



GCE MARKING SCHEME

**TRAVEL AND TOURISM
AS/Advanced**

SUMMER 2015

INTRODUCTION

The marking schemes which follow were those used by WJEC for the Summer 2015 examination in GCE TRAVEL AND 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 - INTRODUCING TRAVEL & TOURISM

MARK SCHEME - SUMMER 2015

Question	Answer	Mark allocation	Assessment objective
1 (a)	<p>Possible answers: Aviemore. Cairngorms. The Alps. The Pyrenees. Rockies. Chamonix. Andorra. Any 2 appropriate answers.</p>	0 - 2	AO1
(b)	<p>Possible factors: Improved marketing by travel agents / tour operators. Increased leisure time / more holidays. Increased disposable income. Increase in educational trips. Low budget flights. More regional airports. Permutation: 2 x 2 marks. 1 mark for an appropriate factor. 1 mark for a clear outline.</p>	0 - 4	AO1 - 2 AO2 - 2
(c)	<p>Sample answer: Non-standardised refers to the fact that each tourist has a slightly different experience (1). Each person on a winter sports holiday may have a favourite ski run or restaurant and so the experience will not have been the same for every tourist (1). Permutation: 1 mark for a clear explanation of non-standardised and 1 mark for applying to winter sports holidays.</p>	0 - 2	AO1 - 1 AO2 - 1
(d)	<p>Sample answer: Winter sports areas can also be described as year-round tourism destinations because they attract skiers and snowboarders in the winter months. This might include families, education groups, couples and extreme sports enthusiasts. During the other seasons tourists might visit the areas for other activities such as canoeing, walking or cycling. This might include families but it could attract the older generation who enjoy different activities in the warmer weather.</p>	0 - 4	AO2 - 4

Question	Answer	Mark allocation	Assessment objective
	<p>Business tourists are likely to visit areas throughout the year either to sell their products or for conferences / meetings.</p> <p>Levels marked</p> <p>Level 1 Explanations are likely to be basic and include little exemplification. Little knowledge or understanding. List type answer.</p> <p>Level 2 Explanations are likely to be clear and detailed and include some exemplification. Some knowledge and understanding.</p>	<p>1 - 2</p> <p>3 - 4</p>	
(e)	<p>Possible answers: Year-round employment. Creation of jobs. Reliable incomes. Increased profit for travel and tourism organisations. Multiplier effect.</p> <p>Level marked</p> <p>Level 1 Answers are likely to be basic and include only 1 or 2 positive economic impacts. Little or no application to winter sports areas as year-round tourism destinations. Little knowledge or understanding. Little or no assessment. List type answer.</p> <p>Level 2 Answers are likely to be clear, detailed and include at least 2 or 3 positive economic impacts. Some application to winter sports areas as year-round tourism destinations. Some knowledge and understanding. Some assessment.</p>	<p>0 - 6</p> <p>1 - 3</p> <p>4 - 6</p>	AO4 - 6
		Total 18 marks	

Question	Answer	Mark allocation	Assessment objective
2. (a)	Possible answers: Islamabad. Delhi. Tokyo. Hong Kong. Singapore. Beijing. Bangkok. Any 2 appropriate answers.	0 - 2	AO1 - 2
(b)	Sample answer: Perishable means that when a product has been experienced, it is over (1). At the end of a holiday to a long-haul tourism destination there is nothing to show but the experience (1). Permutation: 1 mark for a clear explanation of perishable and 1 mark for applying to long-haul tourism destinations.	0 - 2	AO1 - 2
(c)	The answer will depend on the destination chosen and may include natural and/or built attractions. Levels marked Level 1 Descriptions are likely to be basic and include only 1 or 2 named attractions and 1 or 2 different visitor types. Generic / list type answer. Level 2 Descriptions are likely to be clear, detailed and include at least 3 attractions and 2 visitor types. Some knowledge and understanding of the chosen destination.	0 - 6 1 - 3 4 - 6	AO1 - 3 AO2 - 3
(d) (i)	Possible answers: Flood. Volcano. Tsunami. Hurricane / Typhoon. Tornado / Twister. Disease. Earthquake. Fire. Any 3 appropriate answers.	0 - 3	AO1 - 3

Question	Answer	Mark allocation	Assessment objective
(d) (ii)	<p>Possible answers: Economic – loss of jobs, loss of income, loss of profit, loss of investment, Environmental – destruction of the natural landscape, damage to wildlife. Social – decrease in standard of living, loss of facilities. Logistics – repatriation of tourists.</p> <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include only 1 or 2 negative impacts. Little knowledge or understanding. Little or no assessment. List type answer.</p> <p>Level 2 Answers are likely to be clear, detailed and include at least 2 or 3 negative impacts. Some knowledge and understanding. Some assessment.</p>	0 - 6 1 - 3 4 - 6	AO4 - 6
		Total 19 marks	

Question	Answer	Mark allocation	Assessment objective
(b)	<p>Possible answers: Holidays. Holiday brochures. Currency exchange. Website. Insurance. Car hire. Tickets – flights, train, coach. Visa application. Immunisation advice. General advice.</p> <p>Levels marked</p> <p>Level 1 Descriptions are likely to be basic and include only 1 or 2 products / services. Little knowledge or understanding. List type answer.</p> <p>Level 2 Descriptions are likely to be clear, detailed and include at least 3 or 4 product /services. Some knowledge and understanding.</p>	<p>0 - 4</p> <p>1 - 2</p> <p>3 - 4</p>	<p>AO1 - 4</p>
(c)	<p>Sample answer: Intangible services from a travel agent are those which cannot be touched or taken away as physical product (1). For example, the giving of advice or the booking of a flight (1). Permutation: 1 mark for a clear explanation of intangible and 1 mark for applying to travel agents.</p>	<p>0 - 2</p>	<p>AO1 - 1 AO2 - 1</p>
(d)	<p>Possible answers: Increases profits. Improved efficiency. Cost saving. Improved product / service. More customers.</p> <p>Levels marked</p> <p>Level 1 Discussions are likely to be basic and include only 1 or 2 benefits. Little knowledge or understanding. Little or no exemplification. List type answer.</p>	<p>0 - 6</p> <p>1 - 3</p>	<p>AO2 - 3 AO4 - 3</p>

Question	Answer	Mark allocation	Assessment objective
(d)	Level 2 Discussions are likely to be clear, detailed and include at least 2 benefits. Some knowledge and understanding. Some exemplification.	4 - 6	
		Total 18 marks	

Question	Answer	Mark allocation	Assessment objective
4. (a)	Sample answer: The Holiday with Pay Act gave workers the right to one week's holiday per year. Any appropriate answer.	0 - 1	AO1 - 1
(b)	Possible answers: 1. Shorter working hours resulting in more time for travel and tourism activities. 2. Increased amounts of disposable income meant that people could afford a holiday, or more than one holiday each year. 3. Greater mobility as a result of increased car ownership and other transport developments. 4. Early retirement and increased life expectancy meant that people are taking part in more tourism activities later in their lives. Permutation: 2 x 2 marks. 1 mark for an appropriate factor. 1 mark for a clear outline.	0 - 4	AO1 - 2 AO2 - 2
(c)	Possible answers: Coastal – Brighton, Rhyl, Morcambe, Pembrokeshire coast, Dorset coast. Towns / Cities – Bath, London, Swansea, Stratford-Upon-Avon/Chester. Countryside – Cotswolds, National Parks, Bala Lake/Llyn Tegid, Exmoor. Tourist types – business, leisure, groups, families. Levels marked Level 1 Descriptions are likely to be basic and include only 1 or 2 types of destinations / tourist types. Little knowledge or understanding. Little or no exemplification. List type answer. Level 2 Descriptions are likely to be detailed and include at least 2 or 3 different types of destinations / tourist types. Some knowledge and understanding. Some exemplification. Level 3 Descriptions are likely to be well developed and include at least 3 or 4 types of destinations / tourist types. Clear knowledge and understanding. Clear exemplification.	0 - 8 1 - 3 4 - 6 7 - 8	AO1 - 3 AO2 - 5
		Total 13 marks	

Question	Answer	Mark allocation	Assessment objective
5. (a)	<p>Possible answers: Spa. Cinema /Theatre. Waterworld. Fairground. Sports coaching. Improved accommodation. Range of accommodation – hotels, apartments Merchandise stores. Improved eating – restaurants, food courts. Range of eating outlets. Improved animation teams.</p> <p>Levels marked</p> <p>Level 1 Outlines are likely to be basic and include only 1 or 2 examples. Little knowledge or understanding. List type answer.</p> <p>Level 2 Outlines are likely to be detailed and include at least 2 or 3 examples. Some knowledge and understanding.</p>	<p>0 - 4</p> <p>1 - 2</p> <p>3 - 4</p>	<p>AO2 - 4</p>
(b)	<p>Possible answers: Airports – Stansted, Manchester, Southampton, Bristol. Ferry / Cruise terminals – Dover, Fishguard, Southampton. Rail – St. Pancras, Channel Tunnel, Reading, Cardiff. Bus / coach stations – Victoria, Birmingham, Manchester</p> <p>Levels marked</p> <p>Level 1 Assessments are likely to be basic, descriptive and include only 1 or 2 named examples. Little knowledge or understanding. List type answer.</p> <p>Level 2 Assessments are likely to be clear, detailed and include at least 2 or 3 named examples. Some knowledge and understanding.</p> <p>Level 3 Assessments are likely to be clear, well developed and include at least 3 or 4 named examples. Clear knowledge and understanding.</p>	<p>0 - 8</p> <p>1- 3</p> <p>4 - 6</p> <p>7 - 8</p>	<p>AO1 - 3 AO4 - 5</p>
		Total 12 marks	
	GRAND TOTAL 80 MARKS		

GCE MARKETING IN TRAVEL & TOURISM - UNIT 3

MARK SCHEME - SUMMER 2015

Question	Possible Answer	Mark Allocated	Assessment Objective
1. (a) (i)	Primary research is the gathering of information directly from past, current or potential customers of an organisation collected by the organisation concerned for a specific purpose. It is possible that candidates will refer only to gathering information through questionnaires which would be accepted.	1	AO1
(ii)	Secondary market research or desk based research uses data that already exists produced by sources inside or outside the travel and tourism organisation.	1	AO1
(b)	Accept any two from time, cost, accessibility, validity and reliability, fitness for purpose.	2	AO1
(c)	<p>Visitor statistics could be used to identify</p> <ul style="list-style-type: none"> • the types of customer • size of groups • frequency to visit • distance travelled • peak entry times on a daily or season basis • comparison of trends over time <p>Level marked</p> <p>Level 1 Basic identification of one or two types of published visitor statistics collected but little or no explanation of how they could be used as part of the secondary market research.</p> <p>Level 2 Clear identification of a range of published visitor statistics that could be collected with an explanation of how these could be used as part of secondary market research to identify when it is necessary to implement extra promotions.</p>	<p>4</p> <p>0 – 2</p> <p>3 – 4</p>	AO1
	Total marks	12	

Question	Possible Answer	Mark Allocated	Assessment Objective
2 (a)	By producing a mission statement a travel and tourism organisation focuses on what it is trying to achieve. Knowing to what it is aiming allows the organisation to set marketing objectives to enable it to achieve its aims.	2	AO1
(b)	<p>Marketing objectives set specific targets for an organisation to fulfil its aims. To do this the business operation of the travel and tourism organisation must be co-ordinated so that the staff know what must be done and in what time frame. The marketing objectives allow a step by step process to be followed to achieve its aims in a logical and realistic manner.</p> <p>Give one mark for identifying each way and additional mark for the development of each point.</p>	4	AO1
(c)	<p>It is important to use all of the SMART criteria when setting marketing objectives as this makes the process by which the organisation is trying to achieve its aims very clear. If the objective is specific it will focus on one area of the organisation's operations. If the objective can be measured then its success or effectiveness can be measured then its success or effectiveness can be assessed. The objective must be within the organisation's capability to achieve at that stage of its development and a realistic target to work towards. There needs to be a time element stated within the objective so that reviews can be carried out systematically.</p> <p>Levels marked</p> <p>Level 1</p> <p>Basic explanation of 2 or 3 of the SMART criteria which can be used when setting marketing objectives with examples but little or no comment on their importance to the organisation.</p> <p>Level 2</p> <p>Clear explanation of the use of all of the SMART criteria when setting marketing objectives with examples that demonstrated an understanding of their importance to the organisation.</p>	<p>6</p> <p>0 – 3</p> <p>4 – 6</p>	AO1

Question	Possible Answer	Mark Allocated	Assessment Objective
(d)	<p>If the marketing process is reviewed continuously it allows an organisation to see if it is achieving its objectives. This gives the organisation the opportunity to alter its marketing strategy if this is not producing the required results. It may also allow an organisation to amend its products and services as the business environment changes.</p> <p>Levels marked</p> <p>Level 1 One or two reasons why an organisation should review its marketing process given briefly but no comment made on how the organisation could use this information.</p> <p>Level 2 Two or more reasons why an organisation should review its marketing process continuously are given clearly with understanding show that it enables the organisation to modify its operation, its products and services and its marketing strategy if its aims are not being achieved.</p>	<p>4</p> <p>0 – 2</p> <p>3 – 4</p>	AO1
	Total marks	16	

Question	Possible Answer	Mark Allocated	Assessment Objective
3 (a)	<ul style="list-style-type: none"> • suggestion boxes • Cost of promotional medium • Type of product or service • Target market <p>Accept any two factors</p>	2	AO1
(b)	<p>Accept any two of the following methods of sales promotion.</p> <ul style="list-style-type: none"> • Price reductions • Free gifts and incentives • Special offers • Competitions • Loyalty incentives • Extra products • Incentive products • Sales promotions targeted at trade clients e.g. familiarisation visits; bonus payments for exceeding a sales target for a tour operator <p>Award one mark for the type of sales promotion and one for clarity of description.</p>	2 x 2	AO1
(c)	<p>Ways in which Visit Wales could use the feedback from the questionnaire could include</p> <ul style="list-style-type: none"> • developing products for the most popular activities • promoting suitable accommodation • following up the brochure requests with targeted advertising for the specific visitor type identified • compiling a database of individual names for future mailshots <p>Accept any two relevant suggestions with second mark for the development of each.</p>	2 x 2	AO2

Question	Possible Answer	Mark Allocated	Assessment Objective
(d)	<p>Leaflet contents referred to including:</p> <ul style="list-style-type: none"> • attractiveness of photographs used to illustrate places, events and activities on the leaflet; • interest generated by the range of activities available and their suitability for different target markets • additional information available from website or from brochure or technology based outlets • language used to make customers aware of the range of products and activities; • Cover picture and strapline; • choice of colour, type and size of font to attract attention; <p>Levels marked</p> <p>Level 1 Only some aspects of the content of the leaflet identified with little or no attempt at evaluation of its effectiveness in attracting potential tourists to Wales</p> <p>Level 2 Effectiveness of most of the aspects of the leaflet in relation to attracting potential tourists to Wales evaluated clearly with reference made to the content of the promotional material.</p> <p>Level 3 Well developed evaluation of most of the aspects of the leaflet in relation to attracting potential tourists to Wales with reference made to AIDA and linked to the content of the promotional material throughout.</p>	<p style="text-align: center;">8</p> <p style="text-align: center;">0 – 3</p> <p style="text-align: center;">7 – 8</p>	<p style="text-align: center;">AO2 (3) AO4 (5)</p>
	Total marks	18	

Question	Possible Answer	Mark Allocated	Assessment Objective
4. (a)	<p>Named organisation given.</p> <p>Strengths, weaknesses, opportunities and threats identified by the travel and tourism organisation's analysis of its business operation are outlined with an explanation of how these results have been used by the organisation to develop its business strategy.</p> <p>For example strengths are enhanced, weaknesses have been tackled and improvements made. Opportunities have been developed to increase range of products and services on offer, perceived threats from competitors have been explored and remedies put into practice.</p> <p>Level 1 Basic explanation of some of the elements of SWOT probably weighted to strengths and weaknesses. Limited reference to how the organisation has used the analysis to develop its business strategy.</p> <p>Level 2 Clear explanation of how the results of most of the elements of the SWOT analysis have been used by the named travel and tourism organisation to develop its business strategy.</p>	<p>6</p> <p>0 – 3</p> <p>4 – 6</p>	<p>AO1 (3) AO2 (3)</p>

Question	Possible Answer	Mark Allocated	Assessment Objective
(b)	<p>Named organisation given.</p> <p>Discussion of the political and technological aspects of the external business environment and how this affects the performance of the named travel and tourism organisation.</p> <p>Political factors could include:</p> <ul style="list-style-type: none"> • changes of government • changes of government policy • establishment of trade alliances • legislation affecting business operation introduced <p>Technological factors could include:</p> <ul style="list-style-type: none"> • introduction of new forms of transport • development of new computer programmes affecting company operating procedure e.g. online check in • development of websites and internet based services • communication system improvements affecting marketing strategies e.g. use of twitter, facebook and other social networks, mobile phone apps <p>Level 1</p> <p>Level 1 Brief explanation of how the performance of the named organisation's business is affected by one or two political and technological factors.</p> <p>Level 2 Clear explanation of how the performance of the named travel and tourism organisation's business is affected by two or three political and technological factors.</p>	<p>6</p> <p>0 – 3</p> <p>4 – 6</p>	<p>AO2 (6)</p>
(c)	<ul style="list-style-type: none"> • Products and services could be created for the needs of this target market • Seasonality affecting tourism products may be reduced as this age group are likely to be at or nearing retirement and hence not constrained by annual leave periods • Affordable products and services could be introduced as disposable income of this target group is likely to be more varied dependent on whether the individual has a works pension as well as a state pension <p>Accept any two realistic suggestions with second mark for development of outline.</p>	<p>2 x 2</p>	<p>AO1</p>
Total marks		<p>16</p>	

Question	Possible Answer	Mark Allocated	Assessment Objective										
5. (a)	<table border="1"> <thead> <tr> <th data-bbox="376 315 600 383">Lifestyle Description</th> <th data-bbox="600 315 1050 383">Travel and tourism product</th> </tr> </thead> <tbody> <tr> <td data-bbox="376 383 600 450">Mainstreamers</td> <td data-bbox="600 383 1050 450">E Thomas Cook package holiday to Benidorm, Spain</td> </tr> <tr> <td data-bbox="376 450 600 483">Aspirers</td> <td data-bbox="600 450 1050 483">B Holiday to Bali</td> </tr> <tr> <td data-bbox="376 483 600 551">Reformers</td> <td data-bbox="600 483 1050 551">A Family Ecotourism holiday to the Yorkshire Dales</td> </tr> <tr> <td data-bbox="376 551 600 618">Individualists</td> <td data-bbox="600 551 1050 618">D White water rafting down the Zambezi river</td> </tr> </tbody> </table>	Lifestyle Description	Travel and tourism product	Mainstreamers	E Thomas Cook package holiday to Benidorm, Spain	Aspirers	B Holiday to Bali	Reformers	A Family Ecotourism holiday to the Yorkshire Dales	Individualists	D White water rafting down the Zambezi river	4	AO1
Lifestyle Description	Travel and tourism product												
Mainstreamers	E Thomas Cook package holiday to Benidorm, Spain												
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Individualists	D White water rafting down the Zambezi river												
(b)	<p>The advantages of using market segmentation include the fact that</p> <ul style="list-style-type: none"> • it makes it easier for an organisation to get the product or service right for the customer; • it allows the organisation to place the chosen promotional materials in suitable media associated with market segment; • it allows for the particular product to be closely identified with the market segment and can lead to its gaining a dominant market position; • it is cost effective; <p>Levels marked</p> <p>Level 1 One or two of the advantages of market segmentation explained briefly.</p> <p>Level 2 Two or three of the advantages of market segmentation explained clearly.</p>	<p>4</p> <p>0 – 2</p> <p>3 – 4</p>	AO1										

Question	Possible Answer	Mark Allocated	Assessment Objective
(c)	<p>Named organisation given.</p> <p>Description of products and services provided by a named travel and tourism organisation with clear indication of the target market and an evaluation of how its provisions meets the needs of the market e.g. children's early evening meal time in a hotel restaurant meets the needs of a family with young children who have any early bedtime.</p> <p>Levels marked</p> <p>Level 1 Basic description of the range of products and services provided by a named travel and tourism organisation with little or no evaluation of how these meet the needs of the target markets.</p> <p>Level 2 Discussion of the range of products and services provided by a named travel and tourism organisation with clear evaluation of how these meet the needs of the target markets</p> <p>maximum of level 1 if only generic organisations given as examples</p>	<p>6</p> <p>0 – 3</p> <p>4 – 6</p>	<p>AO2 (3) AO4 (3)</p>
	Total marks	14	
	Total Marks for paper	80	
	AO1	45	
	AO2	22	
	AO4	13	

GCE A2 TRAVEL & TOURISM
UNIT 5 - TOURISM DEVELOPMENTS & TOURISM IMPACTS
MARK SCHEME - SUMMER 2015

Question	Answer	Mark Allocation	Assessment objective
1. (a)(i)	<p>Answers:</p> <p>Public sector: National Nature Reserve in 1987 by the Department of the Environment for Northern Ireland. Northern Ireland Tourist Board. Heritage Lottery Fund. Department of Environment.</p> <p>Voluntary sector: National Trust. The Giant's Causeway Visitor Centre, Causeway Coast Communities Consortium. Friends of the Earth UNESCO.</p> <p>Any two appropriate organisations for each sector.</p>	0 - 4	AO1 - 4
(b)	<p>Possible answers:</p> <p>Public Sector organisations</p> <ul style="list-style-type: none"> - creation of jobs - creation of wealth - community interests - protection of the environment - promoting tourism destinations <p>Private sector organisations:</p> <ul style="list-style-type: none"> - profit - rewarding / satisfying investors - investing for future benefits <p>Voluntary sector organisations:</p> <ul style="list-style-type: none"> - representing a community - conserving the environment - preserving the environment - <p>Levels marked</p> <p>Level 1 - outlines are likely to be basic and include only 1 or 2 objectives. Little knowledge or understanding. Generic / list type answers.</p> <p>Level 2 - outlines are likely to be more detailed and include at least 2 or 3 objectives. Some knowledge and understanding.</p> <p>Level 3 - outlines are likely to be well developed and include at least 3 or 4 objectives from the 3 sectors. Clear knowledge and understanding.</p>	0 - 8	AO1 - 4 AO2 - 3
		1 - 3	
		4 - 6	
		7 - 8	

Question	Answer	Mark Allocation	Assessment objective
(c)	<p>Possible answers:</p> <ul style="list-style-type: none"> - CO2 emissions pollution - air pollution - from cars and buses - Noise pollution for the local villages - cars, buses - More tourists - increased wear of the Causeway - Inappropriate development - visual pollution - Impact on local flora and fauna - Visual pollution - litter on coastline and by the UNESCO heritage site - Overcrowding - local people displaced from facilities - Traffic congestion - local people affected. 	0 - 10	AO1 - 3 AO7 - 7
	<p>Levels marked</p>		
	<p>Level 1 - descriptions are likely to be basic and include only 1 or 2 examples of negative environmental impacts. Little knowledge or understanding. Generic / list type answers.</p>	1 - 3	
	<p>Level 2 - descriptions are likely to be more detailed and include at least 2 or 3 examples of negative environmental impacts linked to the area. Some knowledge and understanding.</p>	4 - 7	
<p>Level 3 - descriptions are likely to be well developed and include at least 3 or 4 examples of negative environmental impacts linked to the area. Clear knowledge and understanding.</p>	8 - 10		

Question	Answer	Mark allocation	Assessment objective
(d)	<p>Possible answers:</p> <ul style="list-style-type: none"> - Job creation - accommodation providers, transport providers and visitor centre. Seasonal and permanent. - Increase in income / profit for local travel and tourism organisations - Multiplier affect - shops - Attracts further investment - new accommodation, attractions and transport - Increase in foreign currency earnings. <p>Levels marked</p> <p>Level 1 - assessments are likely to be basic and include only 1 or 2 positive economic impacts. Little knowledge or understanding. Generic / list type answers.</p> <p>Level 2 - assessments are likely to be detailed and include at least 2 or 3 positive economic impacts. Some reference to MEDW coastal areas. Some knowledge and understanding.</p> <p>Level 3 - assessments are likely to be well developed and include at least 3 or 4 positive economic impacts. Clear knowledge and understanding.</p>	<p>0 - 10</p> <p>1 - 3</p> <p>4 - 7</p> <p>8 - 10</p>	<p>AO1 - 3 AO3 - 7</p>
		Total 32 marks	

Question	Answer	Mark allocation	Assessment objective
2. (a)	<p>Possible answers:</p> <ul style="list-style-type: none"> - weak economy - weak education system - low life expectancy (health) - low disposable income - limited tourism development - possible politically unstable - more prone to internal / external pressures - likely to be from Asia, S. America or Africa - poor infrastructure - prone to leakage - Low skilled labour force <p>Levels marked</p> <p>Level 1 - outlines are likely to be basic and include only 1 or 2 characteristics. Little knowledge or understanding, Generic / list type answers.</p> <p>Level 2 - outlines are likely to be more detailed and include at least 2 or 3 characteristics. Some knowledge and understanding</p>	<p>0 - 6</p> <p>1 - 3</p> <p>4 - 6</p>	<p>AO2 - 6</p>

Question	Answer	Mark allocation	Assessment objective
(b)	<p>Possible answers:</p> <p>The tourism developments will depend on the LEDW destination chosen but may include:</p> <ul style="list-style-type: none"> - Visitor attractions - Accommodation - Transport - airports, cruises - Catering (food and drink) - Infrastructure - Retail - Events (music, sport, conference) <p>Tourist types might include:</p> <ul style="list-style-type: none"> - Families - Beach bums - Adrenaline junkies - Culture vultures - Special interests groups - Sports fans - Couples - 18-25s - Business tourists 	0 - 10	AO1 - 3 AO2 - 7
	<p>Level marked</p> <p>Level 1 - descriptions are likely to be basic and include only 1 or 2 tourism developments. Only 1 or 2 tourist types. Little knowledge or understanding. Generic / list type answers.</p>	1 - 3	
	<p>Level 2 - descriptions are likely to be more detailed and include at least 2 or 3 tourism developments. At least 2 or 3 tourist types. Some knowledge or understanding.</p>	4 - 7	
	<p>Level 3 - descriptions are likely to be well developed and include at least 3 or 4 tourism developments. At least 3 or 4 tourist types. Clear knowledge and understanding.</p>	8 - 10	

Question	Answer	Mark allocation	Assessment objective
(c)	<p>Possible answers:</p> <p>Economic:</p> <ul style="list-style-type: none"> - fuel - energy price - global economy - regional economy - transport costs - taxes - exchange rates <p>Environmental:</p> <ul style="list-style-type: none"> - natural disaster - health / disease alerts - climate change 	0 - 10	AO1 - 3 AO2 - 7
	<p>Levels marked</p> <p>Level 1 - discussions are likely to be basic and include only 1 or 2 examples. Little knowledge or understanding. Generic / list type answers.</p>	1 - 3	
	<p>Level 2 - discussions are likely to be more detailed and include at least 2 or 3 examples. Some knowledge and understanding.</p>	4 - 7	
	<p>Level 3 - discussions are likely to be well developed and include at least 3 or 4 examples. Clear knowledge and understanding.</p>	8 - 10	

Question	Answer	Mark allocation	Assessment objective
(d)	<p>Possible answers:</p> <ul style="list-style-type: none"> - Overcrowding - Impact on the general quality of life - Anti-social behaviour - Possible conflict between tourists and/or locals - Dress code conflicts - Lack of respect by tourists for local traditions - Religious conflict - Temporary displacement in local facilities - All inclusive impacts - Employment impacts <p>Level marked</p> <p>Level 1 - evaluations are likely to be basic, descriptive and include only 1 to 2 negative social impacts. Little knowledge or understanding. Generic / list type answers.</p> <p>Level 2 - evaluations are likely to be more detailed and include at least 2 or 3 negative social impacts. Some link to tourism development. Some knowledge and understanding.</p> <p>Level 3 - evaluations are likely to be well developed and include at least 3 or 4 negative social impacts. Clear link to tourism development. Clear knowledge and understanding.</p>	0 - 10	AO2 - 3 AO3 - 7
		Total 36 marks	

Question	Answer	Mark allocation	Assessment objective
3. (a)	<p>Possible answer: Visitor attractions - cathedrals, palaces, parliament, museums, Madame Tussauds, art galleries, conferences, events, opera houses, theatres.</p> <p>Tourist types - culture vultures, business people, education groups.</p> <p>Levels marked</p> <p>Level 1 - outlines are likely to be basic include only 1 to 2 reasons with little or no link to tourist types. Little knowledge or understanding. Generic / list type answers.</p> <p>Level 2 - outlines are likely to be more detailed and include at least 2 or 3 reasons with some link to tourist types. Some knowledge and understanding.</p> <p>Level 3 - outlines are likely to be well developed and include at least 3 or 4 reasons. Clear link to tourist types. Clear knowledge and understanding.</p>	<p>0 - 8</p> <p>1 - 3</p> <p>4 - 6</p> <p>7 - 8</p>	<p>AO1 - 4 AO2 - 4</p>
(b)	<p>Possible answers:</p> <ul style="list-style-type: none"> - Enhancing the image - Creating / reinforcing a city identity - Economic - jobs, wealth, income, profit - Environmental - cleaner / greener <p>Levels marked</p> <p>Level 1 - explanations are likely to be basic include only 1 to 2 political objectives. Little knowledge or understanding. Generic list type answers.</p> <p>Level 2 - explanations are likely to be more detailed and include at least 2 or 3 political objectives. Some knowledge and understanding.</p>	<p>0 - 6</p> <p>1 - 3</p> <p>4 - 6</p>	<p>AO1 - 6</p>

Question	Answer	Mark allocation	Assessment objective
<p>(c)</p>	<p>Possible answers: Environmental - short term visual pollution, noise and air pollution from construction sites and transport.</p> <p>Social - disruption to transport within the city years of inconvenience for local residents and tourism organisations.</p> <p>Economic - loss of different tourist types, competing cities have an advantage, temporary boom in construction jobs.</p> <p>Levels marked</p> <p>Level 1 - assessments are likely to be basic include only 1 or 2 impacts. Little knowledge or understanding. Generic / list type answers.</p> <p>Level 2 - assessments are likely to be more detailed and include at least 2 or 3 negative impacts. Some knowledge or understanding.</p> <p>Level 3 - assessments are likely to be well developed and include at least 3 or 4 negative impacts. Clear knowledge and understanding.</p>	<p>0 - 12</p> <p>1 - 3</p> <p>4 - 7</p> <p>8 - 10</p>	<p>AO1 - 3 AO3 - 7</p>

Question	Answer	Mark allocation	Assessment objective
(d)	Possible answers: <ul style="list-style-type: none"> - Solar energy - Intelligent / auto lighting, ventilation and heating systems - Waste management - Lighting - Smart meters - Ving card systems - Bio mass boilers - Green / brown roofing - Water management schemes - Collecting rain water 	0 - 8	AO1 - 4 AO2 - 4
	Levels marked		
	Level 1 - descriptions are likely to be basic include only 1 or 2 sustainable practices / technology. Little knowledge or understanding. Generic list type answers.	1 - 3	
	Level 2 - descriptions are likely to be more detailed and include at least 2 or 3 sustainable practices / technology. Some knowledge and understanding.	4 - 6	
	Level 3 - descriptions are likely to be well developed and include at least 3 or 4 sustainable practices / technology. Clear knowledge and understanding.	7 - 8	
		Total 32 marks	



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