

# **Travel and Tourism**

Advanced GCE

Unit **G728**: Unit 9 – Tourism Development

## **Mark Scheme for June 2012**

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Question	Answer	Marks	Guidance
1 (a)	<p><b>Points marking</b> One mark for each identification up to a maximum of two identifications plus up to a further one mark for each of two reasons.</p> <p><b>Indicative content:</b> The case study identifies the following:</p> <ul style="list-style-type: none"> <li>• One of the world's iconic destinations (1); Because they have been named(1) AONB (1)</li> <li>• range of landscape (1)dramatic coastline(1)sheltered bays (1)</li> <li>• ancient moorlands (1) soft river estuaries(1);</li> <li>• surfers (1) water sports facilities (1)walkers</li> <li>• food(1) accommodation (1) culture (1)</li> </ul>	2+2	<p>However we can look at broader issues such as:</p> <ul style="list-style-type: none"> <li>• the increase in domestic holidays (1) due to the recession (1 )</li> <li>• changes in customer trends (1);</li> <li>• good weather in British summers (1)</li> <li>• Cornwall has mild climate</li> </ul> <p><b>AO1</b> <b>AO2</b></p>
(b)	<p><b>Exemplar:</b> Cornwall's landscape seems to motivate over 80% of their visitors because of their coastlines and other outstanding and unique scenery, therefore, statistics have proved this is their main asset which they offer to visitors. However, visitors may think this is the main asset because they go there specifically to relax along Cornwall's landscape, which offers a peaceful and tranquil place for visitors. Within Cornwall the landscape is the main asset because it doesn't just attract the majority of visitors but it offers up to 38,000 supporting jobs (18% of employment) in Cornwall, therefore the landscape is its main asset because it generates money from the tourists into their economy, offers employment and increases visitor numbers and spending. Due to these factors it has made Cornwall a popular place with tourists visiting every year.</p>	6	<p><b>AO1 AO2</b> 1 mark for identification up to a maximum of two identifications and up to two marks for each explanation of reason If only ONE reason max 4 marks</p> <p><b>Indicative content:</b> <b>Reasons</b></p> <ul style="list-style-type: none"> <li>• It attracts 4.6 million visitors annually</li> <li>• They spend 1.2 billion £</li> <li>• It supports 38000 jobs</li> <li>• 80% of visitors are motivated by high quality coast and countryside</li> <li>• It is unique</li> <li>• The natural beauty and of the AONB is the star attraction</li> <li>• It is sustainably managed</li> <li>• It is in harmony with the landscape</li> </ul>

Question		Answer	Marks	Guidance
(c)	(i)	<b>AREA OF OUTSTANDING NATURAL BEAUTY</b>	2	One mark only if one word incorrect <b>AO1</b>
	(ii)	With reference to Cornwall accept: <ul style="list-style-type: none"> <li>• A tourism industry which recognises the value of a high quality landscape to its business, with the AONB playing a central role and which looks to attract sustainable visitors, in sustainable numbers through the year.</li> <li>• A visitor and tourist provider which respects the landscape and environment of the Cornwall AONB and does everything possible to minimise their own impact.</li> <li>• A tourism industry which values the landscape as its key asset and is in harmony with its landscape and environment, seeking to support other Cornish industries which enhance local distinctiveness e.g. the local food sector.</li> <li>• OR – accept generic AONB aim</li> </ul>	2+2	Only ONE generic aim can be accepted
(d)		<b>Points marking</b> <ul style="list-style-type: none"> <li>• National Trust (1)</li> <li>• Visit Cornwall (1)</li> <li>• Tourist Information Centre (1)</li> <li>• South West Tourism(1)</li> <li>• Green Tourism Business Scheme</li> <li>• Cornwall Tourism Board</li> <li>• Any of the private sector organisations listed in line 57 (max one mark)</li> </ul>	3	Points marking  <b>AO1</b>
(e)		<b>Level of response marking</b>  <b>0 marks</b> No response or no response worthy of credit	Levels 6	<b>Level 1</b> List maximum 2 marks identification plus one description 2/3/marks

Question	Answer	Marks	Guidance
	<p><b>Level 1: (1-3 marks)</b> Candidate identifies/describe a benefit/s of shoulder season</p> <p><b>Level 2: (4-6) marks)</b> Candidate explains benefit/s of shoulder season Candidate will show an understanding of the question and include some attempt at discussion</p> <p><b>Exemplar:</b> <b>L1</b> Shoulder season means that tourist will come all year e.g. spring and autumn which is better for the economy and employment in the region.</p> <p><b>L2</b> Creating a shoulder season allows tourists to come all year round, meaning that tourist numbers are more spread out which is better for the economy. It allows year round employment, creating sustainable jobs that are not just seasonal. Shoulder season activities also relieve pressure on the environment, decreasing damage and allow plans for sustainable tourism to be put into place. Therefore this would reduce the impact a surge of visitors would cause in one summer season.</p>		<p><b>Level 2</b> No list – must be at least explain (4) Explanation analysis 5/6 If only ONE benefit max 4 marks</p> <p><b>AO1</b> <b>AO3</b></p> <p><b>Indicative content:</b></p> <ul style="list-style-type: none"> <li>• Better employment prospects, multiplier effect in context</li> <li>• Loss of seasonality/ jobs all year round</li> <li>• Spread of visitors - congestion</li> </ul>
(f)	<p><b>Level 1 – (0 - 4 marks)</b> The candidate identifies the negative impact on tourism development of increasing numbers of visitors</p> <p><b>Level 2 – (5 - 8 marks)</b> The candidate explains/analyses the negative impact on increasing number of visitors</p>	Levels 10	<p><b>Level 1 (0 -4)</b> List maximum 2 marks 2 identifications of an impact, plus one description 2/3/4 marks 3 identifications and unsupported judgement 4 marks</p> <p><b>Level 2 (5 – 8)</b> No list – must be at least explain impacts (5) Explanation analysis 6/7</p>

Question	Answer	Marks	Guidance
	<p><b>Level 3 – (9 -10 marks)</b> The candidate evaluates the negative impact on of increasing number of visitors</p> <p><b>Indicative content:</b></p> <ul style="list-style-type: none"> <li>• Car parking space</li> <li>• Re-development of caravan sites(visual)</li> <li>• Noise from cafes and bars etc</li> <li>• Roads, trails lanes busy and crowded</li> <li>• Increase in litter, waste</li> <li>• Damage</li> </ul> <p><b>Exemplar:</b> <b>L3</b> A negative environmental impact to Cornwall’s AONB due to the increased visitor numbers would be that the area may get damaged. As more visitors are coming to the area erosion may be caused to footpaths and walkways which means that these areas would need to be closed to the public as they are not safe, but it will also make the area not as attractive. Another environmental impact would be pollution. As more visitors are travelling to the area by using different forms of transport more air and noise pollution would occur. Litter/waste pollution will increase as some visitors may not respect the areas and may leave litter and waste behind. Development of the infrastructure to cope with the increase of visitor numbers will create noise pollution as well as busy roads. Another negative environmental impact in Cornwall’s AONB will be that natural habitats and wildlife may be damaged. Visitors may not respect the area, leave gates open and litter behind which may damage and harm wildlife if they get caught in litter such as bottles and cans. Overall there will be damage to the flora and fauna which will be hard to maintain and sustain.</p>		<p>Evaluative comment, because.. means that 8 marks</p> <p><b>Level 3 (9 – 10)</b> Identification/description/explanation implied assumed and an analysis/evaluation judgement of impacts without overall conclusion 8/9 marks With overall supporting conclusion 10 marks</p> <p><b>AO1,AO2,AO4</b></p>

Question		Answer	Marks	Guidance
2	(a)	<p><b>MORE ECONOMICALLY DEVELOPED COUNTRY</b></p> <p>2 MARKS FOR CORRECT DEFINITION 1 MARK IF ONE WORD INCORRECT</p>	2	AO2
	(b)	<p>One mark for each correct identification up to a maximum of three identifications plus up to a further one mark for each of three descriptions.</p> <p><b>Indicative content:</b></p> <ul style="list-style-type: none"> <li>• Creating employment (1) direct and indirect(1) example (1)</li> <li>• Increasing foreign exchange earnings(1) GDP(1) balance of payments (1 )</li> <li>• Increasing visitor numbers (1) which leads to increase in visitor spending (1)</li> <li>• Increase income for commercial organisations(1) example (1 )</li> <li>• Economic development (1) infrastructure (1)</li> <li>• Multiplier effect (1) explained (1)</li> </ul>	3x2	AO1 AO2
	(c)	<p><b>Points marking</b></p> <ul style="list-style-type: none"> <li>• Tour operators (Thomas Cook)</li> <li>• Major hotel chains</li> <li>• Transport e.g. coach, ferry, airlines, airports</li> <li>• Tourism related businesses e.g. restaurants</li> </ul>	2	AO2
	(d)	<p><b>Points marking</b></p> <p>One mark for each correct identification up to a maximum of two identifications plus up to a further one mark for each of two explanations.</p>	2+2	AO3  The answer must relate to the <i>reasons</i> , and not just to the benefits to Turkey or Egypt

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	<p><b>Indicative content :</b>  <b>From the case study:</b></p> <ul style="list-style-type: none"> <li>• Strength of the euro (1) makes euro zone more expensive (1)</li> <li>• Turkey and Egypt benefitted (1) as they are relatively close to Greece (1)</li> <li>• Turkey and Egypt will increased visitor numbers (1) and their countries' image may be enhanced as a result (1)</li> <li>• People choosing Greece as a holiday would change their mind (1) people would go elsewhere that was cheap(1)</li> <li>• Communities too small (1) to market themselves(1)</li> <li>• Similarities (1) of culture, food, geography etc. (1)</li> </ul>		
(e)	<p><b>Level of response marking</b></p> <p><b>Level 1: (1-2 marks)</b>  Candidate identifies/describes how political influences affect tourism development.  Information may be in the form of a list of political influences.</p> <p><b>Level 2: (3-5 marks)</b>  Candidate explains/analyses at least one possible political influence. The discussion is in the most part accurate, if not a little undeveloped. The answer is relevant and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p><b>Level 3: (6-8 marks)</b>  Candidate evaluates political influences. There is sound and frequent evidence of thorough detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p>	8	<p><b>Level 1: (1-2 marks)</b>  List of points maximum 2 marks  Vague description up to 2 marks</p> <p><b>Level 2: (3-5 marks)</b>  Explanation up to 3 marks  Unsupported judgement/limited discussion of one point up to 4 marks  Explanation/analysis of more than 1 point up to 5 marks</p> <p><b>Level 3: (6-8 marks)</b>  Analysis of more than 1 point 6 marks  Evaluation without overall conclusion 7 marks  Evaluation with overall supporting conclusion 8 marks</p> <p><b>AO1,AO3,AO4</b></p> <p><b>Indicative content:</b></p> <ul style="list-style-type: none"> <li>• Strikes</li> <li>• Terrorist threats/security</li> </ul>

Question	Answer	Marks	Guidance
	<p><b>Exemplar:</b>  <b>Level 3</b>            Political influences affect tourism in many destinations in negative ways as for instance, the riots within Greece would make it a less attractive and safe place to be for all tourists, especially families. The tourism development in the destination would have a negative impact as tourists would go to other destinations. This would decrease visitor numbers and the spending which in turn would affect the development of the country as less tourism taking place would affect the economy of the country. There would be less money to fund new infrastructure such as hotels, roads, restaurants and facilities etc. There would also be negative socio-cultural and economic impacts as businesses would not be making the money to stay open and for the local people this would increase the unemployment in the area. In Greece, the closing down and sale of 400 hotels due to the changes in economic stability would affect the quality of life and create unemployment. In conclusion, this would lead to a recession due to the riots and a decrease in visitor numbers, the economy would drop and the country would be getting no income is what is currently happening in Greece.</p>		<ul style="list-style-type: none"> <li>• Changes in power</li> <li>• Changes in laws and regulations</li> <li>• Changes in economic stability</li> </ul>
(f)*	<p><b>QWR</b></p> <p><b>Level of response marking</b></p> <p><b>0 marks</b>            No response or no response worthy of credit</p> <p><b>Level 1: (1-4 marks)</b>            Candidate identifies /describes economic impact. Information may be in the form of a list. There is no attempt at evaluation.</p>	<p>Levels 12</p>	<p><b>Level 1: (1-4 marks)</b>            List of points maximum 2 marks            2 identifications plus 1 description 2,3 or 4 marks            3 identifications and unsupported judgement – 4 marks</p> <p><b>Level 2: (5- 8 marks)</b>            No list – must be at least describe            Description only 5 marks            Explanation/analysis – 6 or 7 marks            Evaluative comment ( because ... means that...) 8 marks</p>

Question	Answer	Marks	Guidance
	<p><b>Level 2: (5 -8 marks)</b> Candidate describes/ explains economic impacts. Candidate will show an understanding of the question and include some impacts which may be analysed /evaluated with some success. This in the most part will be relevant and accurate with reasonable understanding of concepts, principles and some use of specialist vocabulary.</p> <p><b>Level 3: (9-12 marks)</b> Candidate analyses/evaluates, perhaps drawing on examples studied. This will be relevant and accurate with understanding of concepts, principles and use of specialist vocabulary.</p> <p><b>Exemplar:</b> <b>L3</b> The tourism crisis has had a huge negative economic effect on Greece. With tourists not wanting to visit, many commercial organisations have suffered. There has been a loss of employment with many people losing their jobs due to the lack of visitors to the country leading to hotels and restaurants closing down. Every destination would like to increase their tourist numbers each year, but this has sadly been the effect on Greece, the loss of tourist numbers. When the economy relies on tourism to bring in income, currently it accounts for one fifth of GDP, and visitors are not willing to go to Greece it causes the economy to go into debt. This for Greece means that they will not be generating as much income which will lead to not as much money being put back into the local economy and businesses having to close down as a result. With the Greek economy failing, not only do foreign visitors not want to go to Greece on holiday, but domestic tourism will also be down as locals cannot afford to go on</p>		<p><b>Level 3: (9 - 12 marks)</b></p> <p>Identification/description implied/assumed. Explanation/analysis/comparison of more than one point 9 or 10 marks Evaluation without overall supporting conclusion 11 marks Evaluation with overall supporting conclusion 12 marks</p> <p><b>Indicative content:</b> <b>From the case study:</b></p> <ul style="list-style-type: none"> <li>• Industry revenue losses/bookings down</li> <li>• Jobs</li> <li>• Tourist arrivals down</li> <li>• It contributes 17% of economic output, can't afford to lose it</li> <li>• Currently accounts for fifth of GDP as above</li> <li>• Currently one in five jobs – as above</li> <li>• Domestic tourism falling, no money for holidays in a recession</li> </ul>

Question		Answer	Marks	Guidance
		<p>holiday, or may wish to leave the country to visit somewhere where they can get more for their money. This can also have a negative impact on the balance of payments as there may be more money leaving the country than there will be spent in it. Overall, the crisis that Greece is in has had many negative economic impacts which far outweigh any gains that tourism is bringing into the country.</p>		
3	(a)	<p><b>Points marking</b> Any of the following:</p> <ul style="list-style-type: none"> <li>• Tour operators (1)</li> <li>• Villas, lodges, B&amp;B's(1)</li> <li>• Small hotels (1)</li> <li>• Local enterprises (1)</li> <li>• Local guides (1)</li> </ul> <p>One mark for each identification.</p>		
	(b)	<p>One mark for each correct identification up to a maximum of two identifications plus up to a further 2 marks for each of two explanations.</p> <p><b>Indicative content:</b></p> <ul style="list-style-type: none"> <li>• The multiplier effect, money spent within a region is re-circulated within that region</li> <li>• Every pound spent by tourists leads to money being used in an area in the form of wages to local employees, this money is again circulated to provide jobs and income</li> <li>• The multiplier effect is an economic objective of tourism development and as such is an important economic benefit to destinations that rely on tourism</li> </ul>	6	<p><b>AO1 AO3</b></p> <p><b>Principle of multiplier effect must be evident</b> Only one way given with explanation max 3 marks</p> <p>Two ways given with explanations up to 6 marks</p>

Question	Answer	Marks	Guidance
(c)	<ul style="list-style-type: none"> <li>• Conflicts with the host community (1) describe</li> <li>• Crime (1) describe</li> <li>• Loss of cultural identity (1) describe</li> <li>• Changes to family structure (1) describe</li> <li>• Social problems (1) describe</li> <li>• Demonstration effect (1) describe</li> </ul>	<b>4</b>	2 + 2 1 mark for identification + 1 mark for description  <b>AO1</b>
(d)	<p><b>Level of response marking</b></p> <p><b>Level 1: (1-2 marks)</b>            Candidate identifies/describes why information for tourists benefit the community.            Information may be in the form of a list.</p> <p><b>Level 2: (3-5 marks)</b>            Candidate explains/analyses at least one possible reason why information for tourists benefits the community. The discussion is in the most part accurate, if not a little undeveloped. The answer is relevant and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p><b>Level 3: (6-8 marks)</b>            Candidate evaluates why information for tourists benefits the community.            There is sound and frequent evidence of thorough detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><b>Exemplar:</b>  <b>L3</b>            Tourists can seem intrusive to local homes when visiting, so being educated will help reduce negative social impacts. Tourists will have the knowledge in advance and will be able to encourage the multiplier effect by</p>	<b>8</b>	<p><b>Level 1: (0-2 marks)</b>  <b>0 no response</b>            List of points maximum 2 marks            Vague description up to 2 marks</p> <p><b>Level 2: (3-5 marks)</b>            Explanation up to 3 marks            Unsupported judgement/limited discussion of one point up to 4 marks            Explanation of more than 1 point up to 5 marks</p> <p><b>Level 3: (6-8 marks)</b>            Candidate assesses/evaluates            Analysis of more than 1 point 6 marks            Evaluation without overall conclusion 7 marks            Evaluation with overall supporting conclusion 8 marks</p> <p><b>Indicative content:</b></p> <ul style="list-style-type: none"> <li>• Need to have a greater positive impact on the local communities and culture</li> <li>• To help create jobs and income for local people</li> <li>• Raise awareness of social and conservation projects</li> <li>• To give direct or indirect benefits to the host community</li> <li>• Giving of aid and donations</li> <li>• Enhanced aiding of understanding</li> <li>• No need for staged authentication</li> </ul>

Question	Answer	Marks	Guidance
	<p>purchasing products from local stalls. This will also ensure that their traditions and culture are not lost and remain in business from visitor spending which will continue to attract visitors because their traditional unique selling points are sustained.</p> <p>Locals also feel respected and understood (enhanced aiding of understanding) because tourists know of appropriate rates to pay which then also leads to local communities having a better quality of life.</p> <p>Their economy is also boosted as well as projects supported due to encouragement of donations to places and projects such a local schools. This improves education which is a positive impact on the community.</p> <p>Overall, an enhanced quality of life, reduced crime, traditions sustained and staged authenticity avoided leads to a well sustained local community from positive tourism and information /advice provided.</p>		
(e)	<p><b>Level 1 – (0 - 4 marks)</b> The candidate identifies the benefits to the tourist of the information that is provided.</p> <p><b>Level 2 – (5 - 8 marks)</b> The candidate explains/analyses the benefits of the information that is provided to the traveller. This in the most part will be relevant and accurate with reasonable understanding of concepts, principles and some use of specialist vocabulary.</p> <p><b>Level 3 – (9 -10 marks)</b> The candidate evaluates analyses the benefits of the information that is provided to the traveller. This will be relevant and accurate with understanding of concepts, principles and use of specialist vocabulary.</p>	10	<p><b>Level 1 (0 -4)</b> List maximum 2 marks 2 identifications of a benefit plus one description 2/3/4 marks 3 identifications and unsupported judgement 4 marks</p> <p><b>Level 2 (5 – 8)</b> No list – must be at least explaining the benefits. (5) Explanation analysis 6/7 Evaluative comment. Because.. means that 8 marks</p> <p><b>Level 3 (9 – 10)</b> Identification/description/explanation implied assumed and an analysis/evaluation judgement of benefits without overall conclusion 9 marks With overall supporting conclusion 10 marks</p>

Question	Answer	Marks	Guidance
	<p><b>Exemplar:</b> <b>L3</b></p> <p>The information in fig3b can only be of good use as it provides the tourist with information about what is acceptable and not, before they go. This gives the potential tourist the knowledge to make the decision of whether or not to go, before you go! It provides an insight into what you may experience and informs the reader that “if you are in any doubt – don’t go” which is what people need to be told. The information will only benefit the tourist as it tells them who you should travel with and why, e.g. a local guide or tour company with a good track record, and tells you what you should be asking for prior to booking.</p> <p>Fig 3b also mentions about money, the rate to pay local guides and services and how to make sure that your visit has benefitted the local community. Many people go on these holidays in order to know that they are helping to develop and improve the destination that they want to visit and the information provides the perfect advice on how to do it.</p> <p>Overall, the information in Fig 3b will benefit the tourist before they travel as it informs them about all the things they should be prepared for and also provides you with an opportunity to not to go if you read it and think it is not for you.</p>		<p><b>AO1,AO3, AO4</b></p> <p><b>Indicative content:</b> The Tourist experience will be enhanced if they:</p> <ul style="list-style-type: none"> <li>• Are sensitive to people at all times</li> <li>• Make sure that the community that they are visiting has extended an invitation</li> <li>• Travel with a local tour company or a guide with a proven track record</li> <li>• Take time to read up on the people you are about to visit in a good guide book</li> <li>• Pay for the services of a local guide to avoid conflict</li> <li>• Pay for photographs at the correct rate</li> </ul>

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