

## **Geography B**

General Certificate of Secondary Education

Unit **B561/01**: Sustainable Decision Making (SDM)

# **Mark Scheme for January 2011**

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All Examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the Report on the Examination.

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Question		Expected Answer	Mark	Rationale/Additional Guidance
1	(a) No tick	How many million international tourists were there in 2010?  950 million	[1]	Point marked
	(b)  	State <b>two</b> reasons which explain why tourism has increased between 1950 and 2010.  <ul style="list-style-type: none"> <li>• increase in paid holidays</li> <li>• greater affluence</li> <li>• greater expectations</li> <li>• need for excitement</li> <li>• increased media advertisements</li> <li>• earlier retirement <b>OR</b> live longer (not both)</li> <li>• easier/cheaper travel/transportation</li> <li>• greater global awareness</li> </ul>	[2]	(2x1) Point marked – any two suitable reasons from resource  Do not credit straight lifts from headings Must indicate reason for increase  eg <b>greater</b> global awareness <b>More</b> paid holidays.
	(c)  	Give <b>two</b> factors which show that tourism is important to the global economy.  <ul style="list-style-type: none"> <li>• Employment creation</li> <li>• economic contribution / % of world GNP</li> <li>• consumer spending</li> <li>• capital investment</li> <li>• government spending</li> <li>• etc.</li> </ul>	[2]	(2x1) Point marked – any two suitable factors  Points can be lifted from resource eg <ul style="list-style-type: none"> <li>• employs 204 million people worldwide/10.6% of global workforce;</li> <li>• produces 10.2% of the world's gross national product;</li> <li>• 10.9% of consumer spending;</li> <li>• 10.7% of capital investment;</li> <li>• 6.9% of all government spending.</li> </ul>
<b>Total</b>			<b>[5]</b>	

Question		Expected Answer	Mark	Rationale/Additional Guidance
2	(a)	 <p>Identify <u>one</u> tourist attraction of the <u>human</u> environment shown in Resource 2.</p> <p>Human attractions include:            Activities (eg sailing)            Culture (eg old/colourful/unique/charming buildings, music)            History (eg ancient sites/old cities/Aztec/Inca settlement)</p>	[1]	Point marked  Accept all appropriate attractions  NOT Weddings/Honeymoons/Romance
	(b)	  <p>Suggest how <u>two</u> different <u>physical</u> attractions shown in Resource 2 would attract different types of tourist.</p> <p>Accept any reasonable suggestion for popularity of a physical attraction <b>linked</b> to a named group/type of tourist</p>   <p><b>Content Guide:</b>  <u>Aspects of the Coast and its wildlife.</u> The sea;the coral reefs (✓) will attract people who like to go scuba diving/swimming (dev);            The beaches (✓) might attract people who want to get married there/for people who like beach holidays(dev);  <u>Aspect of the Climate:</u> The hot/sunny weather (✓) will attract people who like to sunbathe(dev);  <u>Aspect of the Landscape:</u> Mountains (✓) for people who like climbing(dev) ; Forests(✓) for nature lovers(dev)</p> <p>Accept any reasonable suggestion</p>	[4]	2 x 2 marks (Physical Attraction/Type of Tourist  Physical activity must be <b>linked</b> to Tourist group  Credit 2 different attractions and 2 different types of tourists for 4 marks. If give the same type of tourist is linked to 2 different attractions = 3 marks If give the same type of attraction is linked to 2 different types of tourist = 3 marks  Eg People who like to sunbathe go for the sandy beaches and hot weather The beaches attract people who like to sunbathe and people who want to get married on the beach  No credit for vague references to “nice scenery”, “natural beauty” “good climate” etc.
<b>Total</b>			<b>[5]</b>	



Question	Expected Answer	Mark	Rationale/Additional Guidance
4 (a) 	<p><b>Describe, with detail, ways in which Benidorm has changed because of tourism between 1930 and 2010.</b></p> <p>(Sleepy fishing village) → CHANGES</p> <ul style="list-style-type: none"> <li>• Hotels/bars/discos/apartments built</li> <li>• Population increased/ Benidorm grew</li> <li>• More high rise development</li> <li>• Airport built</li> <li>• More employment in tourism</li> <li>• Package tourists attracted</li> <li>• Overcrowding occurred/became busier</li> <li>• Hotels became run down/shoddy/lager louts started coming/developed bad image</li> <li>• Hotels improved/New better quality hotels built</li> <li>• Theme parks set up</li> </ul>	<p><b>[4]</b></p>	<p>Point marked</p> <p>Description NOT explanation but statement should indicate what changed.</p> <p>NOT:                      More or less tourists/tourism                      Tourist facilities/ attractions – too vague</p>
(b) 	<p><b>Benidorm is at stage 5 of the model. Describe what Benidorm has done to attract more tourists.</b></p> <ul style="list-style-type: none"> <li>• Poor quality hotels are being improved/redeveloping buildings/facilities</li> <li>• New <b>higher quality</b> hotels being built</li> <li>• 4 theme parks built/ more activities for families/young/old/single</li> <li>• Spanish government have taken control of new developments</li> <li>• Advertising campaigns</li> <li>• Rebranding/Reimaging</li> <li>• Beaches cleaned each night</li> <li>• Improving water quality/European Blue Flag</li> <li>• Developing winter tourism /extending holiday season</li> </ul>	<p><b>[3]</b></p>	<p>Point marked</p> <p>Accept robust own knowledge points</p>
	<p><b>Total</b></p>	<p><b>[7]</b></p>	

Question		Expected Answer	Mark	Rationale/Additional Guidance	
5	(a)	<p>Choose <u>one</u> of the above options and give reasons to explain why you think this would be the best way for the Ministry for Tourism to develop tourism on the island.</p>	<p><b>Level 3 (5-6 marks)</b> </p> <ul style="list-style-type: none"> <li>Excellent response <i>with comprehensive development/explanation of ideas</i>.</li> <li>Written work is clearly legible and spelling, punctuation and grammar are accurate.</li> </ul> <p><b>Level 2 (3-4 marks)</b> </p> <ul style="list-style-type: none"> <li>Sound response <i>with some development/explanation of ideas</i>.</li> <li>Written work is legible and spelling, punctuation and grammar are mostly accurate. Meaning is communicated clearly.</li> </ul> <p><b>Level 1 (1-2 marks)</b> </p> <ul style="list-style-type: none"> <li>Simple response <i>with little or no development/explanation of ideas</i>.</li> <li>Written work contains mistakes in spelling, punctuation and grammar, which sometimes hinder communication</li> </ul>	<p>[5-6]</p> <p>[3-4]</p> <p>[1-2]</p>	<p>Levels marked. Use  to indicate developed ideas.</p> <p><b>For suggested content see table on page 8</b></p> <p><b><u>In all parts of Question 5:-</u></b></p> <p>Do not credit references to “more money” / “less money” unless there is some explanation (eg more money from taxes or less money from tourist spending)</p> <p>Do not credit statements about the expense or relative expense of building each type of development.</p>
	(b)	<p>Suggest a possible disadvantage of this option.</p>	<p>Gives a disadvantage of the chosen option. 1 mark for stating disadvantage, 2 x 1marks for development</p>	<p>[3]</p> <p></p> <p> </p> <p>{see combinations shown with 5(d) below }</p>	

Question	Expected Answer	Mark	Rationale/Additional Guidance
(c)	<b>Give a reason for rejecting <u>each</u> of the other <u>two</u> options.</b>	Suitable reasons given for rejecting other two options. 1 mark for rejection, 1 mark for development. Maximum two marks per reason.	<b>[4]</b>  
(d)	<b>Select one of your rejected options and explain one possible advantage of this option.</b>	Gives an advantage of the rejected option. 1 mark for stating advantage, 2 marks for development	<b>[3]</b>    <b><u>NB:</u></b> Full marks for both 5(d) <u>and</u> 5(b) can be achieved in the following ways:-  Reason – Dev – Dev  Or  Reason – Dev – Sustainability Dev  Or  Reason / Dev \ Dev
<b>Total</b>		<b>[16]</b>	

## Question 5 Guidance for markers – suggested content (NB this is not an exhaustive list)

Option	Advantages	Disadvantages
<p><b>Option 1</b></p> <ul style="list-style-type: none"> <li>Develop a series of big resort complexes on the east coast to attract large numbers of European and North American visitors</li> </ul>	<ul style="list-style-type: none"> <li>EU and NA tourists bring in high levels of income to the tourist industry</li> <li>Big complexes mean lots of jobs for locals/multiplier effect</li> <li>Infrastructure will be improved and may be paid for/partly paid for by foreign owned tourism companies</li> <li>Relieves pressure on west coast resorts and infrastructure</li> <li>etc</li> </ul>	<ul style="list-style-type: none"> <li>Bad for the environment in these areas – areas cleared for development</li> <li>Jobs in tourism often poorly paid with long hours</li> <li>Many of large resorts owned by foreign tourism companies, much of the income from tourism will leave the country so little benefit to the locals</li> <li>May lead to loss of local culture and traditions</li> <li>etc</li> </ul>
<p><b>Option 2</b></p> <ul style="list-style-type: none"> <li>Develop several small ecotourism areas on the east coast</li> </ul>	<ul style="list-style-type: none"> <li>Attract small numbers of tourists and so less likely to impact on the environment</li> <li>More likely to respect local traditions and support local enterprises</li> <li>These facilities and the hotels could be locally owned as they are quite small, so the money stays on the island</li> <li>More sustainable as unlikely to suffer from over development</li> <li>etc</li> </ul>	<ul style="list-style-type: none"> <li>Still opening up previously unexploited areas</li> <li>Jobs still low paid</li> <li>Foreign owned hotels/airlines still make most of the money</li> <li>Ecotourism is expensive so attracts smaller numbers of people so less income from the industry for the island</li> <li>etc</li> </ul>
<p><b>Option 3</b></p> <ul style="list-style-type: none"> <li>Develop the island's existing areas and not develop the east coast at all</li> </ul>	<ul style="list-style-type: none"> <li>Saves the east coast as pristine undeveloped land – good for the environment</li> <li>EU and NA tourists bring in high levels of income to the tourist industry</li> <li>Big complexes mean lots of jobs for locals/multiplier effect</li> <li>Infrastructure already developed on west coast – so cheaper to develop/money goes into improving the facilities already there</li> <li>etc</li> </ul>	<ul style="list-style-type: none"> <li>Over development of one area may put tourists off – similar in time to Benidorm</li> <li>Bad for the environment in these areas – areas cleared for development</li> <li>Jobs in tourism often poorly paid with long hours</li> <li>Many of large resorts owned by foreign tourism companies, much of the income from tourism will leave the country so little benefit to the locals</li> <li>etc</li> </ul>

## Assessment Objectives Grid (includes QWC)

Question	AO1	AO2	AO3	Total
1a	1			1
1b	2			2
1c	2			2
2a	2			2
2b		3		3
3		3	4	7
4a	1	3		4
4b		3		3
5		4	12	16
<b>Totals</b>	<b>8</b>	<b>16</b>	<b>16</b>	<b>40</b>

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