GCE MARKING SCHEME

TRAVEL & TOURISM
AS/Advanced

JANUARY 2014

INTRODUCTION

The marking schemes which follow were those used by WJEC for the January 2014 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.

GCE Travel & Tourism - Unit 1

Question	Answer	Mark allocation	Assessment objective
Q.1 (a)	Possible answers: • Cabin crew service • Entertainment - screens, headphones. • Emergencies - first aid, advice. • Toilets. • Power sockets - laptop use. Any 2 appropriate services.	0-2	AO1-2
(b) (i)	Sample answer: Perishable - When the flight is over the experience is finished (1) and can't be taken with you (1).	0-2	AO1-2
(ii)	Sample Answer: Non-standardised - On a flight there will be different types of passenger who will have a different experience from the flight (1). Some passengers many have enjoyed the flight while others may not (1).	0-2	AO1-2
(c)	Sample answer: Organisations such as easy jet introduce new products and services as it will help them attract new passengers which will increase income and profit. New products and services can also give organisations an edge over the competition which will help them attract customers rather than them going to their competitors. It is important for organisations to retain their present customers and attract new customers and new products and services help to do this. Levels marked: Level 1 - Explanations are likely to be basic and include only 1 or 2 reasons. List type answers. Level 2 - Explanations are likely to be detailed and include at least 2 reasons	0-6 1-3 4-6	AO2-3 AO4-3

Question	Answer	Mark allocation	Assessment objective
(d)	Possible answers: • BA • Luthansa • Ryanair • Jet2 Any appropriate answers.	0-4	AO1-2
(e)	Sample answer: New jobs will have been created by easyJet as the destination airport will service the plane which will create jobs. easyJet will fly tourists to the new destination which will mean they will spend money ion hotels and attractions which creates wealth and more profit for the organisation Levels marked: Level 1 - outlines are likely to be basic and include only 1 positive economic impact with little or no exemplification. List type answer. Level 2 - outlines are likely to be detailed and include at least 2 positive economic impacts. Some exemplification.	0-4 1-2 3-4	AO2-4
	Total marks	**18**	

Question	Answer	Mark allocation	Assessment objective
Q.2 (a)	Possible answers: • VisitBritain. • VisitWales. • County councils. • South West Tourism Partnership. • DCMS. • English Heritage. • National Parks. Any 2 appropriate examples.	0-2	AO1-2
(b)	Sample answer: Public sector organisations are non-profit (1) organisations while private sector organisations' main aim is to make a profit (1)	0-2	AO1-2
(c)	Sample answer: TICs support the T & T industry by promoting such sectors as accommodation provides and attractions. They do this by providing leaflets and brochures to visitors. A second type of support is to educate tourists by providing displays and leaflets regarding sustainable tourism. This helps to protect an area and so ensure it remains a popular tourism destination for the many private travel and tourism organisations. Levels marked: Level 1 - Explanations are likely to be basic and include only 1 or 2 examples. List type answers. Level 2 - Explanations are likely to be detailed and include at least 2 examples.	0-6 1-3 4-6	AO2-6

Question	Answer	Mark allocation	Assessment objective
(d)	Possible answers: The travel and tourism industry contributes to the UK's economy by attracting inbound visitors who bring in money from overseas / foreign currency. The money that tourists spend results in more tax for the government which helps to pay for new schools and hospitals.	0-4	
	Levels marked: Level 1 - Explanation are likely to be basic and include only 1 example of how the travel and tourism industry contributes to the UK economy.	1-2	
	Level 2: - Explanations are likely to be detailed and include at least 2 examples of how the travel and tourism contributes to the UK economy .	3-4	
	Total marks	**14**	

Question		Answer	Mark allocation	Assessment objective
Q.3 (a)		Sample answer: The travel agents' role is to promote / market (1) and sell (1) long haul holidays to customers.	0-2	AO1-2
(b)		Possible answers: Development in aircraft technology. • Deregulation of airlines flying long haul. Increased affluence. Tourism confidence.	0-4	AO2-2 AO2-2
		Levels marked: Level 1 - Explanations are likely to be basic and include only 1 factor. List type answer.	1-2	
		Level 2 - Explanations are likely to be detailed and include at least 2 factors.	3-4	

(c)		Possible factors:
		• The appeal / factors will depend on the chosen destination.
		  • Location
		  • Landscape
		  • Climate
		  • Built attractions
		  • Natural attractions
		  • Accommodation
		  • Accessibility
		  • Events and entertainment
		  • Transport options
		  • Cost of living
		  • Business facilities
			0-8	AO1-8

		Levels marked: Level 1 - Discussions are likely to be basic and include only 1 or 2 named features. Little or no reference to different visitor types. list / generic type answers.	1-3	
		Level 2 - Discussions are likely to be detailed and include at least 2 or 3 named features. Some reference to different visitor types.	4-6	
		Level 3: - Discussions are likely to be developed and include at least 3 or 4 named features. Clear reference to different visitor types.	7-8	

Question	Answer	Mark allocation	Assessment objective
(d)	Possible answers: Positive: • Creation of jobs. • Increased affluence. • Better leisure facilities. Negative: • Overcrowding. • Conflicts with tourists. • Traffic problems. • Loss of ownership. • Loss of traditional life.	0-6	AO1-3 AO2-3
	Levels marked: Level 1 - Outlines are likely to be basic and include only 1 or 2 impacts. The candidates might focus on 1 or 2 positive or negative impacts only. Little or no reference to the residents' way of life. List type answers.	1-3	
	Level 2 - Outlines are likely to be detailed and include at least 2 or 3 positive and negative impacts. Some reference to the residents ways of life.	4-6	
	Total marks	**20**	

Question		Answer	Mark allocation	Assessment objective
Q.4 (a)		Possible answers: • Courmayeur. • Morzine. • Chamonix. • Cairngorms. • French Alps. Any 2 appropriate answers	0-2	AO1-2
(b)		Sample answer: Winter sports holidays appeal to UK tourists because the UK does not get a lot of snow which means people travel to places like the French Alps. Winter sports holiday activities like skiing and snowboarding are exciting which attracts people who like outdoor activities which give them an adrenaline rush. Levels marked: Level1 - Explanations are likely to be basic and include only 1 reason. List type answer. Level 2 - Explanations are likely to be detailed and include at least 2 reasons.	0-4 1-2 3-4	AO2 - 2 AO4 - 2
(c)		Possible answers: • High carbon footprint because of the transport methods. Deforestation. Use of chemicals to provide fake snow. • Travel and tourism developments can have a negative impact. E.g. roads, hotels, resorts, new ski runs. • Damage to flora and fauna habitats. Levels marked: Level 1 - Explanations are likely to be basic and include only 1 negative environmental impact. List type answer. Level 2 - Explanations are likely to be detailed and include at least 2 negative environmental impacts	0-4 1-2 3-4	AO2 - 2 AO4 - 2

Question	Answer	Mark allocation	Assessment objective
(d)	Possible answers: • Jobs throughout the year - ski chalets, hotels. • Creation of wealth for the areas. • Multiplier effect. • Many low-paid jobs. Levels marked: Level 1 - Evaluations are likely to be basic and include only 1 positive economic impact. List type answer. Level 2 - Evaluations are likely to be detailed and include at least 2 positive economic impacts	0-4 1-2 3-4	AO4-4
	Total marks	14	

Question		Answer	Mark allocation	Assessment objective
Q.5 (a)		Sample answer: Domestic tourists visit destinations within their own country whereas inbound tourists visit other countries (1). For example, a domestic tourist in the UK might visit Bath whereas an inbound tourist from France might visit London (1). 1 mark for a clear explanation and 1 mark for an appropriate example.	0 - 2	AO1 - 2
(b)		Possible answers: Coastal - Cornwall. Pembrokeshire. Blackpool. St. Ives Countryside - National Parks. Mountain areas - Snowdonia. Cairngorms. Rivers - Thames. Severn. Wye. Lakes - Bala. Windermere. Forests - new forest. Kielder Forest Park. Thetford forest. Levels marked: Level 1 Descriptions are likely to be basic and include only 1 or 2 named examples. List type answers. Level 2 Descriptions are likely to be detailed and include at least 2 or 3 named examples	0-6 1-3 4-6	AO1 - 3 AO2 - 3
(c)		Possible factors: • Increased amounts of time for travel and tourism activities. • Increased amounts of disposable income for many people. • Increased transport mobility. • Increased life expectancy. Levels marked: Level 1 - Assessments are likely to be descriptive and include only 1 or 2 factors. List type answer. Level 2 - Assessments are likely to be clear and include at least 2 or 3 factors.	0-6 1-3 4-6	AO4-6
		Total marks	**14**	

GCE Travel and Tourism - Unit 5

Question	Answer	Mark allocation	Assessment objective
Q.1 (a)	Possible answers: • Walking/hiking • Photography • Bird watching • Outdoor activities • Cultural/heritage visits • Painting • Horse riding • Enjoying local pubs/restaurants. Levels marked Level 1 – outlines are likely to be basic and include only 2 or 3 activities. Little knowledge or understanding. List type answers. Repetition of the resource. Level 2 – outlines are likely to be more detailed and include at least 3 or 4 activities. Some knowledge and understanding.	0 – 6 1 – 3 4 – 6	AO1-6
(b)	Possible answers: • The sharing of facilities • Sharing of running costs • The retail area for local goods • Use of renewable costs • Locally sourced materials • Training opportunities for local businesses • Raising awareness of conservation. Levels marked Level 1 – discussions are likely to be basic and include only 1 or 2 examples. Little knowledge or understanding. List types answers. Level 2 – discussions are likely to be more detailed and include at least 3 examples. Some knowledge and understanding. Level 3 – discussions are likely to be well developed and include at least 4 examples. Clear knowledge and understanding.	0 – 10 1 – 4 5 – 7 8 – 10	AO1 – 4 AO2 – 6

Question	Answer	Mark allocation	Assessment objective
(c)	Possible answers: • An increase in visitors/customers • An increase in income/profit • Opportunities to develop/diversify • Examples: being able to promote their organisation at The Sill. Transport providers could make links/trips to The Sill. Other attractions and accommodation providers might benefit from increased interest in The Sill and area. Levels marked	0 – 8	AO2 – 3 AO3 – 5
	Level 1 – explanation are likely to be basic and include only 1 or 2 examples of how different tourism organisations might benefit. List type answers.	1 – 3	
	Level 2 – explanations are likely to be more detailed and include at least 2 or 3 examples of how different tourism organisation might benefit. Some knowledge and understanding.	4 – 6	
	Level 3 – explanations are likely to be well developed and include at least 3 or 4 examples of how different tourism organisations night benefit. Clear knowledge and understanding.	7 – 8	
(d)	Possible answers: Negative economic: • Low paid jobs • Seasonal jobs • Increase in house prices • Increase in local fuel/fuel prices Negative social: • Traffic problems • Loss of ownership/privacy • Possible conflict • Increase in crime Negative environmental: • Erosion of pathways • Air pollution • Damage to flora/fauna • litter	0 – 8	AO1 – 3 AO3 – 5

Question	Answer	Mark allocation	Assessment objective
	Levels marked		
	Level 1 – answers are likely to be basic and include only 1 or 2 negative economic/social impacts. Little knowledge or understanding. Little or no assessment – more descriptive. List type answers.	1 – 3	
	Level 2 – answers are likely to be more detailed and include at least 2 or 3 negative economic/social impacts. Some assessment. Some knowledge and understanding. Some reference to the impact of seasonality.	4 – 6	
	Level 3 – answers are likely to be well developed and include at least 3 or 4 negative economic/social impacts. Clear assessment. Clear knowledge and understanding. Clear reference to the impact of seasonality.	7 – 8	
	Total marks	**32**	

Question			Answer	Mark allocation	Assessment objective
Q.2	(a)	(i)	Sample answers: Public: Tarifa Council EU government. Voluntary: Econologists in Action Greenpeace World Wide Fund for Nature Birdlife Indignado Any 2 organisations from each sector.	0 – 4	AO1 – 4
		(ii)	Possible answers: • to make a profit • shareholder interest • the appeal of the location • ample spaces • appeals to local people seeking housing • appeals to tourists seeking an unspoilt coastal location Levels marked Level 1 – suggestions are likely to be basic and include only 1 or 2 reasons. Little knowledge and understanding. List type answer. Level 2 – suggestions are likely to be more detailed and include at least 2 or 3 reasons Some knowledge and understanding Level 3 – answers are likely to be well developed and include at least 3 or 4 negative economic/social impacts. Clear assessment. Clear knowledge and understanding.	0 – 8 1 – 3 4 – 6 7 – 8	AO1 – 4 AO2 – 4

Question	Answer	Mark allocation	Assessment objective
(iii)	Sample answer: GMT Spain, as a private sector organisation, will have a main aim to make a profit from their investment this could clash with the voluntary sector's main aim of protecting local environments. The private sectors involved in the Valdevaqueros project may have less regard for the flora and fauna habitats which may be disturbed or damaged whereas the voluntary organisations such as Birdlife will focus on the natural habitats. The private organisation may also be more influenced by the views of their investors and not the local residents which can cause conflict with pressure groups. Finally, public sector organisations could cause conflict by supporting the development and ignoring the views of local residents.	0 – 8	AO1 – 3 AO2 – 5
	Levels marks Level 1 – discussions are likely to be basic and include only 1 or 2 areas of conflict. Little knowledge or understanding. Generic/list type answers.	1 – 3	
	Level 2 – discussions are likely to be more detailed and included at least 2 or 3 areas of conflict. Some knowledge and understanding.	4 – 6	
	Level 3 – discussions are likely to be well developed and include at least 3 or 4 areas of conflict. Clear knowledge and understanding.	7 – 8	

Question	Answer	Mark allocation	Assessment objective
(b)	Sample answer: • job creation • increase in local incomes • increase in profits for local businesses • multiplier effect • increase in foreign currency earnings • more investment • increase in local prices – food, houses • more seasonable/part time jobs Levels marks Level 1 – Answers are likely to be basic and include only 1 or 2 positive economic impacts. Little knowledge or understanding. List type answers. Little or no assessment. Level 2 – answers are likely to be more detailed and include at least 2 or 3 areas of positive economic impacts. Some knowledge and understanding. Some assessment. Level 3 – explanations are likely to be well developed and include at least 3 or 4 positive economic impacts. Clear knowledge and understanding. Clear assessment.	0 – 10 1 – 3 4 – 7 8 – 10	AO1 – 5 AO2 – 5
(c)	Possible answers: Negative social/cultural: • Traffic problems • Loss of ownership/privacy • Possible conflict • Increase in crime • Loss of identity • Threat to local language • Threat to local customs • Threat to traditional food, drink, arts and crafts. • Conflict with tourists. • Increase in retail prices • Increase in property prices	0 - 8	AO1 – 8

Question	Answer	Mark allocation	Assessment objective
	Positive social/cultural: • Increase in leisure prices • Increase in retail prices • Improved infrastructure • Improved housing • Improved economy • Improved household income • Improved employment prospects Levels marked Level 1 – discussions are likely to be basic and include only 1 or 2 positive and/or negative impacts. Little knowledge or understanding. List type answers. Level 2 – discussions are likely to be more detailed and include at least 2 or 3 positive/negative impacts. Some knowledge and understanding. Level 3 – discussions are likely to be well developed and include at least 3 or 4 positive/negative impacts. A well balanced discussion of positive and negative impacts. Clear knowledge and understanding.	1 – 3 4 – 6 7 – 8	
	Total marks	**38**	

Question		Answer	Mark allocation	Assessment objective
Q.3	(a)	The destination appeal will depend on the destination chosen but may include: • Climate • Landscape • Natural attractions • Built attractions • Events • Cost of living • Transport links • Business facilities • Accommodation. Visitor types include: • Families • Beach bums • Adrenaline junkies • Culture vultures • Special interest groups • Sports fans • 18 – 25s • Business tourists. Levels marked: Level 1 – descriptions named likely to be basic and include only 1 or 2 examples of the destinations appeal and only 1 or 2 visitor types. Little knowledge or understanding of the chosen destination. Generic/list type answers. Level 2 – descriptions are likely to be more detailed and include at least 2 or 3 named examples of the destinations appeal and 2 or 3 visitors types. Some knowledge and understanding of the chosen destination. Level 3 – descriptions are likely to be well developed and included at least 3 or 4 named examples of the destinations appeal and 3 or 4 visitor types. Clear knowledge and understanding of the chosen destination. Nil marks for non – LEDW destinations.	0 – 8 1 – 3 4 – 6 7 – 8	AO1 – 4 AO2 – 4
	(b)	Sample answer: Agents such as governments often have image enhancement of an area. For example, the regeneration (tourism development) of an area and an investment in new facilities, coupled with marketing will help to attract tourists.	0 – 4	AO1 – 2 AO2 - 2

Question	Answer	Mark allocation	Assessment objective
	Some tourism destinations like to create a regional identity in order to attract more tourists. For example, Wales likes to market its fantastic landscape and reputation for its people being hospitable whereas others promotes its identity as historic or control destination. Tourism destinations try to create a distinct identity in order to compete with other destinations and hopefully attract more tourists. 2 x 3 Marks. 2 marks for a clear explanation. 1 mark for a basic explanation.		
(c)	Possible answers: The projects will depend on the case studies chosen by the candidates. Economic objectives: • Job creation • Wealth creation • Increase in foreign currency earnings • Attracting investment Environmental objectives: • Conservation area • Creation of wetlands area • Protection of wildlife • Protection of forests/plant life • Preservation of ancient buildings	0 – 8	AO1 – 3 AO2 – 5
	Levels marked	1 – 3	
	Level 1 – descriptions are likely to be basic and include only 1 or 2 examples of travel/tourism development projects with economic or environmental objectives. Little knowledge or understanding. Generic/list type answers.		
	Level 2 – descriptions are likely to be more detailed and include at least 2 or 3 named examples of travel/tourism development projects with economic and environmental objectives. Some knowledge and understanding.	4 – 6	
	Level 3 – descriptions are likely to be well developed and include a balance of economic and environmental objectives from named tourism development projects. Clear knowledge and understanding.	7 – 8	

Question	Answer	Mark allocation	Assessment objective
(d)	Possible answers: They type of negative environmental impacts will depend on the destinations chosen to exemplify the candidate's answer. Examples might include: • Overcrowding – mass tourism, quality of life in host destinations. • Traffic congestion/parking/pollution • Increased wear and tear – pathways, heritage sites • Inappropriate development – high storey building • Damage to flora and fauna • Rubbish and litter – on beaches and in countryside areas. • Hotel development impacts • Airport development impacts • National Park developments Levels marked	0 – 10	AO1 – 4 AO2 – 6
	Level 1 – discussions are likely to be basic and include only 1 or 2 examples of negative environmental impacts resulting from tourism development. Little knowledge or understanding. List type answers.	1 – 3	
	Level 2 – discussions are likely to be more detailed and include at least 2 or 3 examples of negative environmental impacts resulting from tourism development. Some knowledge and understanding.	4 – 7	
	Level 3 – discussions are likely to be well developed and include at least 3 or 4 examples of negative environmental impacts. Clear knowledge and understanding.	8 – 10	
	Total marks	**30**	

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