

Please read the instructions printed at the end of this form. **One** of these sheets, suitably completed, should be attached to the assessed work of **each** candidate.

|                       |                      |                  |             |                |  |                         |  |
|-----------------------|----------------------|------------------|-------------|----------------|--|-------------------------|--|
| <b>Unit Title</b>     | <b>12 Ecotourism</b> | <b>Unit Code</b> | <b>G731</b> | <b>Session</b> |  | <b>Year</b>             |  |
| <b>Centre Name</b>    |                      |                  |             |                |  | <b>Centre Number</b>    |  |
| <b>Candidate Name</b> |                      |                  |             |                |  | <b>Candidate Number</b> |  |

**Evidence:** You need to produce a written and illustrated account of an ecotourism project in any worldwide destination of your choice.

| Criteria   |  |   | Teacher Comment | Page No. |
|--|--|---|-----------------|----------|
| <p><b>AO1.1:</b> You demonstrate, through your explanation, some understanding of the aims and objectives of the industry's definition of ecotourism as you relate to your chosen project destination; you produce limited evidence of the different types of organisation that are involved with, or support, ecotourism principles; there may be limited examples from a range of organisations in the public, private and voluntary sectors with some omissions and/or inaccuracies;</p> <p style="text-align: right;"><b>[0 1 2 3 4]</b></p> | <p><b>AO1.2:</b> you demonstrate knowledge and understanding of the aims and objectives of ecotourism as they relate to your chosen project destination; your work refers to and describes the role of a variety of organisations in the travel and tourism industry which support and contribute to ecotourism principles and objectives; there are few omissions and/or inaccuracies</p> <p style="text-align: right;"><b>[5 6 7]</b></p>  | <p><b>AO1.3:</b> you produce a comprehensive account of ecotourism aims and objectives as they relate to your chosen project destination; your evidence demonstrates your knowledge and detailed understanding of ecotourism from the range of examples from a variety of situations; the organisations used to demonstrate your understanding are from all sectors – public, private and voluntary.</p> <p style="text-align: right;"><b>[8 9 10]</b></p>  |                 |          |
|  |  |   |                 |          |
| <p><b>AO2.1:</b> You give an explanation of the ways in which attention can be focused upon environmental, social and cultural issues in the travel and tourism industry for your chosen project destination; you demonstrate some application of knowledge to examples, however there may be a lack of detail; your use of terminology is not always accurate and written communication lacks detail in accuracy and content;</p> <p style="text-align: right;"><b>[0 1 2 3 4]</b></p>  | <p><b>AO2.2:</b> you give a clear explanation of how ecotourism may contribute to, and focus attention upon, environmental, social and cultural issues for your chosen project destination; your evidence provides examples from other sources you have investigated and makes some attempt to apply your understanding to your chosen project destination; you present materials suitably with appropriate use of some terminology and your understanding is conveyed through use of appropriate language;</p> <p style="text-align: right;"><b>[5 6 7 8]</b></p> | <p><b>AO2.3:</b> you give a detailed and comprehensive explanation of the influences of ecotourism principles upon environmental and social/cultural issues as they relate to your chosen project destination; your evidence provides detailed examples from a range of sources and applies your understanding to these examples confidently, relating them to your chosen project destination; you present your work logically, showing use of appropriate terminology, and your meaning is clear and accurately conveyed.</p> <p style="text-align: right;"><b>[9 10 11 12]</b></p> |                 |          |
|  |  |   |                 |          |

| Criteria   |   |   | Teacher Comment | Page No. |
|--|---|---|-----------------|----------|
| <p><b>AO3.1:</b> You carry out some research from limited sources when investigating your chosen project; your research is not always relevant and you do not always use the findings of it effectively; you rely on published findings which may not be interpreted clearly and your illustrative examples from your destination may lack detail, with little attempt at analysis;</p> <p style="text-align: right;"><b>[0 1 2 3 4 5]</b></p> | <p><b>AO3.2:</b> you carry out research from a variety of sources when investigating your chosen destination; your research is mostly relevant and you use most of the findings of it to address the major issues of ecotourism; you provide good illustrative examples to enhance your research and support your findings and analysis;</p> <p style="text-align: right;"><b>[6 7 8 9]</b></p>   | <p><b>AO3.3:</b> you carry out detailed and comprehensive research from a broad range of sources when compiling evidence for your chosen ecotourism project and you produce a detailed project that fully addresses all the issues of ecotourism; your project provides many examples of independent research and uses a range of techniques and illustrations to give validity to your analysis.</p> <p style="text-align: right;"><b>[10 11 12 13]</b></p>  | <b>Mark</b>     |          |
|  |   |   |                 |          |
| <p><b>AO4.1:</b> You attempt an evaluation of the future trends and appeal of ecotourism worldwide, using your chosen project destination as a basis; your conclusions are limited or contain omissions and attempts at evaluation of future trends and appeal may be unrealistic; you make little or no reference to views and attitudes;</p> <p style="text-align: right;"><b>[0 1 2 3 4 5]</b></p>  | <p><b>AO4.2:</b> you evaluate your findings regarding the principles of ecotourism and show that you can evaluate the evidence provided and make a sound conclusion of the future prospects and appeal of ecotourism, based on your study of your chosen project destination; your judgments and recommendations are relevant to the future of the travel and tourism industry and you link your findings to your own values and attitudes;</p> <p style="text-align: right;"><b>[6 7 8 9 10]</b></p> | <p><b>AO4.3:</b> you produce a detailed and comprehensive evaluation of the evidence provided to draw valid and substantiated conclusions about the future trends and appeal of ecotourism issues worldwide, based on your study of your chosen project destination; you make effective use of existing examples to make reasoned judgments and recommendations for the future management of ecotourism and you clearly express your own values and attitudes within your work.</p> <p style="text-align: right;"><b>[11 12 13 14 15]</b></p> | <b>Mark</b>     |          |
|  |   |   |                 |          |
| <b>Total/50</b>  |   |   |                 |          |
| If this work is a re-sit, please tick  | Session and Year of previous submission   | Please tick to indicate this work has been standardised internally  |                 |          |

Please note: This form may be updated on an annual basis. The current version of this form will be available on the OCR website ([www.ocr.org.uk](http://www.ocr.org.uk)).

### Guidance on Completion of this Form

- 1 **One** sheet should be used for each candidate.
- 2 Please ensure that the appropriate boxes at the top of the form are completed.
- 3 Please enter *specific* page numbers where evidence can be found in the portfolio, and where possible, indicate to which part of the text in the mark band the evidence relates.
- 4 Circle the mark awarded for each strand of the marking criteria in the appropriate box and also enter the circled mark in the final column.
- 5 Add the marks for the strands together to give a total out of 50. Enter this total in the relevant box.