

GCE MARKING SCHEME

SUMMER 2016

TRAVEL & TOURISM - UNIT 5 1685/01

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.

GCE A2 TRAVEL & TOURISM

UNIT 5 – TOURISM DEVELOPMENTS & TOURISM IMPACTS

MARK SCHEME - SUMMER 2016

Question	Answer	Mark allocation	Assessment objective
1. (a)	 Possible answers: To produce a development plan/strategy. To promote the country's tourism destinations and attractions. To provide investment/funds. To encourage investment from the private sector. To protect the country's landscape/environment. To protect the country's heritage and culture. 	0 – 6	AO1 – 6
	Levels marked		
	Level 1 – outlines are likely to be basic and include only 1 or 2 examples. Little knowledge or understanding. Generic/list type answers.	1 – 3	
	Level 2 – outlines are likely to be more detailed and include at least 2 or 3 examples. Some knowledge and understanding.	4 – 6	

Question	Answer	Mark allocation	Assessment objective
(b)	 Different methods of transport need to be provided within a tourism destination to enable tourists to visit the attractions and get to their accommodation provider. E.g. taxis, public transport (bus, tram, train, metro). Different methods of transport need to be provided for tourists to arrive in Vietnam – planes, trains, ferry and coach. Different methods of transport are needed to meet the needs of different types of visitors. E.g. cheap public transport for backpackers. Quick and comfortable transport from airports to city centres for business people and the grey market. 	0 – 8	AÖ2 – 8
	Levels marked Level 1 – discussions are likely to be basic and	1 – 3	
	include only 1 or 2 examples. Little knowledge or understanding. Generic/list type answers.		
	Level 2 – discussions are likely to be more detailed and include at least 2 or 3 examples. Some knowledge and understanding.	4 – 6	
	Level 3 – discussions are likely to be well developed and include at least 3 or 4 examples. Clear knowledge and understanding.	7 – 8	

Question	Answer	Mark allocation	Assessment objective
(c) (i)	 Possible answers: Water pollution – boats, ships. Air pollution – more cars, buses, planes. Visual pollution – hotels, attractions. Deforestation. Animal habitats – water and land. More litter – beach, countryside. Levels marked	0 – 10	AO1 – 4 AO2 – 6
	Level 1 – descriptions are likely to be basic and include only 1 to 2 negative environmental impacts. Little or no application to coastal and/or countryside areas. 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 negative environmental impacts. Some application to coastal and countryside areas. Some knowledge and understanding.	4 – 7	
	Level 3 – evaluations are likely to be well developed and include at least 3 or 4 negative environmental impacts. Clear application to coastal and countryside areas. Clear knowledge and understanding.	8 – 10	

Question	Answer	Mark allocation	Assessment
(ii)	Possible answers: Positive impacts: Improved quality of life. Increase in disposable income. Job opportunities. Improved facilities – leisure, education. Negative impacts: Dilution of culture – food, drink, customs Displacement. Overcrowding – popular tourism destinations. Congestion – more traffic. Levels marked	0 – 8	AO1 – 3 AO4 – 5
	Level 1 – evaluations are likely to be basic and include only 1 or 2 examples of socio-cultural impacts. Little knowledge or understanding. Generic/list type answers. Level 2 – evaluations are likely to be more detailed and include at least 2 or 3 examples of socio-cultural impacts. Some knowledge and understanding. Level 3 – evaluations are likely to be well developed and include at least 3 or 4 examples of socio-cultural impacts. Clear knowledge and understanding.	1 – 3 4 – 6 7 – 8	
		Total 32 marks	

Question	Answer	Mark allocation	Assessment objective
2. (a)	Possible answers: The attractions will depend on the MEDW destination chosen but may include: Natural attractions. E.g. lakes, beaches, mountains, rivers. Built attractions. E.g. castles, cathedrals, stately homes. Purpose-built. E.g. theme parks, museums, zoos.	0 – 8	AO1 – 8
	Levels marked Level 1 – outlines are likely to be basic and include only 1 or 2 named attractions. Little knowledge or understanding of the chosen destination. Generic/list type answers.	1 – 3	
	Level 2 – outlines are likely to be more detailed and include at least 2 or 3 named attractions. Some knowledge and understanding of the chosen destination.	4 – 6	
	Level 3 – outlines are likely to be well developed and include at least 3 or 4 named attractions. Clear knowledge and understanding of the chosen destination.	7 – 8	

Question	Answer	Mark allocation	Assessment objective
(b)	Different methods of transport need to be provided within a tourism destination to enable tourists to visit the attractions and	0 – 10	AO1 – 3 AO4 – 7
	 get to their accommodation provider. E.g. taxis, public transport (bus, tram, train, metro). Different methods of transport need to be 		
	 provided for tourists to arrive in Vietnam – planes, trains, ferry and coach Facilities – bus stations, ferry terminals, airports, train stations and taxi ranks. Efficient methods of transport help to attract new visitors and second visits. 		
	Levels marked		
	Level 1 – assessments are likely to be basic and include only 1 or 2 examples of transport methods and facilities. Little knowledge or understanding of the chosen destination. Generic/list type answers.	1 – 3	
	Level 2 – assessments are likely to be more detailed and include at least 2 or 3 examples of transport methods and facilities. Some knowledge and understanding of the chosen destination.	4 – 7	
	Level 3 – assessments are likely to be well developed and include at least 3 or 4 examples of transport methods and facilities. Clear knowledge and understanding of the chosen destination.	8 – 10	

Question	Answer	Mark	Assessment
(c)	Possible answers:	allocation 0 – 8	AO1 – 4 AO2 – 4
	 Noise pollution. E.g. planes, road traffic. Air pollution. E.g. traffic CO2 emissions. Visual pollution. E.g. new roads, bridges, airports. During construction. E.g. noise, dust/dirt. Health problems. E.g. cancer, respiratory. 		A02 - 4
	Levels marked		
	Level 1 – discussions are likely to be basic and include only 1 or 2 examples. Little knowledge or understanding. Generic/list type answers.	1 – 3	
	Level 2 – discussions are likely to be more detailed and include at least 2 or 3 examples. Some knowledge and understanding.	4 – 6	
	Level 3 – discussions are likely to be well developed and include at least 3 or 4 examples. Clear knowledge and understanding.	7 – 8	

Question	Answer	Mark	Assessment
(-1)	Describle and an arrange	allocation	objective
(d)	Possible answers: Economic:	0 – 8	AO1 – 8
	Social:		
	The quality of life for local people is improved. E.g. improved transport to work, shops, leisure facilities.		
	 Environmental: Modern methods of transport can improve air quality. E.g. green buses, electric cars, modern aircraft. Derelict areas can be converted into metro/bus stations. 	1 – 3	
	Levels marked	. 0	
	Level 1 – discussions are likely to be basic and include only 1 or 2 positive impacts. Little knowledge or understanding. Generic/list type answers.	4 – 6	
	Level 2 – discussions are likely to be more detailed and include at least 2 or 3 positive impacts. Some knowledge and understanding.	7 – 8	
	Level 3 – discussions are likely to be well developed and include at least 3 or 4 positive impacts. Clear knowledge and understanding.		
		Total 34 marks	

Question	Answer	Mark allocation	Assessment objective
3. (a)	Possible answers:	0 – 8	AO2 - 8
	Business tourism: • Meetings • Conferences • Trade fairs		
	 Sports tourism: Participation – Skiing, snowboarding, climbing, hiking. Spectator – major events – football, winter sports. 		
	 Heritage and cultural tourism: Visiting attractions – museums, art galleries, palaces. 		
	Package beach holidays: Beach. Sea.		
	 General activities: Accommodation. Restaurants, bars, cafes. Shopping – souvenirs. Transport – taxis, trains, buses, planes. 		
	Levels marked		
	Level 1 – outlines are likely to be basic and include only 1 or 2 activities. Little knowledge or understanding. Generic/list type answers.	1 – 3	
	Level 2 – outlines are likely to be more detailed and include at least 2 or 3 activities. Some knowledge and understanding.	4 – 6	
	Level 3 – outlines are likely to be well developed and include at least 3 or 4 activities from two aspects. Clear knowledge and understanding.	7 – 8	

Question	Answer	Mark allocation	Assessment objective
(b) (i)	 Possible answers: The Russian government offers incentives – loans, tax breaks, grants – to private individuals and organisations. All relevant agents are included in tourism development projects. Political, social, economic and environmental impacts are taken into consideration by all agents. Planning permission is given for tourism development projects. 	0-8	AO2 – 8
	Levels marked		
	Level 1 – explanations are likely to be basic and include only 1 or 2 examples. Little knowledge or understanding. Generic/list type answers.	1 – 3	
	Level 2 – explanations are likely to be more detailed and include at least 2 or 3 examples. Some knowledge and understanding.	4 – 6	
	Level 3 – explanations are likely to be well developed and include at least 3 or 4 examples. Clear knowledge and understanding.	7 – 8	

Question	Answer	Mark	Assessment
		allocation	objective
(ii)	Possible answers:	0 – 8	AO1 – 2
			AO4 – 6
	Profit versus the environment.		
	 Jobs/wealth versus the environment. 		
	Wealth versus displacement.		
	Political objectives versus local wishes.		
	National identity versus local/area identity.		
	Levels marked		
	Level 1 – assessments are likely to be basic and include only 1 or 2examples of conflict. Little knowledge or understanding. Generic/list type answers.	1 – 3	
	Level 2 – assessments are likely to be more detailed and include at least 2 or 3 examples of conflicts. Some knowledge and understanding.	4 – 6	
	Level 3 – assessments are likely to be well developed and include at least 3 or 4 examples of conflict. Clear knowledge and understanding.	7 – 8	

Question	Answer	Mark allocation	Assessment objective
(c)	Positive impacts: Job creation. Greater GDP contribution. Wealth creation. Increased investment. Positive economic climate. Increase in foreign currency earnings. Multiplier effect. Negative impacts: Low paid jobs. Seasonal jobs. Foreign companies employ staff from	0 – 10	AO1 – 3 AO4 – 7
	 overseas. Leakage. International companies versus local businesses. Levels marked	1 – 4	
	Level 1 – evaluations are likely to be basic and include only 1 or 2 economic impacts. Little knowledge or understanding. Generic/list type answers.	5 – 7	
	Level 2 – evaluations are likely to be more detailed and include at least 2 or 3 economic impacts. Some knowledge and understanding. Level 3 – evaluations are likely to be well	8 – 10	
	developed and include at least 4 or 5 positive and negative impacts. Clear knowledge and understanding.	Total 34	
		marks	Grand total 100 marks