GCE MARKING SCHEME

SUMMER 2016

TRAVEL & TOURISM - UNIT 1
1681/01

INTRODUCTION

This marking scheme was used by WJEC for the 2016 examination. It was finalised after detailed discussion at examiners' conferences by all the examiners involved in the assessment. The conference was held shortly after the paper was 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 conference was to ensure that the marking scheme was 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' conference, teachers may have different views on certain matters of detail or interpretation.

WJEC regrets that it cannot enter into any discussion or correspondence about this marking scheme.

TRAVEL AND TOURISM

UNIT 1 - INTRODUCING TRAVEL AND TOURISM

MARK SCHEME - SUMMER 2016

Question	Answer	Mark allocation	Assessment objective
1 (a)	**Answers:** True. False. False. True.	0 – 4	AO1 – 4
(b)	**Possible answers:** • Marketing/promoting. • Advice. • Providing information -website. • Trade fairs-displays, leaflets, and brochures. • Raising awareness. • Statistics. **Levels marked** **Level 1 -** explanations are likely to be basic and include only 1 or 2 examples. Little knowledge or understanding. List type answer. **Level 2:** - explanations are likely to be detailed and include at least 2 or 3 examples. Some knowledge and understanding.	0 – 4 1 – 2 3 – 4	AO1 – 4
(c)	**Possible answers:** • Brochures. • Leaflets. • Maps. • DVDs. • Wall displays. • Advice. • Bookings. **Levels marked** **Level 1** - outlines are likely to be basic and include only 1 or 2 products and services. Little knowledge or understanding. **Level 2** - outlines are likely to be detailed and include at least 2 or 4 products and services. Some knowledge and understanding.	0 – 4 1 – 2 3 – 4	AO1 – 4

Question	Answer	Mark allocation	Assessment objective
(d)	**Possible answers:** • Job creation - hotels, attractions. • Increase in tourism spending. • Increase in profits for travel and tourism organisations. • Indirect benefits - multiplier effect. • Industry growth. • Foreign currency earnings. **Levels marked** **Level 1** - explanations are likely to be basic and include only 1 or 2 positive economic impacts. Little knowledge or understanding. List type answer. **Level 2** - explanations are likely to be detailed and include at least 2 or 3 positive economic impacts. Some knowledge and understanding.	0 – 6 1 – 3 4 – 6	AO2 – 6
		Total 18 marks	

Question		Answer	Mark allocation	Assessment objective
2	**(a)**	**Possible answers:** (i)　　Alps. Pyrenees. Meribel. Chamonix.　　Morzine. (ii)　　Paris. Rouen. Chartres. Lyon. (iii)　　Costas. Benidorm. Fuengirola, Nerja. (iv)　　Barcelona. Madrid. Bilbao. Malaga. **1 mark for each answer.**	0 – 4	AO1 – 4
	(b)	**Possible answers:** Spain. • Airports. • Ferry ports. • Weather. • Journey time. • Sun, sea and sand. • Package holidays. • Affordable. • Ryanair. easyJet. • Culture. France. • Transport options - air, Eurostar, Channel Tunnel and ferry. • Ryanair. EasyJet. • Journey Time. **Levels marked**	0 – 6	AO4 – 6
		Level 1 - explanations are likely to be basic and include only 1 or 2 reasons. Little knowledge or understanding. List type answer.	1 – 3	
		Level 2 - explanations are likely to be detailed and include at least 2 or 3 reasons. A balanced answer including Spain and France. Some knowledge and understanding.	4 – 6	

Question	Answer	Mark allocation	Assessment objective
(c)	**Possible answers:** The description will depend on the chosen short haul tourism destination. **Levels marked**	0 – 8	AO1 – 8
	Level 1 - descriptions are likely to be basic and include only 1 or 2 named examples. Little or no assessment. Little knowledge or understanding. Generic/list type answer.	1 – 3	
	Level 2 - descriptions are likely to be detailed and include at least 2 or 3 named examples. Some assessment. Some knowledge and understanding.	4 – 6	
	Level 3 - descriptions are likely to be well developed and include at least 3 or 4 named examples. Clear assessment. Clear knowledge and understanding.	7 – 8	
		Total 18 marks	

Question			Answer	Mark allocation	Assessment objective
3.	(a)	(i)	**Possible answers:** Bristol. Cardiff. Manchester. Liverpool. Southampton. East Midlands. Birmingham. Belfast. Edinburgh. Glasgow. **1 mark for each correct answer.**	0 – 2	AO1 – 2
	(ii)		**Possible answers:** Virgin (Atlantic) BMI. EasyJet. BA. Flybe. Thomson. Thomas Cook. Eastern Airways. **1 mark for each correct answer.**	0 – 2	AO1 – 2
	(b)		**Possible answers:** • Ease of booking - online - boarding cards - etickets. • Accessible information - apps. Websites. Text alerts. • More comfort - legroom. Business class. • Greater capacity - A380 Airbus - double deck More people able to travel • Choice of class - economy, business class and first class suites. • Products/services - better in-flight entertainment. BA - 'Paws and Relax'. **Levels marked** **Level 1** - outlines are likely to be basic and include only 1 or 2 examples. Little knowledge or understanding. List type answer. **Level 2** - outlines are likely to be detailed and include at least 2 or 3 examples. Some knowledge and understanding.	0 – 6 1 – 3 4 – 6	AO2 – 6
				Total 10 marks	

Question	Answer	Mark allocation	Assessment objective
4. (a) (i)	**Possible answers:** Tate modern. British Museum. St. Fagan's National History Museum/St. Fagan's. Walker Art Gallery. National Maritime Museum. Maritime Museum Bristol. National Media Museum. **1 mark for each correct answer.**	0 – 2	AO1 – 2
(ii)	**Possible answers:** Alton Towers. Oakwood Theme Park. Madame Tussauds. Harry Potter World. **1 mark for each correct answer.**	0 – 2	AO1 – 2
(b)	**Possible answers:** • Lakes. • Mountains. • Rivers. • Waterfalls. • Trails. **Levels marked** **Level 1** - outlines are likely to be basic and include only 1 or 2 examples. Little knowledge or understanding. List type answer. **Level 2** - outlines are likely to be detailed and include at least 3 or 4 examples. Some knowledge and understanding.	0 – 4 1 – 2 3 – 4	AO1 – 4

Question	Answer	Mark allocation	Assessment objective
(c)	**Possible answers:** Private Sector - Profit. Growth. Education. Public sector - jobs. Promotion of an area/identity. Education. Voluntary - conservation. Preservation. Education. Sustainability **Levels marked**	0 – 6	AO1 – 3 AO2 – 3
	Level 1 discussions are likely to be basic and include only 1 or 2 aims. Little knowledge or understanding. List type answer.	1 – 3	
	Level 2 - discussions are likely to be detailed and include at least 2 or 3 aims. Some knowledge and understanding.	4 – 6	
(d)	**Possible answers:** • Edge over other tourism destinations. • Enhances the image of an area. • Attracts more tourists. • Increases income for an area - direct and indirect. • Multiplier effect. • Job creation. **Levels marked**	0 – 4	AO4 – 4
	Level 1 - explanations are likely to be basic and include only 1 or 2 reasons. Little knowledge or understanding. List type answer.	1 – 2	
	Level 2 - explanations are likely to be detailed and include at least 2 or 3 reasons. Some knowledge and understanding.	3 – 4	
		Total 16 marks	

Question		Answer	Mark allocation	Assessment objective
5.	**(a)**	**Possible answers:** • Low wages. • Seasonal jobs. • Leakage. **1 mark for each correct answer.**	0 – 2	AO1 – 2
	(b)	**Possible answers:** Environmental: 　• Pollution - air, noise, water and visual. 　• Erosion of pathways and heritage sites. 　• Congestion. 　• Loss of habitats for plant and animals. Socio-cultural: 　• Conflict between the host community and tourists. 　• Anti-social behaviour, 　• Increase in crime. 　• Displacement. 　• Seasonal employment. 　• Traffic related problems - parking, accidents and congestion. **Level marked**	0 – 6	AO1 – 3 AO4 – 3
		Level 1 - answers are likely to be basic, largely descriptive and include only 1 or 2 negative environmental/socio-cultural impacts. Little or no assessment. Little or no knowledge of the chosen destination. Generic/list type answer.	1 – 3	
		Level 2 - answers are likely to be detailed and include at least 2 or 3 negative environmental/socio-cultural impacts. Some assessment. Some knowledge of the chosen destination.	4 – 6	

Question		Answer	Mark allocation	Assessment objective
c	(i)	**Possible answer:** Tourism that takes full account of it current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities. **Permutation:** 1 mark for a basic explanation. 2 marks for a clear explanation.	0 – 2	AO1 – 2
	(ii)	**Possible answers:** • Eat local - local pubs, cafes, restaurants. • Stay local - local inns, cottages, camp sites. • Buy local - local suppliers, shops, farms. **Levels marked** **Level 1** - explanations are likely to be basic and include only 1 or 2 suggestions. Little knowledge or understanding. List type answer. **Level 2** - explanations are likely to be detailed and include at least 2 or 3 suggestions. Some knowledge and understanding.	0 – 6 1 – 3 4 – 6	AO2 – 6
			Total 16 marks	