

Mark Scheme (Results)

Summer 2016

GCE Travel and Tourism (6993/01)
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.*

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Question Number	Answer	Mark
1 (a)	Award one mark for each correct match: Lake District National Park Authority – public (1) Friends of the Lake District – voluntary (1) Lowther Estates – private (1) National Trust – voluntary (1)	(4)

Question Number	Answer	Mark
1 (b) (i)	Up to 2 marks for description. Lake District National Park Authority E.g. <ul style="list-style-type: none"> • Will consider all planning applications (1) and grant planning permission to sustainable tourism developments (1). Accept any other appropriate answer.	(2)

Question Number	Answer	Mark
1 (b) (ii)	Up to 2 marks for description. Lowther Estates E.g. <ul style="list-style-type: none"> • To enhance the visitor experience (1) and provide services and facilities for tourists (1) • Accept any other appropriate answer.	(2)

Question Number	Answer	Mark
1 (b) (iii)	Up to 2 marks for description. National Trust E.g. <ul style="list-style-type: none"> • Protect and preserve historic and natural sites (1) for everyone to enjoy/future generations (1). Accept any other appropriate answer.	(2)

Question Number	Answer	Mark
1(c)(i)	<p>Award one mark for appropriate objective: Friends of the Lake District E.g.</p> <ul style="list-style-type: none"> • They will want to keep the area natural/unspoilt (1) • Will raise objections with the LDNPA to oppose the plans as may spoil the environment (1) • Campaign/lobby to stop the development/demand sympathetic development (1) <p>Accept any other appropriate answer.</p>	(1)
Question Number	Answer	Mark
1(c)(ii)	<p>Award one mark for appropriate objective: Lowther Estates E.g.</p> <ul style="list-style-type: none"> • Create more facilities/places to shop/cycle hire this will make them money/increase profits (1) • Attract more visitors to make more money (1) <p>Accept any other appropriate answer.</p>	(1)

Question Number	Answer	Mark
1(c)(iii)	<p>Up to 3 marks for each suggestion related to the proposals. Maximum 2 marks for suggestion if no justification.</p> <p>Eg</p> <ul style="list-style-type: none"> • Lowther Estates (LE) and Friends of the Lake District (FLD) could have a meeting (1) and discuss how they could meet both their objectives (1) this would help them see each other's point of view/to find a compromise/ way forward (1) (1J) • LE and FLD should try to reach a compromise (1) some of the money made by LE could be donated to FLD (1) so that both would benefit from the proposals (1J) • Make sure the new building blends in with the environment/existing building (1) this will help retain the rural nature of the woodland (1J) and meet FLD's environmental objectives (1J) • Reduce the scale/number of walking routes (1) and make sure they use natural materials to construct the footpaths (1) this means the paths will not be an eyesore (1J) <p>Accept any other appropriate answers.</p>	(9)

Question Number		Answer
* 1(d)		<p>Indicative Content</p> <ul style="list-style-type: none"> • Environmental education – visitor centres, walks with rangers, interpretation boards and signs • Protection – landscapes are designated for protection • Habitat creation – attempts made to re-introduce wildlife that may have been lost to specially created habitats. • Raising money for conservation projects. • Reduces erosion – surfaced footpaths, diversions publicised routes • Legislation prevents inappropriate developments – visual pollution <p>Accept any other appropriate answer.</p>
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	<p>Limited responses, mainly descriptive. May focus on minimising negative impacts.</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>Clear explanation. Some aspects may be theoretical. Relationship between planned tourism development and the creation of positive environmental impacts may be vague.</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>Detailed explanation. Focused response. Relationship between planned tourism development and the creation of positive environmental impacts is evident.</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)	Award one mark for correct stage: X – Exploration (1) Accept misspellings	(1)

Question Number	Answer	Mark
2 (a) (ii)	Award one mark for each key characteristic of the decline stage: <ul style="list-style-type: none"> • Poor image (1) • Failing to attract tourists back as repeat visitors (1) • Area suffering economic downturn (1) • Tourist numbers decreasing (1) • Tourist numbers declining (0) 	(3)

Question Number	Answer	Mark
2 (b)	Award one mark for objective and one additional mark for expansion/application to Myanmar. Eg: <ul style="list-style-type: none"> • Promote new image (1) to show it is aiming to be a more ethical tourist destination (1) • Change/create new image of Myanmar (1) to show the country is now a welcoming/safe tourist destination (1) • Create an international identity (1) as a totally pristine/unspoilt tourist destination (1) 	(2)

Question Number	Answer	Mark
2 (c)	<p>Indicative content</p> <p>Responses may vary but likely to refer to: Reasons for Involvement Stage – characteristics</p> <ul style="list-style-type: none"> • <u>Locals start to provide facilities for tourists</u> – private homes approved by government providing accommodation, locals working as guides and providing catering/restaurants • <u>Tourist season emerges</u> – most popular month is November, capacity exceeded showing clear season emerged • <u>Improvements in transport links</u> - £320million project includes plans to improve airports and roads making access for visitors easier • <u>Area is advertised</u> – Adventure Myanmar is taking part in international trade fairs/exhibitions (WTM) and is a good way of raising awareness of new destinations and travel specialists – clearly supports view that area is advertised. • <u>Organised travel to the area</u> – Exodus and Explore now offer tours of Myanmar. <p>May refer to characteristics of exploration stage to say why it has moved away from/or give reasons to say still at exploration.</p> <p>Accept any other appropriate answers.</p>	
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	Limited responses, mainly descriptive/generic. Characteristics of stage/s may not be evident.
2	4-6	Clear responses with justifications. Statements are supported with links between characteristics of stage/s.

Question Number	Indicative Content
* 2 (d)	<ul style="list-style-type: none"> • At the moment, <i>few European</i> visitors are travelling to Myanmar this will change as it moves through the TALC and more routes open up with the wider world beyond <i>Asia</i> • The infrastructure to support high tourism numbers is not yet developed so it appeals to the more adventurous/independent traveller as indicated by the <i>adventure specialist tour operators</i> promoting Myanmar • Myanmar will become more attractive to the mass market and families in the <u>development stage</u> as it becomes easier to access with direct flights, more airports and more facilities are built for tourists. As the major tour operators put together more organised packages it will have greater appeal as being a safe place to visit with welcoming locals • At the <u>early stage of development</u> it is likely to be expensive to travel there but the cost of travelling is likely to fall as more international airlines service the region and this will start to attract more tourists from <i>further/Europe afield</i> initially seeking adventure • As more foreign owned hotels and facilities are provided in the <u>development stage</u> the country will have greater appeal to the less adventurous/European travellers who would not want to stay <i>in hostels and private homes</i> and may prefer international cuisine and luxury with <i>well trained staff</i> • In the <u>early stages</u> locals will be welcoming - as it moves through <u>development into consolidation</u> locals will begin to resent tourists because of the negative impacts and this might put them off visiting • Cultural/natural attractions such as <i>Inle Lake</i> will be the initial appeal but over time these could become spoilt as tourist numbers rise and the economy relies on tourism leaving some attractions vulnerable and the original appeal is lost • As the volume of tourists increases it may be that the infrastructure cannot cope and there is a strain on the environment, older facilities are unappealing and this may start to deter tourists in the <u>consolidation stage</u>. <p>Do not have to address all these point.</p>

	Accept any other appropriate answers.
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Q2(d) Continued – Level Descriptors		
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	<p>Limited response. Mainly descriptive/generic with limited application to Myanmar/TALC model. May just list some characteristics; may not refer to appeal.</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>Clear explanation of changes to appeal with reference to and understanding of appropriate characteristics of TALC stages. Some aspects may be theoretical.</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>Detailed explanation. A range of changes to the appeal of Myanmar are considered and the characteristics of the TALC stages are evident although may be implied at this level.</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	
2 (e)	<p>Indicative Content</p> <p>Negative impacts</p> <ul style="list-style-type: none"> • People moved/displacement, homes demolished to make way for hotels etc • Sacred sites may be over run/damaged by tourists • More westernised • Conflict with culture – cause offence to Buddhists • Exploitation • Intrusion <p>Positive impacts</p> <ul style="list-style-type: none"> • Jobs and training opportunities • Rise in living standards • Benefit from infrastructure • Reduce poverty <p>Accept any other appropriate answer.</p>	
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	Limited response. Mainly descriptive/generic with limited application to Myanmar. May just list some impacts/some may be inappropriate.
2	4-6	Clear assessment and application to Myanmar. Some aspects may be theoretical. May be unbalanced – may consider either all positive impacts or all negative impacts. Most impacts appropriate to the scenario.
3	7-9	Detailed assessment and application to Myanmar. A range of appropriate impacts of tourism on people and culture, both positive and negative are considered.

Question Number	Answer	Mark
3 (a) (i)	<p>Award one mark for each economic impact.</p> <p>Eg:</p> <ul style="list-style-type: none"> • Leakage (1) • Seasonal unemployment (1) • Increased living costs (1) <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
3 (a) (ii)	<p>Up to 2 marks for each explanation of the negative environmental impact of pollution.</p> <p>Max 1 mark for reference to how pollution affects tourists/locals/popularity of a destination.</p> <p>Eg:</p> <ul style="list-style-type: none"> • Emissions from too many cars contaminate the air with poisonous gases/chemicals (1) this means some plants needing clean air may die off/dicolours historic buildings (1) • Small mammals can climb into discarded plastic bottles/cans/bags by tourists (1) and this means they may die if they get stuck (1) • Chemicals in rivers may be poisonous to fish and other aquatic life (1) and so they may not be able to survive in polluted waters (1) <p>Accept any other appropriate answer. Do not credit repeats.</p>	(4)

Question Number	Answer	Mark
3 (a) (iii)	<p>Up to 2 marks for each explanation</p> <p>E.g.</p> <ul style="list-style-type: none"> • Creates improved efficiency/saves time (1) and means that people and goods can move around the area more quickly (1) • Local people have access to transport (1) which means they are able to travel to find employment (1) • Encourages more investment/new business (1) because organisations/investors are assured the energy/water/transport infrastructure is already present (1) <p>Accept any other appropriate answer. Do not credit repeats.</p>	(4)

Question Number	Answer	Mark
3 (b) (i)	<p>Up to 2 marks for explanation of each way.</p> <p>E.g.</p> <ul style="list-style-type: none"> • An area is surveyed before any building work for tourism starts/is approved (1) this is because they need to see what wildlife lives in an area (1) • By assessing what already lives there developers can make sure it is protected (1). This means that the development will not have any negative impacts on natural habitats and wildlife (1) • The results of an environmental audit can be built into the development plan (1) this means that it will avoid unnecessary habitat destruction and threat to species (1) <p>Accept any other appropriate answer. Do not credit repeats.</p>	(4)

Question Number	Answer	Mark
3 (b) (ii)	One mark for appropriate strategy, no marks for principles or impacts. Eg: <ul style="list-style-type: none">• Retention of visitor spending (1)• Widening access to facilities (1)• Staff training (1) Accept any other appropriate answer.	(1)

Question Number	Answer	
3(c)	<p>Indicative Content</p> <p>Responses may vary but should be making reference to the ways impacts have been managed.</p> <ul style="list-style-type: none"> • Ban 'all-inclusive' resorts • Zoning • Footpath construction/diversion • Tourism Education • Training opportunities for locals • Use of natural resources • Promotion of 'local' • Planning/building control • Traffic management (no credit for Congestion charge in London or park and rides unless due to volumes of tourism/visitors arriving by car) <p>E.g. Destination – Windermere</p> <ul style="list-style-type: none"> • They introduced a speed limit on the Lake and this has helped to protect the environment by reducing waves and shore erosion caused by the high speed boats. <p>Accept any other appropriate answer.</p>	
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	Limited response. Mainly theoretical/generic. At this level may write about characteristics of decline /rejuvenation stage of TALC model rather than impacts. Destination may not be fully appropriate e.g. hotels.
2	4-6	Clear explanation. With some research evident and application to the selected destination. Management method/s and impact/s are appropriate to the destination.
3	7-9	Detailed explanation. Research evidence that is supported with specific and relevant details linked to managing the impacts of tourism at the selected destination.

Question Number	Answer	Mark
3 (d) (i)	<p>Up to 2 marks for one way outlined. Do not credit what tourists can do. Must be realistic. Credit valid examples.</p> <p>Eg:</p> <ul style="list-style-type: none"> • Restrict/prevent tourism development in vulnerable areas (1) to protect the wildlife/habitats (1) • Governments could raise money from tourists by imposing a green tax (1). This money could be used to protect wildlife and habitats (1) <p>Accept any other appropriate answers for LEDW</p>	(2)
3 (d) (ii)	<p>Up to 2 marks for one way outlined. Do not credit what tourists can do. Must be realistic. Credit valid examples.</p> <p>Eg:</p> <ul style="list-style-type: none"> • Tour operators could provide information on local customs (1) so they are less likely to wear inappropriate clothing/cause offence (1) • Employ local people as tour guides (1) to create more opportunities to learn/interact with tourists (1) <p>Accept any other appropriate answers for LEDW</p>	(2)
3 (d) (iii)	<p>Up to 2 marks for one way outlined to minimise negative economic impacts. Do not credit what tourists can do. Must be realistic. Credit valid examples.</p> <p>Eg:</p> <ul style="list-style-type: none"> • Ban all-inclusive hotels (1) keeping tourism revenue in the local economy (1) • Governments could set a quota (1) that forces foreign companies to employ local people (1) <p>Accept any other appropriate answers for LEDW</p>	(2)