



**General Certificate of Secondary Education  
June 2013**

**Geography B**

**40353H**

**(Specification 4035)**

**Unit 3: Investigating the shrinking world  
(Higher)**

**Final**

***Mark Scheme***

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**Section A – Investigating the globalisation of industry**

Question	Description	Mark
1(a)(i)	180888. Accept 179 and/ or 889	1 mark
1(a)(ii)	0.9km	1 mark
1(a)(iii)	<p>Possible reasons include: <i>large space for such large buildings/future expansion, relatively flat, the site offering the same advantages, adjacency to the A419 main road/junction for supplies/product shipment, proximity to large urban area for labour.</i></p> <p><b>Level 1 Basic (1–2 marks)</b> Simple identification of reason/s e.g. <i>large site, flat space, main road near.</i></p> <p><b>Level 2 Clear (3–4 marks)</b> Clear links between suggested reason and the needs of a modern factory such as a motor works. Uses map evidence. E.g. <i>2 sq km space for assembly line building, parking finished cars, future expansion, relative flatness of site for the same reasons evidenced by wide contour spacing.</i></p>	4 marks
1(b)	<p>Possible benefits include: employment, higher wages / increased prosperity, social benefits from improved infrastructure/ social spending enabled by, for instance, increased tax revenue. The context can be anywhere in the world.</p> <p><b>Level 1 Basic (1-2 marks)</b> Simply stated benefit/s e.g. <i>more jobs, better wages.</i></p> <p><b>Level 2 Clear (3-4 marks)</b> Clear explanation of how the development of new industry can benefit local people e.g. <i>new industry may bring jobs that weren't there before so that people can now earn a good wage.</i></p>	4 marks
1(c)	<p>A TNC often has its headquarters in its country of origin with production and research and development branch operations potentially elsewhere. R&amp;D and the production of new products (early in the product life cycle) may also be in the country of origin or in a more developed area/country with necessary research facility/infrastructural/skills support. Established mature products (later in the product life cycle) and more likely to be made in a lower costs location such as a developing area/country. Expect a description of the named TNC. No marks for the name itself. No name or inappropriate choice, L1 Max</p> <p><b>Level 1 Basic (1–2 marks)</b> Simple information statements e.g. <i>Nokia has some factories in developing countries.</i></p> <p><b>Level 2 Clear (3–4 marks)</b> Clearly describing TNC's operations distributions. May include R&amp;D/HQ as well as productions. E.g. <i>Nokia has some of its largest factories in developing countries including Mexico.</i></p>	4 marks

1(d)(i)	<p>Between 1970 and 2010 Country A's HDI rose steadily by 0.17 from 0.73 to 0.9. Country B's HDI rose and fell from an initial 0.42 to a high of 0.46 in 1975 falling to 0.34 in 2000 before recovering to 0.42 by 2010.</p> <p>1 mark per country for overall description of change e.g. <i>rose steadily (Country A), rose and fell/fluctuated (Country B)</i>.</p> <p>1 mark for accurate use of years to describe elements of change within pattern e.g. <i>Country A increase in rate between 1985 and 1990, Country B increase between 1970 and 1975</i>.</p> <p>1 mark for accurate use of HDI values e.g. <i>Country A rose steadily (1) by 0.17 (1)</i>.</p> <p>Allow up to 3 marks in total for one country.</p>	4 marks
1(d)(ii)	<p>TNCs often originate in richer countries and then begin operations in poorer ones. TNCs may pay higher wages in the poorer countries than was the norm hitherto and so, aided by the multiplier, some people there become better off. Additionally, poorer countries' governments may be able to raise extra revenue from taxes and export duties to spend on infrastructure and social improvements. Since the development gap can only narrow if the poorer are not just better off but actually catching up the richer countries, only some help towards ultimate reduction is likely. However, if TNCs move facilities from richer to poorer countries, consequent losses in the richer countries and gains in the poorer may lead to some help in gap reduction.</p> <p><b>Level 1 Basic (1–2 marks)</b> Simply stated help/s for poorer countries, e.g. <i>more jobs, better wages</i>.</p> <p><b>Level 2 Clear (3–4 marks)</b> At least one suggestion as to how TNCs can help development. For example social/economic improvement. For four marks expect awareness of the gap, e.g. <i>opening new plants creates employment and leads to greater prosperity through the multiplier as wage earners spend money in local businesses who in turn need to take on more staff. This makes people in poorer countries better off and may help close the gap in wealth between them and richer ones</i>.</p> <p><b>Level 3 Detailed (5-6 marks)</b> Detailed suggestions as to how TNCs can help reduce the development gap. Clear understanding of role of TNCs in narrowing the gap in economic development not just of improving economic wellbeing in LEDCs. Possible use of case study example(s).</p>	6 marks
1(e)(i)	<p>Changes to all three sectors described either qualitatively (e.g. primary considerably shrank) or quantitatively (e.g. primary's share of total employment was 14% less) for 2 marks. Two such descriptions for 1 mark. 1 mark for any accurate change identified. 2 marks if all 3 are identified.</p>	2 marks
1(e)(ii)	<p>2X2</p> <p>Possible impacts include: reduced pollution, more part-time working, more home working, more sedentary work health issues, cleaner work environment, greater gender equality in employment, unemployment, changing trade patterns, migration.</p> <p>1 mark for identifying impact, 2<sup>nd</sup> for clear description (development).</p>	4 marks

1(e)(iii)	<p>Environmental problems may relate to pollution (air, water, land, noise, visual) caused by the industry itself or by consequent traffic or supply chain development. Loss of habitat or green space and resource depletion (e.g. of minerals/water) may also be quoted.</p> <p><b>Level 1 Basic (1–4 marks)</b> Simply stated environmental problem/s that can be caused by the development of industry e.g. <i>toxic fumes, poisoned rivers, global warming (simply stated), acid rain (simply stated), breathing problems.</i> Credit simply stated types of pollution to max.2</p> <p><b>Level 2 Clear (5–6 marks)</b> Clearly described environmental problems caused by industry drawing upon both <b>Figure 4</b> and own case study knowledge, e.g. <i>toxic fumes like those in the photograph may include sulphur dioxide that dissolves in water droplets in the clouds to fall as acid rain. For example, in Sweden forests and lakes have been badly damaged by rain containing chemicals released into the atmosphere by other countries.</i></p> <p><b>Level 3 Detailed (7–8 marks)</b> Detailed description of environmental problems caused by industry drawing on <b>Figure 4</b> and showing in-depth knowledge of case study material e.g. Acid deposition in southern, especially south-western, Sweden badly damaged forests and lakes until the late 1990's when deposition rates dropped by 30%.</p>	8 marks
1(f)	<p>Conflicts might arise with visitors/ nature lovers/ members of the public/ hotelier/ farmer/ local residents over loss of visual or other amenity including woodland, birdlife, country parkland, noise, pollution, traffic, etc. 1 mark for issue, 1 mark for conflict and 1 mark for map evidence.</p>	3 marks
1(g)	<p>Conflicts caused by industrial development can be reduced by industry public relations initiatives, such as announcing negative impact-reducing, more sustainable measures, introducing mitigating measures such as wildlife/ habitat protection or through the planning process which seeks to resolve conflicts by deciding for the greater good.</p> <p><b>Level 1 Basic (1–3 marks)</b> Simply stated ways conflicts might be reduced e.g. <i>protecting local wildlife</i></p> <p><b>Level 2 Clear (4-5 marks)</b> Clear explanation of how conflict caused by industrial development can be reduced. Credit any relevant use of example(s). E.g. <i>by announcing that the planned proposal would protect local wildlife, developers might take the heat out of objections raised by members of the public.</i></p>	5 marks
1(h)	<p>2X2 Appropriate technology can make industry more sustainable by using fewer finite resources (such as materials, energy, water) so that they will still exist in the future, by making use of local resource so that less polluting transport is required and the environmental future is not further damaged, by using existing local labour skills so that costs are kept low encouraging a long-term economic future.</p> <p>2 marks per suggested way. 1 mark for a simple statement and 2<sup>nd</sup> mark for clarifying why it helps make industry more sustainable.</p>	4 marks

**Section B – Investigating global tourism**

2(a)(i)	178895. Accept 177-9 and 894-6	1 mark
2(a)(ii)	8km	1 mark
2(a)(iii)	<p>Tourists may be attracted by activities/facilities in the area west of grid line 13 such as pub, golf course, Swindon and Cricklade railway, paths and bridleways, woodland areas, water features such as lakes. Credit any such.</p> <p><b>Level 1 Basic (1–2 marks)</b> Simple identification of activities/facilities in the extract area.</p> <p><b>Level 2 Clear (3–4 marks)</b> Clear links between suggested activities/facilities and the needs/wants of tourists. Uses map evidence e.g. <i>The country park (1187) has a car park, so tourists can easily park their cars and then go for a walk or have a picnic.</i></p>	4 marks
2(b)	<p>Possible benefits, employment, wage spend (multiplier effect) encouraging other businesses, increased prosperity/tax revenue (e.g. for social/ infrastructure spending).</p> <p><b>Level 1 Basic (1–2 marks)</b> Simple statement/s of benefits e.g. <i>more jobs, increased prosperity.</i></p> <p><b>Level 2 Clear (3–4 marks)</b> Clear explanation of how tourism benefits an area e.g. <i>through linkage such as multiplier, spin-off spending, stimulus for other business growth.</i></p>	4 marks
2(c)(i)	<p>Between 1970 and 2010 Country A's HDI rose steadily by 0.17 from 0.73 to 0.9. Country B's HDI rose and fell from an initial 0.42 to a high of 0.46 in 1975 falling to 0.34 in 2000 before recovering to 0.42 by 2010.</p> <p>1 mark per country for overall description of change e.g. <i>rose steadily (Country A), rose and fell/fluctuated (Country B).</i></p> <p>1 mark for accurate use of years to describe elements of change within pattern e.g. <i>Country A increase in rate between 1985 and 1990, Country B increase between 1970 and 1975.</i></p> <p>1 mark for accurate use of HDI values e.g. <i>Country A rose steadily (1) by 0.17 (1).</i></p> <p>Allow up to 3 marks in total for one country.</p>	4 marks

2(c)(ii)	<p>Tourists often originate in richer countries and visit poorer ones. Tourism developments such as hotels may pay higher wages in the poorer countries than was the norm hitherto and so, aided by the multiplier, some people there become better off. Additionally poorer countries' governments may be able to raise extra revenue from taxes and export duties to spend on infrastructure and social improvements. Since the development gap can only narrow if the poorer are not just better off but actually catching up the richer countries, only some help towards ultimate reduction is likely. However, if tourism leads to a shift in the tourism industry from richer to poorer countries, consequent losses in the richer countries through tourism decline and gains in the poorer may lead to some help in gap reduction.</p> <p><b>Level 1 Basic (1–2 marks)</b> Simply stated help/s for poorer countries e.g. <i>more jobs, better wages.</i></p> <p><b>Level 2 Clear (3–4 marks)</b> At least one suggestion as to how tourism can help the development of poorer countries, for example some social improvement. For 4 marks expect awareness of the gap, e.g. <i>opening new hotels creates employment and leads to greater prosperity through the multiplier as wage earners spend money in local businesses who in turn, need to take on more staff. This makes people in poorer countries better off and may help close the gap in wealth between them and richer ones.</i></p> <p><b>Level 3 Detailed (5-6 marks)</b> Detailed suggestions as to how tourism helps to reduce the development gap. Clear understanding of the role of tourism in narrowing the gap in economic development not just of improving economic wellbeing in LEDCs. Possible use of case study example(s).</p>	6 marks
2(d)(i)	1 mark for a correct change. To gain full marks, three changes must be identified.	2 marks
2(d)(ii)	<p>(2 x 2) Possible reasons include: opening of the Channel Tunnel, increased ability to spend on air travel/ popularity of long-haul holidays, increased budget airline flights.</p> <p>1 mark for identifying reason, 2<sup>nd</sup> for clear link to change.</p>	4 marks
2(e)	<p>Global tourism companies are large businesses that operate travel/visitor services internationally or worldwide. Examples include Expedia and Intercontinental Hotels which respectively tour operate and provide accommodation on a worldwide basis. Such companies have grown as travel including long-haul tourism has increased and as increased computerisation enables global communications between facilities. Expect description of the growth of global tourism companies, which may be generic at Level 1 but should be clearly about identified company/ies at Level 2.</p> <p><b>Level 1 Basic (1–2 marks)</b> Simple statement/s of company activities and/or growth e.g. <i>Holiday Inn is a hotel brand that has grown worldwide.</i></p> <p><b>Level 2 Clear (3–4 marks)</b> Clear description of the growth of global tourism company/ies. Uses example(s) studied. e.g. <i>Intercontinental Hotels run hotels including the Holiday Inn brand. Holiday Inns began in the USA then spread worldwide as global travel increased and computerised booking systems developed from the late 20<sup>th</sup> century onwards.</i></p>	4 marks

2(f)	<p>Noise, pollution and loss of visual amenity/ habitat loss are potential environmental problems tourism can cause whether caused by the industry itself or by consequent traffic or supply chain development. Loss of habitat or green space and resource depletion (e.g. of minerals/ water) may also be quoted.</p> <p>Global impacts and those associated with international (or long-distance) travel such as jet emissions contributing to global warming are not relevant and should not be credited.</p> <p><b>Level 1 Basic (1–4 marks)</b> Simply stated environmental problem/s that can be caused by the development of tourism e.g. <i>water pollution from hotel drains, water sports damage to coral</i>. In the upper part of the level description may be attempted but limited to <b>either Figure 7</b> or to own knowledge e.g. <i>litter left uncleared on beaches like that in the photograph may be eaten by and harm local wildlife</i>.</p> <p><b>Level 2 Clear (5–6 marks)</b> Clearly described environmental problems caused by tourism drawing upon both <b>Figure 7</b> and own case study knowledge e.g. <i>litter left uncleared on beaches like that in the photograph may be eaten by and harm local wildlife. When tourism began to develop in St Lucia waste and sewage caused the closure of one beach</i>.</p> <p><b>Level 3 Detailed (7–8 marks)</b> Detailed description of local environment problems caused by development of tourism drawing on Figure 7 and showing in-depth case study knowledge, e.g. <i>When tourism began to develop on the Cap Estate in northern St-Lucia in the 1980s waste and sewage caused unpleasant smells leading to the closure of one beach at Smugglers Cove until proper drainage was installed</i>.</p>	8 marks
2(g)	<p>Conflicts might arise with visitors/countryside lovers/members of public/tourist railway operator/farmer/local residents over loss of visual or other amenity including farmland, wildlife/habitat, noise, pollution, traffic etc. 1 mark for identifying an issue, 1 mark for clarifying conflict, 1 mark for map evidence.</p>	3 marks
2(h)	<p>Conflicts caused by tourist development can be reduced by public relations initiatives, such as announcing negative impact reducing, more sustainable measures, introducing mitigating measures such as wildlife/habitat protection or through the planning process which seeks to resolve conflicts by deciding for the greater good</p> <p><b>Level 1 Basic (1–3 marks)</b> Simply stated ways conflicts might be reduced. e.g. protecting local wildlife.</p> <p><b>Level 2 Clear (4–5 marks)</b> Clear explanation of how conflict caused by tourist development can be reduced. Credit any relevant use of example(s). e.g. by announcing that the planned proposal would protect local wildlife, developers might take the heat out of objections raised by members of the public.</p>	5 marks



2(i)	<p>Tourism can be made more sustainable by reducing negative impacts by using fewer finite resources (such as materials, energy, water) so that they will still exist in the future, by making use of local resources such as food so that less polluting transport is required and the environmental future is not further damaged, by using local labour so that costs are kept low encouraging a long-term economic future and by involving the community aiding social sustainability. Ecotourism is one such approach.</p> <p>2 marks per suggested way, 1 for a simple statement and 2<sup>nd</sup> mark for clarifying why it can help make tourism more sustainable.</p>	4 marks
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