



2011 Spanish

Advanced Higher – Reading and Translation

Finalised Marking Instructions

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A General Procedure

- 1 Before marking proper begins, it is the responsibility of the marking team to fix appropriate standards. The marking process will therefore be divided into two stages: a **preliminary** stage which will be exploratory and aimed at establishing the standards to be applied, and the **marking** stage when scripts will be marked according to an agreed scheme, on the basis of photostat scripts.

2 Preliminary Stage

This covers the period from the time the markers receive their scripts and photocopies to the Markers' Meeting.

When you receive the first batches of scripts, you should read a sufficient number to feel you have a reasonable impression of the general level of the candidate's work, then mark **provisionally** and in pencil only, as many as you can before the Markers' Meeting with the purpose of testing how the Marking Instructions work in practice. While carrying out this provisional marking, any points which have not been covered by the key, and any other points which may help with the process of standardisation, should be entered on one of the copies of the Marking Key.

The photostat copies should also be marked and brought to the Markers' Meeting, where they will serve as a basis for comparison of standards and general discussion on marking.

3 Markers' Meeting

In discussion of these Instructions and the photostat scripts you will have the opportunity of discussing any points of difficulty or any doubt on matters of procedure or marking. You should bring both copies of the Marking Instructions to the meeting, the one with the preliminary notes, the other for the insertion of any amendments made at the meeting. The second, revised copy should be used as the basis for the marking proper. The decisions made at the Markers' Meeting will be binding on markers, and the Marking Instructions, as revised, must be followed closely. Should any reservations occur to you during the course of marking proper, you should mention them in your report, but if the preliminary stage is carried out thoroughly, such reservations should be very infrequent.

You may also bring selected scripts with you to the Markers' Meeting if you have encountered any particular points of difficulty which may warrant the examination of complete scripts. However you must scrupulously observe the Scottish Qualification Authority's ruling that scripts may not be read or marked in public places or on public transport. In general, you must observe the highest standards of caution when carrying scripts about with you. (See Terms and Conditions of Employment of Markers on Form Ex51 (a) sent with your letter of invitation to serve as a marker.)

4 Marking Stage

This covers the period from the Markers' Meeting until the final date for the return of scripts to SQA. By that date all marked scripts, Mark Sheets and Reports should be returned to SQA.

Marking should be carried out according to the scheme which follows, taking into account any modifications which may be decided on at the Markers' Meeting.

The mark for this Paper is out of 50.

In the case of **serious** doubt about an assessment, you must award a mark and then refer the piece of work to the Principal Assessor. To do this, write "PA Referral" underneath the "For Official Use" section on the front of the script and complete a Principal Assessor Referral form (copies of which are enclosed in your marker's pack). (Also see 'Entries on the Mark Sheets' sub-para 3). **Do not write the reasons on the script itself. Do not make an entry on the outside of the envelope.**

General criteria for marking

Translation:

The translation into English is allocated 20 marks. The text for translation will be divided into a number of sense units. Each sense unit is worth 2 marks, which will be awarded according to the quality and accuracy of the translation into English. In assessing the candidate's performance, the descriptions detailed below will be used. Each sense unit will be awarded one of the marks shown.

Category	Mark	Description
Good	2	Essential information and relevant details are understood and conveyed clearly and accurately, with appropriate use of English.
Satisfactory	1	Essential information is understood and conveyed clearly and comprehensibly, although some of the details may be translated in an imprecise or inaccurate manner. The key message is conveyed in spite of inaccuracies and weakness in the use of English.
Unsatisfactory	0	The candidate fails to demonstrate sufficient understanding of the essential information and relevant details. Errors may include mistranslation and/or the failure to translate relevant details.

B Detailed Marking Key

See attached sheets for detailed notes on each question.

**Spanish Advanced Higher
Reading and Translation**

Questions/Acceptable answers	Acceptable/Markers' Notes	Unacceptable answers
<p>1. Why might a week in Mallorca not be the most attractive option for a German tourist who is contemplating a summer holiday? 5 marks</p> <ul style="list-style-type: none"> • With just a few minutes on the Internet • And for not much more money/for <u>just/only</u> 550 euros • He/she could have a week on a beach in the (exotic) Dominican Republic/paradise island • Only concern/worry would be asking for the next 'mojito' • Price would include 8 nights in a hotel, flight, transfer, insurance (any 3 details from 4 required) 	<p>Short time/couple of minutes on Internet/online</p> <p>For a little more money Ignore <i>bank account</i></p> <p>Holiday insurance</p> <p>Week in hotel</p> <p>Transport from airport to hotel</p>	<p>550 with no mention of euros Beats Mallorca price</p> <p>Transport Journey</p>

Questions/Acceptable answers		Acceptable/Markers' Notes	Unacceptable answers
2. (a)	How does the writer explain the term “los años de vacas gordas”?	1 mark	
	(those years) when the number of foreigners kept on increasing	Travellers/tourists increasing/ rising non-stop/without stopping/continuously (Idea of continuity)	Increases/rises (on its own) Without being kept in check
(b)	Why is the writer critical of the tourist industry during this period?	5 marks	
	<ul style="list-style-type: none"> (those years were) not used to establish a sustainable model 		Standard Sustainable way
	<ul style="list-style-type: none"> for the mid to long term 	In mid and long term	Long and short term Long time
	<ul style="list-style-type: none"> this period has witnessed the systematic destruction of the Spanish coastline 	Devastation Coastal Spain/Spanish	Coastal Spanish Downfall Coasts suffered a lot Seaboard
	<ul style="list-style-type: none"> <u>particularly/especially</u> bad in provinces of Alicante and Almería 		Bleeding into/bloody
	<ul style="list-style-type: none"> The scenery (which should last centuries) has been destroyed by a single generation 	Landscape/countryside Only one generation By this generation Because of one generation In one generation Through one generation	Country For a generation For an entire generation For a sole generation

Questions/Acceptable answers	Acceptable/Markers' Notes	Unacceptable answers
<p>3. How did Lola González's mountain retreat differ from standard tourist packages?</p> <p>2 marks</p> <ul style="list-style-type: none"> • She targeted health (of tourists) • Avoided sunloungers <u>and</u> sandwiches model (however expressed) • Offered spa, massage, medical care, careful diet/healthy food (any 3) <p>(2 from 3)</p>	<p>Dedicated to health</p> <p>Deviated Deckchair</p> <p>Medical attention Nourishing food</p>	<p>Gastronomy</p>

Questions/Acceptable answers	4 marks	Acceptable/Markers' Notes	Unacceptable answers
4. If Spanish tourism is to be more competitive, what objective should be borne in mind?		Something for every individual traveller Unique experience	Visit
<ul style="list-style-type: none"> • Offer each visitor an individualised experience 		Uncrowded beach	
<ul style="list-style-type: none"> • (cater for) the couple who want a <u>quiet</u> beach and (to eat in) <u>good</u> restaurants 		Adventure/extreme/risk/ dangerous sports	Water
<ul style="list-style-type: none"> • the <u>group</u> of friends looking for high risk sports 		Culture	
<ul style="list-style-type: none"> • the family interested in a cultural tour/route and sleeping in "historic" accommodation/lodgings 			

Questions/Acceptable answers		Acceptable/Markers' Notes	Unacceptable answers
5. (a)	According to Josep Oliver, how has demand changed over the last 15 years?	2 marks	
	<ul style="list-style-type: none"> trips (holidays) are shorter, more city breaks, more varied families no longer want a month at the beach 	Urban(ised) Diverse Accept singular	Journey Travel Urbane
(b)	Why was the “sun and beach” option so successful in the 60s?	4 marks	
	<ul style="list-style-type: none"> It was what Europeans were looking for There was an economic miracle for Spain (at that time) There was not much competition Tourism (to the) south of the Pyrenees Replaced tourism in Italy and France 	Miracle economy Worked wonders for economy In Spain Supplanted/overtook/ousted	Competence In/at south In Pyrenees/Pirineos Ousted etc <u>to</u> Travelled to Italy and France
(any 4 from 5)			

Questions/Acceptable answers	Acceptable/Markers' Notes	Unacceptable answers
<p>6. Now consider the text as a whole. In your view, to what extent does Spain take too much for granted when it comes to tourism? Support your answer with detailed reference to the text.</p>	7 marks	
Yes		
Spanish tourist industry losing out in the increasingly competitive market.		
Other countries are offering the same for less money.		
More and more attractive destinations at highly competitive prices.		
Need to recognise the impact of the global crisis on customers.		
Some authorities not providing financial support for new initiatives.		
Customers are more demanding/sophisticated.		
Spain still catering for the "mass" market (sunloungers/sandwiches/beers).		
Some evidence that Spain relying too much on the "sol y playa" formula.		
Spanish tourism has rested on its laurels since the 60s when the tourist boom started.		
Industry has been complacent – continued to destroy the environment instead of grasping opportunities to put sustainable programmes in place.		

Questions/Acceptable answers	Acceptable/Markers' Notes	Unacceptable answers
<p>No</p> <p>Some evidence that people like Lola Gonzalez are recognising changing market conditions and offering innovative products.</p> <p>Experts in the field like Zoreda and Oliver are now showing understanding of the problems facing the industry and are proposing models for the future.</p> <p>Realisation that tourists are more demanding now, often wanting an "individualised experience".</p> <p>Several projects in the pipeline which will hopefully generate a successful and sustainable tourist industry for the future.</p> <p>Acknowledgement that future developments must respect the environment.</p> <p>Barcelona now a hugely successful tourist destination, an encouraging sign of things to come.</p>		

Pegged Mark Criteria for Question 6 (inferential question)

- A pegged mark must be awarded only after reference to the specific guidance given above.
- A range of performance is available within each of the criteria.
- A mark of zero will be awarded to a performance which offers no appropriate inferencing skills, as outlined in the criteria for the other pegged marks.

Pegged Marks	Criteria
7 OR 5	The candidate provides a clear, concise and reflective answer, drawing inferences which are entirely appropriate, analytical and which demonstrate a sophisticated and accurate reading of the text. The answer clearly relates to the advice given in the marking instructions.
3 OR 1	The candidate provides an answer which may contain some degree of misreading, but which offers evidence of appropriate inferencing skills. The candidate may, however, tend to supply information from the text with little attempt to draw inferences.
0	The candidate's answer simply provides information to be found in the text with no attempt to draw inferences.

Translation (20 marks)

10 sense units = 20 marks

Each unit marked 2, 1 or 0

2 = Acceptable translation

1 = Key information communicated despite awkward English and/or minor inaccuracy

0 = Serious inaccuracy in translation

7. Translate into English

“Tenemos que reinventar ...turismo español.” (lines 92-102)

UNIT 1

TEXT	Accept (2)	(1)	Reject (0)
Tenemos que reinventar el producto	We have to re-invent the product	Again invent A product	Refund the product Had to reinvent Reinvented Put together

UNIT 2

TEXT	Accept (2)	(1)	Reject (0)
y satisfacer a un cliente mucho más exigente	and satisfy/in order to satisfy/ meet the needs of a much/lot more demanding client(s)/ customer(s)/cliente	(And) to satisfy	Satisfy client much more successfully And the satisfaction

UNIT 3

TEXT	Accept (2)	(1)	Reject (0)
Y todo ello sin destrozar el paisaje,	and (do) all (of this/that) this all has to be done all without it... without destroying/ruining the countryside/scenery/landscape,	While doing this All of it Without destruction of...	All of them All it Country

UNIT 4

TEXT	Accept (2)	(1)	Reject (0)
como se ha hecho en los últimos años.	as has happened/been done/ which has been happening in recent years/in the last few years	As it/like has been done Like it has (been) Like has happened Like what happened Like it was ... These last years	Like done before Like it has become Like we have done In (the) past/last/final years In previous times/years

UNIT 5

TEXT	Accept (2)	(1)	Reject (0)
Una sola generación ha destruido un recurso	A/one single generation has destroyed/ruined a resource A single generation <u>have</u> ...	One generation of people destroyed ruined	Only one generation A generation alone Demolish Resort Resources

UNIT 6

TEXT	Accept (2)	(1)	Reject (0)
que debería durar cientos o miles de años	that ought to/should last hundreds or thousands of years	Should/ought to have lasted	Must have lasted Will have to last Hundreds <u>and</u> thousands Hundreds and millions Centuries Should of

UNIT 7

TEXT	Accept (2)	(1)	Reject (0)
Sin embargo, es una sandez decir	However/nevertheless/nonetheless, it is (a) ridiculous/foolish/stupid/silly (thing) to say Foolishness/nonsense/stupidity	On the other hand It is <u>a</u> foolishness It is a stupidity	Wrong

UNIT 8

TEXT	Accept (2)	(1)	Reject (0)
que el modelo del sol y playa se ha acabado.	that the sun/beach formula/model/ option no longer exists/has ended/ finished/is over/has come to an end	The model of sun and <u>the</u> beach The tourism model	Standard/idea/trend/ pattern/ type Has been ended Has to stop Is complete Has stopped

UNIT 9

TEXT	Accept (2)	(1)	Reject (0)
Es obvio que éstos van a seguir siendo	It is obvious that these are going to/will continue to be/being	Those/they are This is	These are going to be These aspects/ideas These are seen to follow Going to still follow (anything with follow)

UNIT 10

TEXT	Accept (2)	(1)	Reject (0)
los motores fundamentales del turismo español.	the (basic) driving force(s) of Spanish tourism. Fundamental driving force(s)	Principles Fundamental to Spanish tourism Fundamental drive	Motor(s) Motive(s) Engine(s) Idea(s)

[END OF MARKING INSTRUCTIONS]