



# **GCE MARKING SCHEME**

**TRAVEL & TOURISM  
AS/Advanced**

**JANUARY 2011**

## **INTRODUCTION**

The marking schemes which follow were those used by WJEC for the January 2011 examination in GCE TRAVEL & TOURISM. They were finalised after detailed discussion at examiners' conferences by all the examiners involved in the assessment. The conferences were held shortly after the papers were 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 conferences was to ensure that the marking schemes were 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' conferences, teachers may have different views on certain matters of detail or interpretation.

WJEC regrets that it cannot enter into any discussion or correspondence about these marking schemes.

### Unit 1 - Introducing Travel and Tourism

Question	Answer	Mark Allocation	Assessment Objective
Q.1 (a)	Private: Premier Inn or Thomas Cook Public: TIC or VisitBritain Voluntary: YHA or National Trust	0-3	AO1
(b)	To make a profit. Any other correct answer.	0-1	AO1
(c)	<b>Possible answers:</b> <ul style="list-style-type: none"> <li>- Job creation</li> <li>- Income/wealth creation</li> <li>- Increase in foreign currency earnings</li> <li>- Urban regeneration</li> <li>- Tax revenues</li> <li>- Meet the needs of tourists</li> </ul> Any 3 from.	0-3	AO1
(d)	<b>Sample answer:</b> Bluestone is a private sector organisation which has developed accommodation and leisure facilities. Pembs. CC has helped with some funding and by improving the roads leading to the development. Note - named organisations are not required as the candidates may give a generic type answer. <b>Permutations:</b> 2x2 marks. 2 marks for a full outline. 1 mark for a basic outline.	0-4	AO1
		<b>Total</b>	<b>11</b>

Question	Answer	Mark Allocation	Assessment Objective
2. (a)	When people take a holiday, short break or business trip within their own country.	0-1	AO1
(b)	Economic - recession/unemployment Environmental - weather/rainfall Political - security measures/unemployment/recession	0-3	AO1
(c)	<p><b>Likely positive impacts:</b></p> <ul style="list-style-type: none"> <li>- Increase in demand for domestic tourism</li> <li>- More jobs in UK travel and tourism industry</li> <li>- Increased income for UK travel and tourism industry</li> <li>- Increase in airport security measures means more people taking a domestic holiday</li> </ul> <p><b>Likely negative impacts:</b></p> <ul style="list-style-type: none"> <li>- Bad weather - UK residents go abroad in 2010</li> <li>- Loss of income for the UK travel and tourism industry</li> <li>- Loss of jobs in UK travel and tourism industry</li> </ul> <p><b>Levels marked</b></p> <p><b>Level 1</b> - Answers are likely to be basic and include only 1 or 2 impacts. Little or no understanding. Maximum of 3 for list type answers.</p> <p><b>Level 2</b> - Answers are likely to be detailed and include at least 2 or 3 impacts. Some understanding.</p> <p><b>Level 3</b> - Answers are likely to be developed and include 3 or 4 impacts. Clear understanding.</p>	0-8	AO2
		<b>Total</b>	<b>12</b>

Question	Answer	Mark Allocation	Assessment Objective
3. (a)	<p>Once the visit is over, experienced, it has perished. The experience of the visit is intangible - it can't be physically touched or taken away.</p> <p><b>Permutations:</b> 2 x 1 marks. 1 mark for each for an appropriate explanation.</p>	0-2	AO1
(b)	<p><b>Sample answer:</b> Different visitors to Alton Towers will have a different experience. For example, thrillseekers and families with young children.</p> <p><b>Permutations:</b> 2 marks for a detailed/full explanation. 1 mark for a basic explanation.</p>	0-2	AO1
(c)	<p><b>Possible answers:</b></p> <ul style="list-style-type: none"> <li>- To keep present customers</li> <li>- To attract new customers</li> <li>- To have an edge over the competition</li> <li>- To meet the customer's higher expectations</li> <li>- To replace older products/facilities</li> </ul> <p><b>Levels marked</b></p> <p><b>Level 1</b> - Answers are likely to be basic and include only 1 or 2 reasons. Maximum of 3 for list type answers.</p> <p><b>Level 2</b> - Answers are likely to be detailed and include at least 2 or 3 reasons.</p>	<p>0-6</p> <p>0-3</p> <p>4-6</p>	AO2
		<b>Total</b>	<b>10</b>

Question	Answer	Mark Allocation	Assessment Objective
Q.4 (a) (i)	Adrenaline junkies: seek adventures and excitement from tourism activities. E.g. climbing, bungee-jumping. <b>Permutations:</b> 2 marks for a detailed/full explanation. 1 mark for a basic explanation.	0-2	AO1
(ii)	Culture vultures: enjoy experiencing the local culture and customs of the destination they are visiting. E.g. local architecture, language, food and drink. <b>Permutations:</b> 2 marks for a detailed/full explanation. 1 mark for a basic explanation.	0-2	AO1
(b)	<b>Possible answers:</b> <ul style="list-style-type: none"> <li>- Business meetings</li> <li>- Exhibitions/trade fairs</li> <li>- Conferences/conventions</li> <li>- Incentive travel</li> <li>- Corporate hospitality</li> </ul> <b>Levels marked</b>  <b>Level 1</b> - Answers are likely to be basic and include only 1 or 2 activities. Maximum of 3 for list type answers.  <b>Level 2</b> - Answers are likely to be detailed and include at least 2 or 3 activities.	0-6   0-3  4-6	AO1   AO1
(c)	<b>Possible answers:</b> <ul style="list-style-type: none"> <li>- More money/disposable income</li> <li>- More leisure time</li> <li>- Paid holidays</li> <li>- Increased car ownership</li> <li>- Other transport options such as the Channel Tunnel, cheap flights, motorways and bridges</li> <li>- Technology such as the internet have made it much easier to plan and book</li> <li>- Disabled access</li> </ul> <b>Levels marked</b>  <b>Level 1</b> - Answers are likely to be basic and include only 1 or 2 factors. Maximum of 3 for list type answers.  <b>Level 2</b> - Answers are likely to be detailed and include at least 2 or 3 factors.  <b>Level 3</b> - Answers are likely to be developed and include 3 or 4 factors.	0-8   0-3  4-6  7-8	AO1
		<b>Total</b>	<b>18</b>

### Unit 3 - Marketing in Travel & Tourism

Question	Answer	Mark Allocation	Assessment Objective
Q.5 (a)	<p><b>Possible answers:</b></p> <ul style="list-style-type: none"> <li>- Coach companies might work with hotels in a resort like Tenby - transporting visitors to an accommodation provider</li> <li>- Hotels might work with visitor attractions to gain a good deal for their guests</li> <li>- Support services (TICs) help to promote commercial travel and tourism organisations</li> </ul> <p><b>Levels marked</b></p> <p><b>Level 1</b> - Answers are likely to be basic and include only 1 or 2 examples of how the sectors might work together. Maximum of 3 for list type answers.</p> <p><b>Level 2</b> - Answers are likely to be detailed and include at least 2 or 3 examples of how the sectors might work together.</p>	0-6   0-3  4-6	AO2
(b)	<p><b>Possible answers:</b></p> <ul style="list-style-type: none"> <li>- Beds are made</li> <li>- The room is cleaned</li> <li>- Towels are provided and changed</li> <li>- Meals are usually provided</li> </ul> <p><b>Permutations:</b> 2 x 2 marks for detailed explanations. 3 + 1 mark for a developed and simple explanation. 1 mark for basic explanations.</p>	0-4	AO2
(c)	<p><b>Possible answers:</b></p> <ul style="list-style-type: none"> <li>- School groups - budget accommodation in activity centres</li> <li>- Camping catering for groups / low budget types</li> <li>- Hotels that cater for business tourists - conference/meeting facilities</li> <li>- Hostels for those on a budget / backpackers</li> <li>- Families/visitors who prefer self catering - cottages, caravans, apartments</li> <li>- Five star accommodation for the wealthy, rich and famous</li> </ul> <p><b>Levels marked</b></p> <p><b>Level 1</b> - Answers are likely to be basic and include only 1 or 2 accommodation types. Little mention of different tourist types. Little knowledge of the destination chosen. Little or no evaluation. Maximum of 3 for list / generic type answers.</p> <p><b>Level 2</b> - Answers are likely to be detailed and include at least 2 or 3 accommodation types. Some link with different tourist types. Some knowledge of the destination chosen. Some evaluation.</p> <p><b>Level 3</b> - Answers are likely to be developed and include at least 3 or 4 accommodation types. Clear link with different tourist types. Good knowledge of the destination chosen. Clear evaluation.</p>	0-8   0-3  4-6  7-8	AO2
		<b>Total</b>	<b>18</b>

Question	Answer	Mark Allocation	Assessment Objective
Q.6 (a)	<p><b>Possible answers:</b></p> <ul style="list-style-type: none"> <li>- Job creation</li> <li>- Creation of wealth/wages/income</li> <li>- Attracts investment</li> <li>- Provides income for further regeneration/development</li> </ul> <p>Any 3 from.</p>	0-3	AO1
(b)	<p><b>Possible answers:</b></p> <p><b>Environmental positive:</b></p> <ul style="list-style-type: none"> <li>- Urban regeneration</li> <li>- Improving waterway</li> <li>- Awareness raising of tourism/environmental issues</li> </ul> <p><b>Environmental negative:</b></p> <ul style="list-style-type: none"> <li>- Physical erosion</li> <li>- Litter</li> <li>- Congestion</li> <li>- Overcrowding</li> <li>- Loss of habitats for flora and fauna</li> <li>- Eyesores - spoiling of the landscape</li> </ul> <p><b>Socio-cultural positive:</b></p> <ul style="list-style-type: none"> <li>- Refurbishment of local architecture</li> <li>- Preservation or rebirth of local arts and customs</li> <li>- Provision of community facilities</li> <li>- Job creation</li> <li>- Creation of wealth</li> </ul> <p><b>Socio-cultural negative:</b></p> <ul style="list-style-type: none"> <li>- Quality of life deteriorates for local residents</li> <li>- Loss of traditional skills such as farming - people move to more attractive jobs in tourism</li> <li>- Tourists' attitude/behaviour</li> <li>- Loss of local language</li> <li>- Customs/religious practices forced to change</li> <li>- Increase in house and food prices</li> </ul> <p><b>Levels marked</b></p> <p><b>Level 1</b> - Answers are likely to be basic and include only 1 or 2 impacts. Little knowledge of the countryside destination(s) chosen. Little or no evaluation. Maximum of 3 for list / generic type answers.</p> <p><b>Level 2</b> - Answers are likely to be detailed and include at least 2 or 3 impacts. Some knowledge of the countryside destination(s) chosen. Some evaluation.</p> <p><b>Level 3</b> - Answers are likely to be developed and include at least 3 or 4 impacts. Good knowledge of the countryside destination(s) chosen. Clear evaluation. Balanced answer.</p>	0-8	AO4
		<b>Total</b>	<b>11</b>
		<b>Grand Total</b>	<b>80</b>



Question Number	Possible Answer	Mark Allocated	Assessment Objective
Q.1 (a)	To set out what a travel and tourism organisation is trying to achieve so its stakeholders (customers, employees, shareholders) are aware of its aims and know what to expect from the organisation.	2	AO1
(b)	Marketing objectives set specific targets for an organisation to achieve within a given time scale, allowing it to focus on a specific outcome for a section of its customers or a part of its organisation and inform the marketing process so that it can achieve its aim.  Levels marked Level 1 Basic identification of marketing objectives but no link to marketing process  Level 2 Explanation of use of objectives within marketing process.	4  1-2  3-4	AO1
(c)	Realistic criteria move the organisation towards its goal and are within their capabilities.  Timed criteria set a limit by which the objective must be met.  Suitable example for each from a travel and tourism organisation is needed to achieve second mark.	2 + 2	AO1
(d)	Regularly evaluating the marketing process allows an organisation to see if it is achieving its objectives and gives the opportunity for amending the marketing strategy if it is not producing the required results. It may also allow an organisation to amend its products and services as the business environment alters.  Levels marked Level 1 Basic explanation of the reason for evaluating the marketing process as the opportunity for an organisation to see if it is meeting objectives.  Level 2 Clear explanation given showing the evaluation as an opportunity for an organisation to amend its marketing strategy and/or product and services.	4  1-2  3-4	AO1
	<b>TOTAL</b>	<b>14 marks</b>	

Question Number	Possible Answer	Mark Allocated	Assessment Objective
Q.2 (a)(i)	Unique Selling Point	1	AO1
(ii)	Free Ticket to Disneyland	1	AO1
(b)	<ul style="list-style-type: none"> <li>• P&amp;O logo identifies shipping company</li> <li>• Enables repeat customers to recognise what the quality of the product and service provided by the ferry company will be</li> <li>• Endorsement by Disneyland through use of Mickey Mouse image and Disneyland logo associates the offer with the Disneyland product</li> <li>• Colours are eye-catching and convey enjoyment/excitement/suitability for family market through association with the Disneyland images</li> </ul> <p>Levels marked</p> <p>Level 1 Basic discussion of the use of brand images but little or no comment on effectiveness.</p> <p>Level 2 Clear discussion of the effectiveness of the use of brand images with mention of association with quality of product for top mark.</p>	4	AO2
		1-2	
		3-4	
(c)	<ul style="list-style-type: none"> <li>• Once a brand established in public's perception its qualities are understood</li> <li>• Easily identifiable from its competitors</li> <li>• Customer able to identify brand and its characteristics</li> <li>• Customer may only choose specific brand</li> <li>• Strong existing brand allows new products using the brand image to be associated with the same quality level.</li> </ul> <p>Levels marked</p> <p>Level 1 Basic comments on recognisable brand image with 1 or 2 advantages given using examples.</p> <p>Level 2 Clear assessment of most of the advantages gained for use of a recognisable brand image with 3 or more examples given.</p>	6	AO4
		1-3	
		4-2	
	<b>TOTAL</b>	<b>12 marks</b>	

Question Number	Possible Answer	Mark Allocated	Assessment Objective
Q.3 (a)	Accept any <b>two</b> from time, cost, accessibility, validity and reliability, fitness for purpose.	2 x 1	AO1
(b)(i)	<ul style="list-style-type: none"> <li>• Production of questionnaire is a skilled activity which costs a lot to get right</li> <li>• Analysis is time consuming</li> <li>• Response rate often low</li> <li>• Responders may not be representative sample of customers</li> <li>• Responders may be those who wish to complain</li> </ul> <p>Accept four x 1 mark or 2 x 2 for detailed answer or 1 + 3 for development of relevant point.</p>	4	AO1
(b)(ii)	Any <b>two</b> methods from face to face interview, observation, focus groups, mystery shopper, comment cards, competitor analysis. Suggestion box on line correct or any feedback other than survey.	2 x 1	AO1
(c)	<p>Named organisation must be given.</p> <p>Internal sources of quantitative data could include:</p> <ul style="list-style-type: none"> <li>• Football</li> <li>• Comparison of sales figures</li> <li>• Use of loyalty cards</li> <li>• Occupancy levels</li> <li>• Comparison of occupancy or income data with similar periods in previous years</li> <li>• Staff productivity</li> <li>• Results of questionnaire analysis: <ul style="list-style-type: none"> <li>• response to promotion campaigns</li> <li>• opinions on quality of products or services</li> </ul> </li> </ul> <p>Levels marked</p> <p>Level 1 1 or 2 internal sources used by a named organisation are mentioned with little comment on how they help monitor success.</p> <p>Level 2 3 or more of the internal sources identified and their usefulness in monitoring success clearly explained.</p>	6	AO2
	<b>TOTAL</b>	<b>14 marks</b>	

Question Number	Possible Answer	Mark Allocated	Assessment Objective
Q.4 (a)	<p>Two suitable products and their target market given e.g.            5* hotel – luxury leisure travellers            Butlins – family market            Thorpe Park – thrill seekers</p> <p>No mark allowed if product and market incorrectly identified or only one part of answer given.</p>	2 x 1	AO1
(b)(i)	<p>Identifying the socio-economic grouping of its market could inform an organisation's pricing strategy and its marketing mix by choosing where to place its adverts, which type to use and at which time of the day/year is most appropriate to meet the needs of the customer.</p> <p>Third mark given for explanation.</p>	3	AO1
(ii)	<p>Accept any two from geographic (neighbourhood or post code), age, gender, life style (psychographic), life cycle, special needs.</p>	2 x 1	AO1
(c)	<ul style="list-style-type: none"> <li>• Products chosen for different market segments allows organisation to specialise, building up expertise</li> <li>• Customer in same segment have similar expectations of product so delivery is simplified and economies of scale could be achieved.</li> <li>• Identifying customers with similar needs makes promotion easier as can choose media likely to appeal to identified market segment.</li> <li>• Promotion and pricing can be targeted more effectively hence saving money</li> </ul> <p>Levels marked</p> <p>Level 1            Basic explanation of an organisation's products targeted to different market segments with 1 or 2 of the points above identified using at least 1 example.</p> <p>Level 2            Clear explanation of the different products for different market segments offered by one travel and tourism organisations with identification of most of the benefits this brings to the organisation using at least 2 examples.</p>	6	AO2
	<b>TOTAL</b>	<b>13 marks</b>	

Question Number	Possible Answer	Mark Allocated	Assessment Objective
Q.5 (a)	<ul style="list-style-type: none"> <li>• Strictly Come Dancing on television throughout autumn with final just before Christmas so taking advantage of awareness already in the public eye.</li> <li>• Women's magazines often purchased at this time of year using their interest in the TV programme to attract attention.</li> <li>• Possible Christmas present</li> <li>• Time of year people book holidays</li> <li>• To increase bookings in off peak period for hotels.</li> </ul> <p>Accept any two relevant answers.</p>	2	AO2
(b)	<ul style="list-style-type: none"> <li>• Fans of Strictly Come Dancing</li> <li>• Women</li> <li>• Adults looking for a short break</li> <li>• People looking for adults only environment</li> </ul> <p>Accept any of the above.</p>	1	AO1
(c)	<p>Accept any two from geographic (neighbourhood or post code), age, gender, life style (psychographic), life cycle, special needs, couples, retired people.</p>	2 x 1	AO1
	<p>Levels marked</p> <p>Four P's must be used: product, place, price, promotion.</p> <p><i>Product</i></p> <ul style="list-style-type: none"> <li>• Exclusive hotels for adults over 21</li> <li>• Strictly Come Dancing breaks of 3 or 4 nights</li> <li>• Half board</li> <li>• Bedroom with en-suite facilities</li> <li>• Spa and beauty salons at some locations</li> </ul> <p><i>Place</i></p> <ul style="list-style-type: none"> <li>• Rural country retreats and costal locations throughout England <ul style="list-style-type: none"> <li>• Cricket St Thomas,</li> <li>• Holme Lacy House</li> <li>• Thoresby Hall,</li> <li>• Littlecote House Hotel</li> <li>• Nidd Hall Hotel</li> </ul> </li> <li>• Women's magazine leaflet insert</li> </ul>	10	AO4

Question Number	Possible Answer	Mark Allocated	Assessment Objective
	<p><i>Price</i></p> <ul style="list-style-type: none"> <li>• Based on two people sharing Ambassador accommodation</li> <li>• From £319 per person</li> <li>• Supplement for room upgrades and some dining options.</li> </ul> <p><i>Promotion</i></p> <p><i>Price</i></p> <ul style="list-style-type: none"> <li>• Leaflet insert</li> <li>• Warner Leisure Hotels special offer</li> </ul> <p>Level 1 Give 1 mark for the use of each of the Four Ps identified and exemplified by appropriate features from the advert. Limited or no analysis of choice of placement of promotional material relating to audience of publication.</p> <p>Level 2 Use of the four Ps clearly explained and exemplified by extracts from the Warner Leisure Hotels, Strictly Come Dancing short breaks advertisement with comment on suitability of publication choice for promotional material showing clear links to the target audience for the holiday. Attempt made to evaluate the way the four Ps have been put together in the promotional material with limited comment on their effectiveness.</p> <p>Level 3 Four Ps fully explained with detailed reference to the content of the promotional material. Clear evaluation of their interrelationship in the promotional material. Analysis of the placement of the promotional material in this publication is clearly linked to awareness of the appeal to the target audience and its perception of the product. The answer might include reference to age, gender and budget of target audience. Analysis should refer to both the quality of the hotel facilities advertised and the appeal of the Strictly Come Dancing link. At the high end of the mark range the evaluation is likely to mention the selection of photographs and the environment they portray.</p> <p>Coverage of the four elements of the marketing mix does not have to be balanced to reach level 3.</p>	<p>1-4</p> <p>5-8</p> <p>9-10</p>	
	<b>TOTAL</b>	<b>13 marks</b>	

Question Number	Possible Answer	Mark Allocated	Assessment Objective
Q.6 (a)	<p>Named organisation given Use of Strengths, Weaknesses, Opportunities and Threats applied to the organisation.</p> <p>Levels marked</p> <p>Level 1 Basic identification of some of the elements of SWOT probably weighted to strengths and weaknesses. Limited or no analysis of their effects on the internal business environment of the organisation.</p> <p>Level 2 Clear analysis of most of the elements of SWOT on the internal business environment of the named organisation.</p> <p>Level 3 Detailed analysis of how all elements of SWOT have affected the internal business environment of named organisation.</p>	4 x 2	AO4
(b)	<p>Explanation should include the fact that travel and tourism organisations operate within a wider economy and are affected by external conditions that affects its potential customers, the taxation and legal environment, the market conditions and trends in fashions and tastes which alter demand for its products and services. Innovation in terms of technology will also impact on its operational practices.</p> <p>Levels marked</p> <p>Level 1 Basic explanation of the <b>two</b> selected PEST factors but little or no comment on their effect on travel and tourism organisations.</p> <p>Level 2 Clear explanation of how the two PEST factors selected affect travel and tourism organisations.</p>	6	AO2
	<b>TOTAL</b>	<b>14 marks</b>	
	AO1	40	
	AO2	24	
	AO4	16	
	<b>Total</b>	<b>80 marks</b>	

## Unit 5 - Tourism Impacts and Tourism Development

Question	Answer	Mark Allocation	Assessment Objective
Q.1 (a)	<p><b>Possible answers:</b> Activities and facilities should be linked to different visitor types. Examples - conference facilities for business people; sailing for visitors looking for a more active visit.</p> <p><b>Levels marked</b></p> <p><b>Level 1</b> - Answers are likely to be basic and include activities/facilities but with little or no link to different visitor types.</p> <p><b>Level 2</b> - Answers are likely to be detailed and include clear links between activities/facilities and different visitor types.</p>	<p>0-6</p> <p>0-3</p> <p>4-6</p>	AO1 - 6
(b)	<p><b>Possible answers:</b></p> <ul style="list-style-type: none"> <li>- Local residents want jobs versus PDNP preserve/ conserve purpose</li> <li>- Local councils seek jobs/income for the area versus PDNP preserve/conservate purpose</li> <li>- Commercial organisations want profits versus PDNP preserve/conservate purpose</li> <li>- PDNP economic and social well being is secondary to the environment.</li> </ul> <p><b>Levels marked</b></p> <p><b>Level 1</b> - Answers are likely to be basic and include little or no understanding of the possible conflicts arising from the NP's purposes.</p> <p><b>Level 2</b> - Answers are likely to be detailed and include some understanding of the possible conflicts linked to the NP's purposes.</p> <p><b>Level 3</b> - Answers are likely to be well developed and include a clear understanding of the possible conflicts linked to the NP's purposes.</p>	<p>0-8</p> <p>0-3</p> <p>4-6</p> <p>7-8</p>	AO1 - 2 AO2 - 6



<b>Question</b>	<b>Answer</b>	<b>Mark Allocation</b>	<b>Assessment Objective</b>
(c)	<p><b>Possible answers:</b></p> <ul style="list-style-type: none"> <li>- Congestion/bottlenecks</li> <li>- Car parking - locals and visitors</li> <li>- Limited public transport</li> <li>- Unsuited infrastructure - narrow rural roads</li> <li>- Air pollution</li> </ul> <p><b>Levels marked</b></p> <p><b>Level 1</b> - Answers are likely to be basic and include only 1 or 2 traffic problems. Maximum of 3 marks for list type answers.</p> <p><b>Level 2</b> - Answers are likely to be detailed and include at least 2 or 3 traffic problems.</p> <p><b>Level 3</b> - Answers are likely to be well developed and include at least 3 or 4 traffic problems.</p>	<p>0-8</p> <p>0-3</p> <p>4-6</p> <p>7-8</p>	<p>AO1 - 8</p>
(d)	<p><b>Levels marked</b></p> <p><b>Level 1</b> - Answers are likely to be basic and include only 1 or 2 measures for the traffic problems. Maximum of 3 marks for list / generic type answers.</p> <p><b>Level 2</b> - Answers are likely to be detailed and include at least 2 or 3 measures for the traffic problems. Some examples.</p> <p><b>Level 3</b> - Answers are likely to be well developed and include at least 3 or 4 measures for the traffic problems. Some examples.</p>	<p>0-8</p> <p>0-3</p> <p>4-6</p> <p>7-8</p>	<p>AO4 - 8</p>
	<b>Total</b>	<b>30</b>	

Question	Answer	Mark Allocation	Assessment Objective
Q.2 (a)	<p><b>Possible answers:</b></p> <ul style="list-style-type: none"> <li>- Attracts the bulk of visitors in the winter months</li> <li>- Without sufficient snowfall skiers will go to other resorts</li> <li>- Less snow the lower the ski resort rating</li> <li>- The town relies on the winter jobs linked to skiing</li> <li>- The town relies on the winter income linked to skiing</li> </ul> <p><b>Permutations:</b> 4 x 1 marks for simple suggestions. 2 x 2 marks detailed suggestions. 3 + 1 marks for 1 developed suggestion and 1 simple suggestion.</p>	0-4	AO1 - 4
(b)	<p><b>Possible answers:</b></p> <ul style="list-style-type: none"> <li>- Winter sports - ski resort</li> <li>- Autumn, spring and summer - walking, hiking, birdwatching, scenic holidays.</li> </ul> <p><b>Levels marked</b></p> <p><b>Level 1</b> - Answers are likely to be basic and include little exemplification.</p> <p><b>Level 2</b> - Answers are likely to be detailed and include some exemplification.</p>	0-4  0-2  3-4	AO1 - 4
(c)	<p><b>Possible answers:</b></p> <ul style="list-style-type: none"> <li>- Damage to or loss of animal habitats</li> <li>- Damage to or loss of flora</li> <li>- Deforestation</li> <li>- Air pollution - acid rain</li> <li>- Erosion of mountain slopes and paths</li> <li>- Increased chance of summer floods</li> <li>- Increased chance of avalanches</li> </ul> <p><b>Levels marked</b></p> <p><b>Level 1</b> - Answers are likely to be basic and include only 1 or 2 environmental problems. The problems might not be specific to mountain areas. Maximum of 3 marks for generic / list type answers.</p> <p><b>Level 2</b> - Answers are likely to be detailed and include at least 2 or 3 environmental problems. Largely specific to mountain areas.</p> <p><b>Level 3</b> - Answers are likely to be well developed and include at least 3 or 4 environmental problems. Clearly appropriate for mountain areas.</p>	0-8  0-3  4-6  7-8	

Question	Answer	Mark Allocation	Assessment Objective
(d)	<p><b>Levels marked</b></p> <p><b>Level 1</b> - Answers are likely to be basic and include little or no assessment of methods used to maximise <i>positive environmental impacts</i> of tourism development. Little or no evidence of examples. Maximum of 3 marks for generic / list type answers. No marks for LEDC examples.</p> <p><b>Level 2</b> - Answers are likely to be detailed and include some assessment of methods used to maximise <i>positive environmental impacts</i> of tourism development. Some evidence of examples.</p> <p><b>Level 3</b> - Answers are likely to be well developed and include a clear assessment of methods used to maximise <i>positive environmental impacts</i> of tourism development. Clear use of examples.</p>	<p>0-8</p> <p>0-3</p> <p>4-6</p> <p>7-8</p>	<p>AO1 - 2 AO4 - 6</p>
	<b>Total</b>	<b>24</b>	

Question	Answer	Mark Allocation	Assessment Objective
Q.3 (a)	Public - Sussex University. Ecuador government. Ecotourism Association. Schools. Any 2 organisations. Voluntary - Rainforest Concern UK. Earthwatch.	0-4	AO1 - 4
(b)	<p><b>Possible answers:</b></p> <ul style="list-style-type: none"> <li>- Ecotourism destination</li> <li>- Rain/cloud forest</li> <li>- Birdwatching</li> <li>- Wildlife</li> <li>- Scientific research</li> <li>- Volunteering</li> </ul> <p><b>Levels marked</b></p> <p><b>Level 1</b> - Answers are likely to be basic and include only 1 or 2 relevant reasons for Santa Lucia's appeal.</p> <p><b>Level 2</b> - Answers are likely to be detailed and include 2 or 3 relevant reasons for Santa Lucia's appeal.</p> <p><b>Level 3</b> - Answers are likely to be developed and include at least 3 relevant reasons for Santa Lucia's appeal.</p>	<p>0-8</p> <p>0-3</p> <p>4-6</p> <p>7-8</p>	AO2 - 8
(c)	<p><b>Possible answers:</b></p> <ul style="list-style-type: none"> <li>- Loss of jobs/income</li> <li>- Reliance on tourism</li> <li>- The community might break up</li> <li>- Santa Lucia might close</li> <li>- Deforestation might reoccur</li> <li>- Threat to wildlife conservation</li> </ul> <p><b>Levels marked</b></p> <p><b>Level 1</b> - Answers are likely to be basic and include only 1 or 2 impacts. Little or no assessment of the impacts. Maximum of 3 marks for list type answers.</p> <p><b>Level 2</b> - Answers are likely to be detailed and include at least 2 or 3 impacts. Some assessment of the impacts.</p>	<p>0-6</p> <p>0-3</p> <p>4-6</p>	AO4 - 6

Question	Answer	Mark Allocation	Assessment Objective
(d)	<p><b>Possible answers:</b></p> <p><b>Economic</b> - creates jobs, creates an income, buying of local produce  <b>Environment</b> - protects the forests, solar panels, use of local wood for the lodge, educating children. Scientific research to protect wildlife.  <b>Social</b> - keeps families together, preserved the community.</p> <p><b>Levels marked</b></p> <p><b>Level 1</b> - Answers are likely to be basic and include only 1 or 2 reasons. Little or no understanding of ecotourism. Maximum of 3 marks for list type answers.</p> <p><b>Level 2</b> - Answers are likely to be detailed and include at least 2 or 3 reasons. Some understanding of ecotourism.</p> <p><b>Level 3</b> - Answers are likely to be well developed, well balanced and include at least 3 or 4 reasons. Clear understanding of ecotourism.</p>	<p>0-10</p> <p>0-3</p> <p>4-7</p> <p>8-10</p>	<p>AO2 - 10</p>
	<b>Total</b>	<b>28</b>	

Question	Answer	Mark Allocation	Assessment Objective
Q.4 (a) (i)	<p><b>Levels marked</b></p> <p><b>Level 1</b> - Answers are likely to be basic and include only 1 or 2 ways on how the destination has developed and changed. Maximum of 3 marks for list / generic type answers.</p> <p><b>Level 2</b> - Answers are likely to be detailed and include at least 2 or 3 ways on how the destination has developed and changed.</p> <p><b>Level 3</b> - Answers are likely to be well developed, well balanced and include at least 3 ways on how the destination has developed and changed.</p>	<p>0-8</p> <p>0-3</p> <p>4-6</p> <p>7-8</p>	<p>AO1 - 6</p> <p>AO4 - 2</p>
(ii)	<p><b>Levels marked</b></p> <p><b>Level 1</b> - Answers are likely to be basic and include at least 1 to 3 examples of <i>economic and socio-cultural impacts</i>. Little or no link to the chosen destination. Little or no evaluation. Maximum of 3 marks for list / generic type answers.</p> <p><b>Level 2</b> - Answers are likely to be detailed and include at least 2 to 3 examples of <i>economic and socio-cultural impacts</i>. Some evaluation.</p> <p><b>Level 3</b> - Answers are likely to be well developed and include at least 3 to 4 examples of <i>economic and socio-cultural impacts</i>. Clear evaluation.</p> <p>N.B. The impacts may be positive and/or negative.</p>	<p>0-10</p> <p>0-3</p> <p>4-7</p> <p>8-10</p>	<p>AO1 - 3</p> <p>AO4 - 7</p>
	<b>Total</b>	<b>18</b>	
	<b>Grand Total</b>	<b>100</b>	

**AO1 = 39**  
**AO2 = 32**  
**AO4 = 29**



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