> <p>Agritourism - farm tourism keeps people in rural areas. Jobs are kept. Local produce is bought. Local food and drink is used. Local cultural survives.</p> <p>Cultural Tourism - tourists visit areas and buy local crafts. Traditional dance and music is preserved.</p> <p>Local Culture is respected.</p> <p>Levels marked</p> <p>Level 1 - answers are likely to be basic and include only 1 or 2 reasons. Little or no exemplification. Generic / list type answers</p> <p>Level 2 - answers are likely to be more detailed and include at least 2 or 3 reasons. Some exemplification.</p> <p>Level 3 - answers are more detailed and include 3 or 4 reasons. Clear knowledge and understanding. Clear exemplification.</p>	<p>0 - 12</p> <p>1 - 2 x 3</p> <p>3 - 4 x 3</p>	<p>AO1 - 6</p> <p>AO4 - 6</p>
		<b>Total 26</b>	

Question Number	Answer	Mark Allocation	Assessment Objective
(a)	Possible answers: <ul style="list-style-type: none"> <li>• Job creation.</li> <li>• Creation of wealth.</li> <li>• To increase foreign currency earnings.</li> <li>• Enhancing the image of the area.</li> <li>• Identity creation.</li> <li>• Awareness rising.</li> </ul> Levels marked <p>Level 1 - answers are likely to be basic and include only 1 or 2 objectives. Generic / list type answers.</p> <p>Level 2 - answers are likely to be more detailed and include at least 2 or 3 objectives. Some knowledge and understanding.</p>	0 - 6     1 - 3   4 - 6	
(b)	Possible answers: <ul style="list-style-type: none"> <li>• Log cabins.</li> <li>• Agritourism.</li> <li>• Photography holidays.</li> <li>• Arts and craft breaks.</li> <li>• Bird watching holiday.</li> <li>• Ecotourism activities / accommodation.</li> <li>• Green hotels.</li> <li>• Improved road infrastructure.</li> <li>• Improved public transport.</li> <li>• Regional airport.</li> <li>• Improving/adapting present attractions.</li> </ul> Levels marked <p>Level 1 - answers are likely to be basic and include only 1 or 2 suggestions. Generic / list type answers. Little knowledge and understanding.</p> <p>Level 2 - answers are likely to be more detailed and include at least 2 or 3 suggestions. Some knowledge and understanding.</p> <p>Level 3 - answers are likely to be well developed and include at least 3 or 4 suggestions. Clear knowledge and understanding. Clear knowledge and understanding.</p>	0 - 8        1 - 3   4 - 6   7 - 8	

Question Number	Answer	Mark Allocation	Assessment Objective
(c)	<p>Possible answers:</p> <ul style="list-style-type: none"><li>Distance from the UK and France.</li><li>Accessibility - airport, public transport.</li><li>Weather.</li><li>Cost - accommodation development, infrastructure.</li><li>Lack of attractions.</li></ul> <p>Levels marked</p> <p>Level 1 - answers are likely to be basic and include only 1 or 2 problems. Little or no assessment. Generic / list type answers.</p> <p>Level 2 - answers are likely to be more detailed and include at least 2 or 3 problems. Some assessment. Some knowledge and understanding.</p> <p>Level 3 - answers are likely to be well developed and include at least 3 or 4 problems. Clear assessment. Some knowledge and understanding.</p>	<p>0 - 8</p> <p>1 - 3</p> <p>4 - 6</p> <p>7 - 8</p>	
			Total 22

Question Number	Answer	Mark Allocation	Assessment Objective
4. (a)	<p>Possible answers:</p> <ul style="list-style-type: none"> <li>• Transport developments - airports, cruise road and rail.</li> <li>• Accommodation developments - hotels, eco accommodation, self-catering, agritourism.</li> <li>• Attractions - theme parks, museums.</li> <li>• Sustained to ? projects</li> <li>• Activities</li> <li>• Events</li> </ul> <p>Levels marked</p> <p>No marks for non LEDW destination</p> <p>Level 1 - answers are likely to be basic and include only 1 or 2 developments. Little or no exemplification. Generic / list type answers. With knowledge and understanding.</p> <p>Level 2 - answers are likely to be more detailed and include at least 2 or 3 developments. Some exemplification. Some knowledge and understanding.</p> <p>Level 3 - answers are likely to be well developed and include at least 3 or 4 developments. Clear exemplification. Clear knowledge and understanding.</p>	<p>0 - 8</p> <p>1 - 3</p> <p>4 - 6</p> <p>7 - 8</p>	AO1 - 8
(b)	<p>Possible answers:</p> <p>Positive</p> <ul style="list-style-type: none"> <li>• Regeneration.</li> <li>• A better way of life.</li> <li>• More jobs.</li> <li>• More income / wealth.</li> <li>• Multiplier effect.</li> <li>• Preservation of crafts, cuisine.</li> </ul> <p>Negative</p> <ul style="list-style-type: none"> <li>• Conflict between the tourists and hosts.</li> <li>• Loss of culture-Language, food, dress.</li> <li>• Social problems -drugs, alcohol.</li> <li>• Rise in food and house prices.</li> </ul> <p>Levels marked.</p> <p>Level 1 - answers are likely to be basic and include only 1 or 2 impacts. Little or no assessment. Generic / list type answers.</p> <p>Level 2 - answers are likely to be more detailed and include at least 2 or 3 impacts. Some assessment, knowledge and understanding.</p> <p>Level 3 - answers are likely to be well developed and include at least 3 or 4 impacts. Clear assessment, knowledge and understanding.</p>	<p>0 - 8</p> <p>1 - 3</p> <p>4 - 6</p>	AO1 - 3 AO4 - 5







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