

Mark Scheme

Summer 2013

GCE Travel and Tourism (6993)
Unit 7: Responsible Tourism

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General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.
- Mark schemes will indicate within the table where, and which strands of QWC, are being assessed. The strands are as follows:
 - i) ensure that text is legible and that spelling, punctuation and grammar are accurate so that meaning is clear*
 - ii) select and use a form and style of writing appropriate to purpose and to complex subject matter*
 - iii) organise information clearly and coherently, using specialist vocabulary when appropriate.*

Question Number	Answer	Mark
1(a)(i)	X – development	(1)

Question Number	Answer	Mark
1(a)(ii)	<p>1 mark for each characteristic identified. For full marks, characteristics should be 'key' to this stage, no credit for vague statements.</p> <ul style="list-style-type: none"> • The number of tourists keeps increasing (1) • Tourists are attracted by natural and cultural attractions (1) • More facilities are provided e.g. hotels (1). • Improved transport/transport links (1) • Infrastructure is improved (1) • Easier access to the destination (1) • Locals become involved in promotion and development (1) • Locals welcome tourists (1) • Locals can carry on their traditions (1) • Now recognised as a tourist destination (1) • Destination has an identified market (1) 	(3)

Question Number	Answer	Mark
1(b)	<p>Up to 2 marks for objective. Should be worded as an objective. Do not credit principles – 'jobs for locals'</p> <p>E.g. Economic</p> <ul style="list-style-type: none"> • employment creation (1) • to boost local economies (1) • to benefit from the effects of the multiplier effect (1) • increase tourism spending (1) to £4billion by 2015 (1) • to increase foreign currency earnings (1) from Chinese tourists (1) <p>E.g. Political</p> <ul style="list-style-type: none"> • to make Wales more well known (1) • to create a national identity (1) • to enhance the image of Wales as a tourist destination (1) to potential tourists in China (1) <p>Marks for two separate points or one with detail. For full marks must be applied.</p>	(4)

Question Number	Answer	Mark																				
1(c)(i)	<table border="1"> <thead> <tr> <th data-bbox="411 300 746 389">Sector Organisation</th> <th data-bbox="746 300 876 389">Public</th> <th data-bbox="876 300 1027 389">Private</th> <th data-bbox="1027 300 1219 389">Voluntary</th> </tr> </thead> <tbody> <tr> <td data-bbox="411 389 746 479">Carmarthenshire County Council</td> <td data-bbox="746 389 876 479">✓</td> <td data-bbox="876 389 1027 479"></td> <td data-bbox="1027 389 1219 479"></td> </tr> <tr> <td data-bbox="411 479 746 568">Maxhard Ltd</td> <td data-bbox="746 479 876 568"></td> <td data-bbox="876 479 1027 568">✓</td> <td data-bbox="1027 479 1219 568"></td> </tr> <tr> <td data-bbox="411 568 746 658">Cadw</td> <td data-bbox="746 568 876 658">✓</td> <td data-bbox="876 568 1027 658"></td> <td data-bbox="1027 568 1219 658"></td> </tr> <tr> <td data-bbox="411 658 746 725">SNTM</td> <td data-bbox="746 658 876 725"></td> <td data-bbox="876 658 1027 725"></td> <td data-bbox="1027 658 1219 725">✓</td> </tr> </tbody> </table>	Sector Organisation	Public	Private	Voluntary	Carmarthenshire County Council	✓			Maxhard Ltd		✓		Cadw	✓			SNTM			✓	(4)
Sector Organisation	Public	Private	Voluntary																			
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Question Number	Answer	Mark
1(c)(ii)	<p>Up to 3 marks for description of each role. Expect some reference to tourism or tourism development. May be implied. Marks for points or extended responses.</p> <p>Max 2 marks per role if generic roles/aims with no reference to the scenario, the new tourism development or tourism.</p> <p>E.g.</p> <p>Cadw</p> <ul style="list-style-type: none"> • Protect historical buildings (1) • Preservation (1) • Compile lists and inspect buildings that need protecting (1) • Raise awareness of vulnerable buildings (1) • Advise councils (1) on how to incorporate new tourism developments (1) and protect existing historical buildings (1) • Will want to ensure that the new hotel development is sympathetic (1) to the existing Grade II listed tower (1) and that it is preserved correctly (1) <p>Carmarthenshire County Council</p> <ul style="list-style-type: none"> • Makes sure jobs are created for locals (1) • Ensure development is sustainable (1) • Will have to decide whether to grant planning permission (1) to Maxhard Ltd to build the resort (1) or whether to refuse it (1) <p>SNTM</p> <ul style="list-style-type: none"> • Protest against the resort being built (1) • Lobby government/local council (1) • Will raise awareness (1) of the planned resort and their objections to it (1) • Seek to recruit more people to join their fight (1) get a petition signed (1) • Campaign (1) to stop the Maxhard development by doing TV interviews (1) or writing to their MP/Prime Minister (1) and saying why they don't want it. 	(9)

Question Number	Indicative Content
<p>1(d) QWC</p>	<p>Candidates may consider impacts on the existing site/resort, its owners, holidaymakers as well as possible environmental, socio-cultural and environmental impacts.</p> <p>Positive</p> <p>Eg</p> <ul style="list-style-type: none"> • 70 new jobs will be created in the construction and operation of resort • There will be training opportunities for local people to learn a new language. This skill could lead to better jobs, or even overseas work • The development will attract investors and bring money into the area, boosting the local economy • It is a luxury resort attracting high spenders and the local economy should benefit from the multiplier effect • It will bring foreign currency into local economy • It will raise profile/image of the area and Wales more Chinese tourists could come in the future • It will help preserve the grade II listed tower which otherwise may fall down • Opportunities to learn about the Chinese culture <p>Negative</p> <p>Eg</p> <ul style="list-style-type: none"> • 20,000 visitors a year will destroy the reason people go there – the peace and quiet • Impact on wildlife –deer, fox • It will affect the existing resort negatively and the holiday home owners may lose business/bookings as the site becomes overcrowded and loses its original appeal • Local roads which are mainly narrow country lanes, will become congested with coaches of Chinese tourists this could affect the locals and cause delays 'SNTM' against it • Maxhard Ltd are based in China, they have already spent £500,000 and will be keen to make a profit but most of this will go back to China and be lost to the local economy • As they will need Chinese speakers its likely they will bring their own staff, especially managers, as they are not likely to find local Chinese speakers • Tourists will find all they need on site with ten shops, gym etc and so they are not likely to spend in local area • They are likely to go out by coach on day trips to visit the main attractions which are some distance away • It is a huge development and during construction there will be disruption to locals through noise and heavy traffic. • Inappropriate style – will look out of place in countryside • The car park will have three storeys and may be visible a long way off <p>Candidates are not expected to address all these points.</p>

Level descriptors follow on the next page

Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	<p>Basic responses that are mainly descriptive, possibly limited reasoning /application. May be generalised with little attempt to link to Pantglas</p> <p>The candidate uses everyday language and the response lacks clarity and organisation. Spelling punctuation and the rules of grammar are used with limited accuracy.</p>
2	4-6	<p>Responses with some analysis and some application to Pantglas. May be clear application and limited analysis, or clear analysis with little application. Analysis may be theoretical in parts. May focus on one aspect positive/negative</p> <p>The candidate uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.</p>
3	7-9	<p>Responses will demonstrate a sustained and balanced analysis focused on Pantglas; ideas will be developed. Both positive and negative impacts will be considered.</p> <p>The candidate uses specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p>

Total for Question 1= 30 marks

Question Number	Answer	Mark
2(a)(i)	<p>1 mark for each principle identified. Must be worded as a 'principle' i.e. with 'action verb'</p> <p>E.g.</p> <ul style="list-style-type: none"> • to <i>minimise</i> negative economic, environmental and socio-cultural impacts (1) • to <i>create</i> economic benefits for locals and improve their quality of life (1) • to <i>promote</i> respect between tourists and locals (1) • to <i>promote</i> conservation of natural and cultural heritage (1) <p>Do not credit answers such as:</p> <ul style="list-style-type: none"> • minimise negative impacts (0) • maximise positive impacts (0) 	(2)

Question Number	Answer	Mark
2(a)(ii)	<p>Up to 4 marks for each explanation of how principle could be achieved. For full marks must be explained. Do not credit repeat ideas.</p> <p>Responses should relate to what governments and tourism developers can do, not what tourists can do.</p> <p>Principle: creates economic benefits for local people and improves their quality of life</p> <ul style="list-style-type: none"> • give local people jobs (1) • pay locals a fair pay (1) with minimum wage (1) • give local people jobs and training (1) so they have skills (1) and can get jobs earning them money (1) • rules to ensure that any new tourism development (1) has to employ a percentage of local people (1) such as minimum 40% (1) so they benefit with wages (1) • make improving infrastructure part of the development plan (1) so locals benefit (1) e.g. with electricity, drinking water and sewage systems (1) which will improve their standard of living (1) <p>Principle: promotes respect between tourists and local people</p> <ul style="list-style-type: none"> • educate tourists (1) • educate tourists (1) about local culture (1) • employ locals as guides (1) to create interaction between them and tourists (1) the locals can educate the tourists (1) so they will appreciate the locals culture more (1). <p>Principle: promotes conservation of cultural and natural heritage</p> <ul style="list-style-type: none"> • give grants to for building conservation (1) • create National Parks or wildlife reserves (1) because this will help to protect flora and fauna (1) • allow visitors to access historical buildings (1) such as castles and stately homes (1) and give them learning opportunities (1) so they understand how important it is to continue looking after them (1). <p style="text-align: center;">Answer continues on next page.</p>	(8)

Principle: minimise negative environmental, economic and socio cultural impacts

For full marks do not have to mention how to reduce all three types of impacts, one in detail is sufficient.

- Plan how to control visitor numbers (1)
- Incorporate park and ride schemes into plan (1) to reduce likely impact of increased numbers of cars (1)
- Planners should do an environmental impact assessment (1) before development to identify possible negative impacts (1). They can then plan to reduce these impacts (1) in their development plans such as protecting habitats for wildlife (1).

Question Number	Indicative Content
2(b)	<p>Positive Impacts – People</p> <ul style="list-style-type: none"> • Jobs available in lodges and as guides; some are skilled and may need training • They can interact with other cultures • Can teach tourists about their culture this will raise awareness of its richness and importance • Preserves customs – lodges are built in the traditional style and so they will need local craftsmen to construct • Lodge offers local food from Assam this helps to reduce imports <p>Positive Impacts – National Park</p> <ul style="list-style-type: none"> • Small numbers at the moment – likely to be educated and wanting to support communities and tigers/wildlife • People can be educated about tigers and other wildlife • Money can be used for conservation projects • Raise awareness of conservation issues affecting tigers • The presence of tourists may help protect the tigers from poachers <p>Negative Impacts - People</p> <ul style="list-style-type: none"> • Karbi people can't move freely on their own land • Exposure to new culture and customs could dilute their cultural beliefs • Alcohol is served in the bar, this could be offensive to them • There is some leakage as some food has to be imported • Loss of traditions/cultural identity from exposure to western tourists • Intrusion – they are isolated groups with no contact with outside world and have been self reliant, this could alter their lifestyle • Staged authenticity –dances and songs <p>Negative Impacts – National Park</p> <ul style="list-style-type: none"> • Noise and pollution from tourists in jeeps and on safari • River pollution and noise of boats • Animals will move away, they are already endangered could make worse • Disruption of habitats caused when they build lodges • Possible uncontrolled development spoil the environment

Level descriptors follow on the next page.

Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	<p>Basic responses that are mainly descriptive, possibly limited reasoning /application. May be generalised with little attempt to link to scenario.</p> <p>The candidate uses everyday language and the response lacks clarity and organisation. Spelling punctuation and the rules of grammar are used with limited accuracy.</p>
2	4-6	<p>Responses with some analysis and some application to Kaziranga. May be clear application and limited analysis, or clear analysis with little application. Analysis may be theoretical in parts. May focus on impacts to Kaziranga National Park or its people only.</p> <p>The candidate uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy</p>
3	7-8	<p>Responses will demonstrate a sustained and balanced analysis focused on Kaziranga and tiger tourism; ideas will be developed. Impacts on both Kaziranga National Park and its people will be considered.</p> <p>The candidate uses specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p>

Question Number	Answer	Mark
2 (c)(i)	<p>1 mark for each statement, should be appropriate for helping to protect tigers, preserve habitat.</p> <p>Responses may include:</p> <p>E.g.</p> <ul style="list-style-type: none"> • No new lodges can be built (0) • Ban poachers/make poaching illegal (0) • Create 'no go' areas, sectioned off (1) • Rule - not to get too close in jeeps - stay 30 ft away (1) • Do not follow/disturb tigers (1) • No jeep safaris, only elephant (1) • Issue permits (1) • Charge entry fee (1) • Have a closed season (1) • No feeding (1) • Adopt a tiger schemes (1) • More education of locals (1) 	(6)

Question Number	Answer	Mark
2(c)(ii)	<p>Up to 6 marks for explanation. Candidates should refer to more than one suggestion. Max 3 marks for description only (6x1, 3x2, 2x3, 1x6)</p> <p>1 mark for each clear point up to a maximum of 6. 2 marks for each of 3 explained points with detail 3 marks for each of 2 explained points with detail 6 marks for 1 integrated response with explanation</p> <p>E.g.</p> <p>Create 'no go' areas, sectioned off –</p> <ul style="list-style-type: none"> • This would help control where people go (1) and reduce the pressures in sensitive areas (1). <p>Do not follow tigers –</p> <ul style="list-style-type: none"> • Being followed by jeeps can interfere with their hunting or breeding (1). Also they might get too used to vehicles and people (1) and if they have no fear poachers will find them easy targets (1). <p>Issue permits -</p> <ul style="list-style-type: none"> • this will reduce the number of visitors allowed in (1) and means they can control and monitor who is in the reserve/national park (1) <p>Charge entry fee –</p> <ul style="list-style-type: none"> • this will raise money (1) that can be used to help preserve the park and protect the animals (1). It could be used to pay for wardens to patrol the 	(6)

	reserves (1) to monitor the tigers (1) and deter poachers (1).	
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Total for Question 2 = 30 marks

Question Number	Answer	Mark
3(a)	<p>1 mark for each example:</p> <ul style="list-style-type: none"> • Cardiff Bay • Liverpool Albert Docks/Waterfront • Salford Quays • Olympics, Stratford • Brindley Place, Birmingham • St Austell clay pits – Eden Project <p>Examples should be appropriate in terms of being formerly rundown or derelict areas that have been regenerated for tourism</p>	(2)

Question Number	Answer	Mark
3(b)	<p>Staged Authenticity</p> <p>Up to a maximum of 4 marks for explanation of staged authenticity. Explanations should relate to SA being a negative socio-cultural impact . If included, examples can be credited to a maximum of 2. Marks can be for separate points or developed responses. For full marks must be explained. 1x1,2x2,4x1</p> <p><i>If incorrect explanation relating to fake culture max 2 marks. Do not have to name a destination</i></p> <p>E.g.</p> <ul style="list-style-type: none"> • Where traditional dances are performed for tourists (1) • A watered down ceremony put on to entertain tourists (1) • Where tourists watch ceremonies performed by local people (1) but it has been put on for them and has lost its real meaning (1) • In Kenya the tribes of the Masai Mara (1) go around hotels performing their famous dances for tourists (1). To the tourist it's just another show but the dances have a deep significance for the Masai (1) who are proud of their culture and this is lost each time they perform. (1) <p>Examples could include:</p> <ul style="list-style-type: none"> • Spain – flamenco, re-enactments, Greek plate throwing 	(8)

	<p>Leakage</p> <p>Up to a maximum of 4 marks for explanation of leakage. Explanations should relate to leakage being a negative economic impact. If included, examples can be credited to a maximum of 2. Marks can be for separate points or developed responses. For full marks must be explained. 1x1,2x2,4x1</p> <p>E.g.</p> <ul style="list-style-type: none">• Where money goes overseas (1)• Where money from tourism is lost out of the destination (1) and goes overseas (1)• Tourism earnings (1) are not kept within the destination (1) and so tourism does not benefit the local economy (1).• If most of the hotels at a destination are owned by overseas companies (1), such as from USA, then most of the profits will go back to the USA head offices (1) and will not benefit the local economy (1) beyond the wages earned by locals employed there.(1) <p>Examples -</p> <ul style="list-style-type: none">• All-inclusive resorts/Gambia/Jamaica	
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Question Number	Answer	Mark
<p>3(c)(i)</p>	<p>Up to 4 marks for explanation of strategy 'planning control' (1x4, 2x2, 4x1) 1 mark for each point explained 2 marks for each point explained in detail 4 marks for sustained response fully explained.</p> <p>Responses should relate to how <i>possible negative environmental impacts of tourism can be minimised ie in terms of new developments.</i></p> <p>Max 2 marks for description only.</p> <p>E.g.</p> <ul style="list-style-type: none"> • Congestion charge (0) • Stops unsympathetic development (1) • Building height is restricted (1) • Building restrictions enforced in protected areas (1) • Laws are brought in (1) so that new developments blend into the environment (1) • used to stop high rise buildings being built along beautiful coastlines (1) by restricting the height to the height of palm trees (1) • Controls exactly what is developed/built (1) i.e. size, design, materials (1) and where it is permitted (1) • is often used in areas of special beauty such as National Parks (1) to prevent the landscape and scenery being spoilt (1). It can control the materials used to build a house in a National Park (1) so that it fits in with traditional buildings and doesn't look out of place (1). • Where legislation is used (1) to ensure that all new tourism developments are in keeping with the area (1) and match existing buildings (1) this could be by using local stone (1) 	<p>(4)</p>

Question Number	Answer	Mark
3(c)(ii)	<p>Up to 4 marks for explanation of strategy 'implementing change as a result of environmental assessments' (1x4, 2x2, 4x1) 1 mark for each point explained 2 marks for each point explained in detail 4 marks for sustained response fully explained.</p> <p>Responses should relate to how negative environmental impacts can be minimised. NOT how to reduce existing impacts.</p> <p>Max 2 marks for description only.</p> <p>E.g.</p> <ul style="list-style-type: none"> • Usually done before any tourism development takes place (1) • Looks at how to reduce damage (1) • An environmental assessment will suggest alternative approaches (1) with different environmental impacts (1) • This is used to establish any potential negative impacts on the environment (1) that may arise from a development (1) before any planning permissions are granted (1) • The assessment will identify any possible negative environmental impacts (1) of a proposed new tourism development so that damage can be anticipated prior (1) and the necessary action taken to prevent or reduce damage (1). For example the results may suggest that developers change their plans to protect vulnerable habitats (1) • Eg - Before a hotel can be built in a coastal area an environmental assessment needs to be carried (1) to identify any possible negative impacts the new building might create (1) 	(4)

Question Number	Answer	Mark
3(d)	<p>Up to a maximum of 4 marks for each suggestion. Marks can be for separate points or developed responses. For full marks must be justified. Up to max 2 marks for justification.</p> <p>Do not credit: repeat suggestions – ‘employ locals’ or simply stated principles of responsible tourism with no real justification.</p> <p>Must be appropriate and realistic in terms of what a tour operator could do.</p> <p>E.g.</p> <p>Information given to customers</p> <ul style="list-style-type: none"> • Have a display on the hotel notice-board (1) recommending what to wear (1) • Give customers advice on local customs (1) by handing out leaflets during transfers (1) this will help them understand the culture (J=1) so they are less likely to offend locals (J=1) • Give holidaymakers a list of locally owned businesses (1) such as souvenir shops, restaurants, bars (1) to educate them on how they can help locals (J=1) so they are encouraged to spend their money locally increasing locals disposable income levels (J=1) <p>Transfers</p> <ul style="list-style-type: none"> • Employ locals on the coaches used for transfers (1) this will give them economic benefits and improve quality of life (PRT =0) • Only contract transport operators using the most modern/fuel efficient coaches (1) as these will have lower carbon emissions (J=) and the levels of pollution will be reduced (J=1) • Offer local taxis (1) instead of big coach companies (1) so that money will go directly to local people and boost the local economy (J=1) • Employ locals as transfer representatives (1). By employing locals on the transfer coaches it means the holidaymakers get a chance to meet local people (1) and they will be able to learn more about the local culture directly (J=1). Also the locals can advise the tourists about local customs before they reach their resort (J=1) <p style="text-align: center;">Answer continues on next page.</p>	(12)

	<p>Accommodation (must relate to tour operator)</p> <ul style="list-style-type: none">• Use hotels that promote local culture (1) in design, construction materials (1)• Use hotels that promote the local culture (1) by offering local food (1). This will help local businesses (J=1) as well.• Local cuisine – use hotels that promote the local culture (1) by offering local food (1). This will reduce the need for imports from overseas and keeps money in the local economy (J=2)• Choose hotels that have policies to help local people (1) through tourism/language training schemes (1), employment and opportunities for promotion(1); by earning a decent wage this will help improve their quality of life (J=1)	
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Total for Question 3 = 30 marks

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