

Travel and Tourism

Advanced GCE

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

Mark Scheme for January 2012

OCR (Oxford Cambridge and RSA) is a leading UK awarding body, providing a wide range of qualifications to meet the needs of candidates of all ages and abilities. OCR qualifications include AS/A Levels, Diplomas, GCSEs, OCR Nationals, Functional Skills, Key Skills, Entry Level qualifications, NVQs and vocational qualifications in areas such as IT, business, languages, teaching/training, administration and secretarial skills.

It is also responsible for developing new specifications to meet national requirements and the needs of students and teachers. OCR is a not-for-profit organisation; any surplus made is invested back into the establishment to help towards the development of qualifications and support, which keep pace with the changing needs of today's society.

This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by examiners. It does not indicate the details of the discussions which took place at an examiners' meeting before marking commenced.

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.

OCR will not enter into any discussion or correspondence in connection with this mark scheme.

© OCR 2012

Any enquiries about publications should be addressed to:

OCR Publications
PO Box 5050
Annesley
NOTTINGHAM
NG15 0DL

Telephone: 0870 770 6622
Facsimile: 01223 552610
E-mail: publications@ocr.org.uk

Testing of Quality of Written Communication

The quality of written communication will be assessed in questions that are indicated accordingly (*). Marks will be awarded for spelling, punctuation and grammar, use of appropriate form and style of writing, and for organising work clearly and coherently.

In this external assessment the assessment of QWC will take place in Question 3c which is a level of response question and carries 12 marks.

Marks are embedded within this question for assessing the quality of written communication. The following criteria are embedded within the levels of response for Question 3c.

Level 1: Ability to communicate at least one point using some appropriate terminology. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive. [1 mark representing the appropriate level of written communication is embedded in this level of response].

Level 2: Limited ability to organise relevant material. Some appropriate terminology used. Sentences are not always relevant with material presented in a way that does not always address the question. There may be noticeable errors of grammar, punctuation and spelling. [2 marks representing the appropriate level of written communication are embedded in this level of response].

Level 3: Ability to present relevant material in a well planned and logical sequence. Material clearly structured using appropriate terminology confidently and accurately. Sentences, consistently relevant are well structured in a way that directly answers the question. There will be few, if any errors of grammar, punctuation and spelling. [3 marks representing the appropriate level of written communication are embedded in this level of response].

Please note answers which are assessed as a L1, L2 and L3 from the individual unit mark scheme criteria may be awarded an additional mark for the quality of written communication if the standard is above the embedded criteria for the quality of written communication.

Question		Answer	Mark	Guidance
1	(a)	<ul style="list-style-type: none"> Private - landowners (✓) the tourist industry (1) local businesses (1) Public – local councils (✓) LDNPA (1) Cumbria Tourism Voluntary - conservation organisations (✓) accept farmers (1) The Conservation and Tourism Partnership (1) Adventure and Environmental awareness group (Fig 1b) 	3	<p>One mark for each correct identification up to a maximum of three identifications.</p> <p><i>Mark may only be awarded for examples from Figs 1a and 1b.</i></p> <p>No credit given for generic answers from the sectors</p>
1	(b)	<p>1.To conserve and protect the landscape, wildlife and cultural heritage of an area (1) this is so that people can enjoy the area (1) e.g. the landscape of the lake district (1)</p> <p>2. To promote the understanding and enjoyment by the public of the general qualities of the park (1) for example the Lake district has a lot of different activities to offer (1) cycling, walking climbing etc (1)</p>	6	Up to three marks for each of two explanations.
1	(c)	<ul style="list-style-type: none"> Raise customer awareness (1) remind customers of existing product (1) repeat business (1) Increase visitor numbers (1) to benefit all tourism businesses (1) gain income (1) Involvement of all sectors (1) e.g. Cumbria Tourism ensures that it's services are used by all sections of society (1) e.g. promotion of outdoor activities (1) 	6	Up to three marks for each of two explanations.

Question		Answer	Marks	Guidance	
				Content	Levels of response
1	(d)	<p>Exemplar Responses:</p> <p>Level 2</p> <p>Tourist may benefit from the many private accommodation providers and local businesses that provide the</p>	8	<p>Indicative content:</p> <p>Agents include: LDNPLA, Cumbria Tourism, Tourism Conservation</p>	<p>If just the sectors i.e. public, private and voluntary mentioned Level 1 max. Named organisations to get Level 2.</p> <p>0 marks.</p>

Question			Answer	Marks	Content	Guidance
						Levels of response
			<p>services and facilities to enhance the visitor experience. In addition many facilities will be advertised by the public sector funded National Park authority who provide information and guidance to visitors, this is not only on places to stay but to promote the well being of the area in terms of the environment. Examples include landscape improvements which enable tourists to access more of the area safely. Many locals and volunteers look after the environment by getting involved in conservation projects which in turn benefit the visitor experience. Overall with the partnership between the sectors the overall success of the area would be at risk.</p> <p>Level 1 The agents of tourism development such as the public and private sector need to work together to make sure that there are enough facilities for tourists to enjoy. These can be advertised in TIC's. Because the agents work together this is more likely to happen and tourists will benefit.</p>		<p>partnership, landowners and farmers, the tourist industry, accommodation providers, local businesses'.</p> <p>Benefits include:</p> <ul style="list-style-type: none"> • Enhance the quality of the visitor experience • Improve the performance of the tourism enterprises • Promote the area to targeted groups of tourists • Extra funding improves services for tourists • Improved environmental infrastructure, paths etc • Availability of information through published advertising of facilities <p>Compulsory annotation ✓/x</p>	<p>No response or no response worthy of credit.</p> <p>Level 1: [1-4marks] Candidate identifies/describes benefits of the partnership to the tourist. Information may be in the form of a list. There is little or no attempt to discuss. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>List of points – maximum 1 mark Description – up to 2 marks Explanation – up to 3 marks Unsupported judgements/limited discussion – up to 4 marks</p> <p>Level 2: [5- 8 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the partnership to the tourist. Candidate effectively discusses a range of possible benefits. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 5 or 6 marks An evaluation/judgement without overall conclusion/prioritisation – 7 marks With overall supporting conclusion – 8 marks</p>

Question		Answer	Marks	Content	Guidance
					Levels of response
1	(e)*	<p>Exemplar Responses:</p> <p>Level 3 If outdoor users follow the code of good environmental practice then they will be aware of the and have a respect for the natural environment, This way they are more likely to treat the natural habitat with care and protect the flora and fauna of the area. This will lead to more sustainable practices and protect the area in the future. By liaising with the National Park Authority outdoor users would be able to report any damage to footpaths or any other area frequently used and this could lead to the NPA doing an EIA on the area to assess any damage and again preserving the area for the future. Outdoor users should also respect the local bye laws when using transport to outdoor areas and not disturb local farmers and landowners. Overall outdoor users play a major role in sustaining the area for other users and in the future. I believe that by following the code of good practice this may be achieved through good education and promotion of good practice so that the area can encourage future environmental awareness.</p>	12	<p>Indicative content: MUST BE BENEFIT TO THE ENVIRONMENT</p> <ul style="list-style-type: none"> • Planning control • visitor management, • assessing environmental impact • creating footpaths • health and safety • monitoring all aspects of damage to flora and fauna • providing education for visitors • need for erosion prevention • development of any of the bullet points in Fig 1b. 	<p>0 marks. No response or no response worthy of credit.</p> <p>Level 1: [1-4 marks] Candidate identifies/describes the importance to the environment. Information may be in the form of a list. There is little or no attempt to evaluate. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary. <i>Candidate communicates at least one point using some appropriate terminology. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</i></p> <p>List – maximum 2 marks. 2 identifications plus one description – 2 or 3 marks. 3 identifications and unsupported judgement – 4 marks.</p> <p>Level 2: [5-8 marks] Candidate describes/explains the importance to the environment. Candidate will show an understanding of the question and include some ideas which may be analysed/evaluated with some success. This in the most part will be relevant and accurate with reasonable knowledge and understanding of concepts and principles and some use of specialist vocabulary.</p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
		<p>Level 2 If outdoor users follow the code of good environmental practice then they will respect the natural environment, They will protect the flora and fauna of the area and be educated on how to care for the environment and not create damage. Outdoor users should also be careful where they park cars and ride their mountain bikes so as to respect the local population.</p> <p>Level 1 Outdoor users play an important part in preserving the natural environment by not causing damage to the plants and wildlife that live there. They need to be aware of this before taking part in activities. Or – list of points</p>			<p><i>Candidate has a limited ability to organise relevant material. Some appropriate terminology used. Sentences are not always relevant with material presented in a way that does not always address the question. There may be noticeable errors of grammar, punctuation and spelling.</i></p> <p>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> <p>Level 3: [9-12 marks] Candidate will show a clear understanding of the question and include detailed explanation and analyses of the importance to the environment. Candidate effectively evaluates a range of different factors. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. <i>Candidate presents relevant material in a well planned and logical sequence. Material clearly structured using appropriately terminology confidently and accurately. Sentences, consistently relevant are well structured in a way that directly answers the question. There will be few, if any errors of grammar, punctuation and spelling.</i></p>

Question			Answer	Marks	Content	Guidance
						Levels of response
						<i>Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 9 or 10 marks. An evaluation/judgement without overall conclusion/prioritisation – 11 marks. With overall supporting conclusion – 12 marks.</i>

Question		Answer	Mark	Guidance
2	(a)	<ul style="list-style-type: none"> Island destination (1) sun sand and sea (1) pink sand beaches (1) British Colony (1) same traditions and language (1) Cultural centre (1) lots of churches etc (1) History (1) naval dockyard and forts (1) Botanical gardens (1) 785 historical houses (1) Range of luxury hotels (1) attracts high end (1) fig 2b Warm breezes. <p>Any from list</p>	4	<p>Compulsory annotation ✓/x</p> <p>One mark for identifying reason second mark for development.</p> <p>Be mindful of repetition.</p>
2	(b)	<p>Up to two marks for each of three descriptions.</p> <ul style="list-style-type: none"> Employment opportunities (✓) – direct (✓) and/or indirect (✓). Increased income (✓) –employees (✓) businesses (✓) government (✓). Effects of the multiplier (✓) – explained (✓✓). Development of the region (✓) – new tourist activities (✓) and facilities (✓) can be generated by tourism (✓). Word of mouth (✓) Good customer service (✓) leads to good reputation and increase in visitor numbers (✓) e.g. repeat business. 	4	<p>Compulsory annotation ✓/x</p> <p>If candidate scores zero for one sub-section DO NOT award more than two marks for other sub-sections.</p>

Question	Answer	Mark	Guidance
2 (c)	<p>Exemplar response</p> <p>Level 2 Government tourist departments can assist in developing tourism by promoting the country to gain more visitors and to provide income. Examples can include the MICE market or to work with commercial organisations such as entertainment, accommodation, shopping and transportation. Governments are also able to provide grants and loans which may lead to developing the infrastructure. It is the government's role to enhance the image of an area such as Bermuda which leads to better customer perception. The 400 anniversary sizzling offer is a good way to do this as it brings tourists to the destination. Overall with government assistance destinations may struggle to attract visitors in a highly competitive market.</p> <p>Level 1 Governments can promote destinations and work with private sector to encourage new developments to attract tourists. They do this by advertising the country.</p>	8	<p>0 marks. No response or no response worthy of credit.</p> <p>Level 1: [1-4 marks] Candidate identifies/describes some possible ways in which government departments can assist in developing tourism. Information may be in the form of a list. There is little or no attempt to assess. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>List of points – maximum 1 mark Description – up to 2 marks Explanation – up to 3 marks Unsupported judgements/limited discussion – up to 4 marks</p> <p>Level 2: [5-8 marks] Candidate will show a clear understanding of the question and include detailed assessment of the possible ways in which government departments can assist in developing tourism. Candidate effectively evaluates a range of possible ways. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides - 5 or 6 marks An evaluation/judgement without overall conclusion/prioritisation – 7 marks With overall supporting conclusion – 8 marks</p>

Question		Answer	Marks	Content	Guidance
					Levels of response
2	(d)	<p>Exemplar Responses:</p> <p>Level 2 The negative economic impacts are shown clearly in the case study. For example it states that arrivals are down by 45% in the first quarter of the year, which is almost half and would have led to less foreign exchange coming into the country which would mean less income and may lead to job losses for the local population. Visitor expenditure to Bermuda declined by almost 25 million dollars which was up to 28%. This has a negative impact on the population and means that less money is being circulated in the region (multiplier effect) and will lead to dissatisfaction amongst local businesses that rely on tourism. The statistics are very poor and unless action is taken to improve the decline such as the '400th Anniversary special offer' then the livelihoods of many tourist providers in Bermuda are at risk.</p> <p>Level 1 The negative economic impacts are that there will be less income for the country because of the lack of visitors. People may lose their jobs because there are less cruises coming and some hotels may have to close.</p>	8	<p>Indicative content: The case study clearly states the negative economic impacts of the decline in visitor numbers:</p> <ul style="list-style-type: none"> • Air arrivals are down therefore the local transportation of airline arrivals will have suffered • Cruise arrivals are down which in turn mean less income and employment for local population • All tourist accommodation stays are down which leads to less need of staff and supplies from local traders to hotel restaurants • Visitor expenditure saw a decline of \$24.9 million and average spending by tourists plunged 28%. This leads to less employment and income for the local population • No multiplier effect – accept opposite impact 	<p>0 marks. No response or no response worthy of credit.</p> <p>Level 1: [1-4 marks] Without reference to specific eg's in the case study then Level 1 only. Candidate identifies/describes some possible negative economic impacts. Information may be in the form of a list. There is little or no attempt to assess. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>List of points – maximum 1 mark Description – up to 2 marks Explanation – up to 3 marks Unsupported judgements/limited discussion – up to 4 marks MAX 5 if no examples from case study given.</p> <p>Level 2: [5-8 marks] Candidate will show a clear understanding of the question and include detailed assessment of the possible negative impacts. Candidate effectively evaluates a range of possible impacts. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Identification/description implied/assumed.</p>

Question		Answer	Marks	Content	Guidance
					Levels of response
					Explanation/analysis/comparison of more than one point/both sides - 5 or 6 marks An evaluation/judgement without overall conclusion/prioritisation – 7 marks With overall supporting conclusion – 8 marks
2	(e)	<p>Exemplar Responses:</p> <p>Level 3 The triangular relationship is between the host populations the agents of tourism development and the tourist. All must work together to make tourism sustainable. For example the agents, e.g the public private and voluntary sectors need to work in partnership with each other to promote the destination, develop the infrastructure and take care of the environment. The local population needs to work closely with the private sector such as accommodation providers so that tourism training takes places and future employment is guaranteed. The tourist plays an important role as they need to mix with the local population and not just stay in all-inclusive hotels etc so that the money they spend is put to good use throughout the area. Without the triangular relationship and good working practices the future of tourism in Bermuda is at risk as the current</p>	10	<p>Indicative content:</p> <ul style="list-style-type: none"> The triangular relationship is between the tourist, the host population and the agents of tourism development They all contribute to successful planning and destination management They all have a role to play, promotion, sharing of ideas, costs, information, understanding, A destination cannot be successful unless there is harmony between the sectors <p>If only public, private and voluntary sectors are mentioned then Level 1 max</p>	<p>0 marks. No response or no response worthy of credit.</p> <p>Level 1: [1-4 marks] Candidate identifies/describes the triangular relationship OR public, private and voluntary sector(s). Information may be in the form of a list. There is little or no attempt to evaluate. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary. List – maximum 2 marks. 2 identifications plus one description – 2 or 3 marks. 3 identifications and unsupported judgement – 4 marks.</p> <p>Level 2: [5-8 marks] Candidate describes the importance of the triangular relationship. Candidate will show an understanding of the question and include explanations of all sectors which may be evaluated with some success. The evaluation in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge</p>

Question			Answer	Marks	Content	Guidance
						Levels of response
			<p>economic decline in tourism worldwide needs to have a good relationship between all sectors so that plans for the future can work and be sustainable.</p> <p>Level 2 The triangular relationship is between the host populations the agents of tourism development and the tourist. All must work together to make tourism sustainable. The public, private and voluntary sectors need to work with the local population and the local population rely on the tourists to provide income which leads to jobs. This leads to sustainable tourism.</p> <p>Level 1 The triangular relationship is between the public, private and voluntary sectors</p>		<p><i>An evaluation/judgement without overall conclusion/prioritisation –9 marks</i></p> <p><i>With overall supporting conclusion – 10 marks</i></p>	<p>and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>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> <p>Level 3: [9-10 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the triangular relationship tourism and links to sustainable tourism. Candidate effectively evaluates individual sectors. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p>

Question			Answer	Marks	Guidance
3	(a)		<ul style="list-style-type: none"> • Wellness • Nature • Sports • Culture 	2	<p>One mark for each of two identifications.</p> <p>Compulsory annotation ✓/x</p>

Question			Answer	Marks	Guidance
3	(b)		<ul style="list-style-type: none"> Although the UK remains the Algarve's No 1 market (1) the region has no plans to rest on its laurels (1) it must maintain its visitor numbers (1) The strategy is not only to promote its core market (1) but to highlight niche (1) to attract more visitors (1) There is a need to attract a different type of holidaymaker (1) expanding target markets (1) leads to successful destination management (1) It is aiming for a year round appeal (1) this is good for commercial operators (1) who need to expand/consolidate their holidays to the area (1) 	6	<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>Compulsory annotation ✓/x One mark for identifying reason and up to two further marks for development.</p> <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>Be mindful of repetition.</p>
3	(c)	i	PRIVATE	1	<p>One mark for correct identification</p> <p>Compulsory annotation ✓/x</p>
3	(c)	ii	<ul style="list-style-type: none"> Private or shareholder ownership (✓) to return profits to shareholders (✓). Through provision of products and services. Increase market share. To make a profit (✓) to eliminate competition (✓) maximise income (✓), positive corporate image (1). 	4	<p>Up to two marks for each of two explanations.</p> <p>Compulsory annotation ✓/x One mark for identifying objective second mark for development.</p> <p>Be mindful of repetition.</p>

Question		Answer	Marks	Content	Guidance
					Levels of response
3	(d)	<p>Exemplar Responses:</p> <p>Level 2</p> <p>All-inclusive resorts encourage tourists to stay in their hotel complexes as most food, drink and entertainment is provided. This leads to tourists not venturing out and enjoying local restaurants, attractions and mixing with local people in cafes and bars etc. Many people use all inclusive when they are on a budget and do not spend their money in local shops or buy souvenirs. For the local region in Portugal this has a negative socio-cultural impact as traditions such as local foods, dance and music are not enjoyed by the tourists and may get forgotten over time. This can lead to resentment with the local population who see no benefit from tourism to where they live and work. The action of leakage is another major problem causing resentment in times of economic hardship as the tourists money often goes back to the country of origin. Overall, all inclusive holidays in my opinion are bad for the cultural understanding in a region and lead to many negatives outcomes.</p>	8	<p>Indicative content:</p> <ul style="list-style-type: none"> • lack of understanding of the local population, culture and tradition • Lack of income from spending of tourists will have a negative impact on the lifestyle of the host population • Conflict can arise between tourist and host population due to hostility arising from tourists do not leave their accommodation • Employment opportunities may not be offered to local people which may have a negative impact on their standard of living • Leakage to country of origin causes hostility to local traders 	<p>Levels of response:</p> <p>0 marks. No response or no response worthy of credit.</p> <p>Level 1: [1-4 marks] Candidate identifies/describes some likely negative socio-cultural impacts a large number of all-inclusive resorts is likely to have had on a region such as Portugal's Algarve. Information may be in the form of a list. There is little or no attempt to evaluate. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>List of points – maximum 1 mark Description – up to 2 marks Explanation – up to 3 marks Unsupported judgements/limited discussion – up to 4 marks</p> <p>Level 2: [5-8 marks] Candidate will show a clear understanding of the question and include detailed explanation and analyses of likely negative socio-cultural impacts a large number of all-inclusive resorts is likely to have had on a region such as Portugal's Algarve. Candidate effectively evaluates a range of different factors. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p>

Question		Answer	Marks	Content	Guidance
					<p>Levels of response</p> <p><i>Identification/description implied/assumed.</i></p> <p><i>Explanation/analysis/comparison of more than one point/both sides – 5 or 6 marks</i></p> <p><i>An evaluation/judgement without overall conclusion/prioritisation – 7 marks</i></p> <p><i>With overall supporting conclusion – 8 marks</i></p>
3	(e)	<p>Exemplar Responses:</p> <p>Level 3 The environment in Portugal will benefit tremendously from having 69 Blue Flag beaches. Tourists, especially those with families will know that it is a safe place to take their children because of the water quality and will be encouraged to return as they know the standards will remain good due to regular maintenance of the beaches and regular environmental impact assessments. They can increase visitor numbers to different types of tourists such as eco tourists who want to care for the environment and continue to protect. On the other hand too many visitors can lead to pollution so they have to be careful to get the balance right. Blue Flag awards in my opinion give tourists a desirable choice of location to visit as they know that their safety and cleanliness is guaranteed.</p>	10	<p>Indicative content:</p> <ul style="list-style-type: none"> Blue Flag beaches attract families and a host of other tourist groups including, environmentalists, eco tourists, nature lovers, fishermen. The awards represent safety and cleanliness which is very desirable to a potential tourist both now and in the future Blue flag status encourages maintenance of the area with regard to environmental auditing and EIA's to ensure that the awards are maintained in the future There is more chance of present and future environmental protection if an area has been awarded a blue flag status 	<p>0 marks No response or no response worthy of credit</p> <p>Level 1: [1-4 marks] Candidate identifies/describes the likely impact on the environment of the achievement of 69 Blue Flag Beach Awards. Information may be in the form of a list. There is little or no attempt to evaluate. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>List – maximum 2 marks. 2 identifications plus one description – 2 or 3 marks. 3 identifications and unsupported judgement – 4 marks.</p> <p>Level 2: [5-8 marks] Candidate describes the importance of the impact on the environment of the achievement of 69 Blue Flag Beach Awards. Candidate will show an understanding of the question and include explanations of a</p>

Question			Answer	Marks	Content	Guidance
						Levels of response
					<ul style="list-style-type: none"> It attracts more visitors which can have a negative impact on the environment (both sides of argument accepted) 	<p>number of likely impacts which may be evaluated with some success. The evaluation in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p><i>No list – must be at least ‘describe’. Description only – 5 marks. Explanation/analysis – 6 or 7 marks. Evaluative comment (because..... means that.....) – 8 marks</i></p> <p>Level 3: [9-10 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the likely impact on the environment of the achievement of 69 Blue Flag Beach Awards. Candidate effectively evaluates a range of likely impacts. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><i>An evaluation/judgement without overall conclusion/prioritisation –9 marks With overall supporting conclusion – 10 marks</i></p>

OCR (Oxford Cambridge and RSA Examinations)
1 Hills Road
Cambridge
CB1 2EU

OCR Customer Contact Centre

Education and Learning

Telephone: 01223 553998

Facsimile: 01223 552627

Email: general.qualifications@ocr.org.uk

www.ocr.org.uk

For staff training purposes and as part of our quality assurance programme your call may be recorded or monitored

Oxford Cambridge and RSA Examinations
is a Company Limited by Guarantee
Registered in England
Registered Office; 1 Hills Road, Cambridge, CB1 2EU
Registered Company Number: 3484466
OCR is an exempt Charity

OCR (Oxford Cambridge and RSA Examinations)
Head office
Telephone: 01223 552552
Facsimile: 01223 552553

© OCR 2012

