

Travel and Tourism

Advanced GCE

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

Mark Scheme for January 2013

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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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Annotations

Annotation	Meaning
	Unclear
	Benefit of doubt
	Cross
	Ignore
	Level 1
	Level 2
	Level 3
	Not answered question
	Benefit of doubt not given
	Additional QWC credit given
	Repeat
	Tick
	Development of point
	Vague

Question		Answer	Marks	Guidance
1	(a)	<ul style="list-style-type: none"> increase in visitor numbers (1), creating income for the area (1) tourism brings in £1.3 to 2.2 billion (1), income (1), jobs, (1) multiplier effect (1) maximise tourism spending opportunities (1) development of the infrastructure (1), more facilities for tourists in order to increase visitor numbers (1). <p>Exemplar: An economic objective for Westfield would be to increase visitor numbers (1) which would create income for the area. (1)</p>	4	One mark for each correct identification up to a maximum of two identifications, plus a further one mark for each of two identifications.
	(b)	<p>Indicative content:</p> <ul style="list-style-type: none"> are often involved in the infrastructure of a region (1) for example creating a new shopping mall (1) are private sector organisations (1) work in partnership with the public sector (1) to provide facilities (1) planning strategies for new developments (1) or new businesses (1) co-ordinated approach to developments (1) in order to avoid conflicts (1). 	2	Up to two marks for development of role Profit making not acceptable as a role but can be awarded as a mark as the development of a point.
	(c)	<p>Exemplar responses:</p> <ul style="list-style-type: none"> New form of tourism attraction (1), destinations are as famous for their shopping as they are for attractions (1) Many shopping areas are promoted by local and regional tourist boards (1) as they bring in visitors (1) Nearby attractions, venues, hotels, etc can benefit (1) this is as a result of being nearby (1) They attract local, national and international visitors (1) who visit on short breaks (1) Gains publicity (1) which in turn raises the appeal (1) 	4	One mark for each correct identification up to a maximum of two identifications, plus a further one mark for each of two explanations.

Question		Answer	Marks	Content	Guidance
	(d)	<p>Exemplar Response:</p> <p>Level 2 The roles of the agents of tourism development in Westfield Stratford City are that the public sector, eg Olympic Park and Visit London are keen to promote the services and facilities of the region to domestic and international visitors as increased visitor numbers mean more income for the area, The private sector is keen for the public sector to promote the new transport connections as well as all the new entertainment and commercial locations. The host communities and the voluntary sector who provide local facilities to the new family neighbourhoods work with the public sector in order to ensure that the residents of the 11,000 new homes will have sufficient facilities to cater for the local population. Without the sectors working together this new development is not likely to be a success both now and in the future.</p> <p>Level 1 The roles of the agents of tourism development include the public private and voluntary sectors who all work together to promote the services on Westfield Stratford city. Without the sectors working together this new development would not be a success.</p>	8	<p>Indicative content:</p> <ul style="list-style-type: none"> • Stratford City, Olympic Park, Visit London, public sector • commercial shopping, entertainment, new homes, private sector • community facilities, family neighbourhoods, voluntary and host community sector. <p>Roles must include reference to three sectors to achieve L2</p> <ul style="list-style-type: none"> • Contribution to local economy • 10,000 permanent new jobs. <p>Roles – Candidates should recognise each sector ie public private and voluntary and what their role is with regard to project.</p> <p>Candidate should recognise the benefits of a partnership between the sectors and how this is the way forward to enable success in any tourist destination.</p>	<p>Level 2 (5–8 marks) Candidate provides a comprehensive discussion of the roles of the agents of tourism development. The explanation clear and logical, related to case study material and shows clear understanding of roles and relationships</p> <p>Level 1 (1–4 marks) Candidate provides a basic discussion of the roles of the agents of tourism development. Answer may not be related to case study material and shows limited understanding of roles</p> <p>(0 marks) Candidate does not explain any roles.</p> <p>Max level 2 – 5 marks If all sectors given but no specific links to examples from case study</p>

Question		Answer	Marks	Content	Guidance
					Levels of response
	(e)	<p>Level 2 Emirates is keen to sponsor the 'Emirates Air Line' as they are likely to gain so much from this in terms of recognition and increased sales. For example in return for the ten year deal worth £36 million, Emirates will get to rename two new stations. The line will carry 2,500 passengers who will see the name Emirates every day and therefore Emirates will gain brand recognition. Emirates will hope to increase sales of their product via free advertising and hopefully increase their revenue and profit.</p> <p>Level 1 Generic benefits of sponsorship, people would become more aware of the name and logo. Everybody would see the name as they crossed the river and they would get improved sales.</p>	6	<p>Must give reference to case study:</p> <ul style="list-style-type: none"> • Deal worth £36 million • 2 million passengers will see it • Reference to Emirates <ul style="list-style-type: none"> • boost public image • brand name recognition • good perception of brand • increase sales • increase revenue and profit. 	<p>L2 (4–6 marks) Full understanding of sponsorship, use of case study facts. Minimum 2 reasons</p> <p>L1 (1–3 marks) Understanding of sponsorship, no reference given to any facts from case study</p>

Question			Answer	Marks	Content	Guidance
						Levels of response
(f)	*	<p>Exemplar Responses:</p> <p>Level 3 Regeneration will have massive economic and social benefits to the area, not only will the new 'Air Line' provide locals with a fast and efficient way to commute to work in an environmentally friendly manner avoiding congestion and pollution but will bring in many tourists who will be keen to enjoy the new attraction. This will be a further boost to the economy of the region. Social benefits of regeneration include a new range of entertainment and leisure opportunities which in turn will provide job opportunities leading to a better quality of life. The building of new homes brings future prosperity to the region. Overall without regeneration the area could fall into disrepair and create many more social and economic problems. Regeneration plays a very important part in tourism development as it leads to long term sustainability in an area.</p> <p>Level 2 Regeneration will bring many benefits to the area, these are mainly economic such as an increase in jobs and income to the area. The new facilities that are being built will have a positive social impact on the area as the local people will have many more facilities to use which will bring benefits to their social living. Regeneration projects occur in many parts of the UK and have positive benefits.</p>	12	<p>Indicative content:</p> <ul style="list-style-type: none"> • Emirates Air line will create new river crossing reduces pollution. • jobs and investment created by new service provides local communities to a range of new entertainment and leisure opportunities • 700 acre development /Re-development of brownfield site. • new commercial shopping and entertainment centre • 11,000 new homes. 	<p>Level 3 (9–12 marks) Identification/description implied/assumed. Explanation /analysis/comparison of more than one point – 9 or 10 marks. An evaluation/judgement without overall conclusion/ prioritisation – 11 marks. With overall supporting conclusion – 12 marks. Candidate presents 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.</p> <p>Level 2 (5–8 marks) No list – must be at least 'describe'. Description only – 5 marks. Explanation/analysis – 6 or 7 marks. Evaluative comment (because.... means that...) – 8 marks. 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.</p>	

Question			Answer	Marks	Content	Guidance
						Levels of response
			<p>Level 1 The regeneration of the area will bring many positive impacts such as an increase in jobs and income to the area. More tourists mean more jobs which will lead to a better quality of life for the local people.</p>			<p>Level 1 (1–4 marks) List – maximum 2 marks. 2 identifications plus one description – 2, 3 or 4 marks. 3 identifications and unsupported judgement – 4 marks. 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.</p> <p>Level 0 (0 marks) Candidate does not evaluate inner city regeneration</p> <p>Note: Candidates should refer to the case study as a basis for making an evaluation of the impact of regeneration on tourism development in the area of East London.</p> <p>Generic information without reference to destination award level 1 max</p> <p>Generic economic benefits e.g. jobs, income, multiplier effect MAX L2</p> <p>Destination must be UK based.</p> <p>Compulsory annotation L1, L2 or L3 at end of response.</p>

Question			Answer	Marks	Content	Guidance
						Levels of response
2	(a)		<ul style="list-style-type: none"> • good climate • picturesque landscapes • Laurisilva Forest • steep green mountains • enchanting gardens • ragged coastlines • volcanic sea pools • mountain trails • levada pathways. • Top 10 walking and hiking in the world • 1999 World Heritage site • Birthplace Cristiano Ronaldo • Various species (identified). 	4		One mark for each correct identification up to a maximum of four identifications
	(b)		<p>Exemplar responses:</p> <ul style="list-style-type: none"> • habitat preservation (1), Madeira is visited by whales, dolphins and turtles (1) • conservation of the natural environment (1), Madeira has abundant natural resources (1) • environmental education (1), Madeira has a UNESCO world heritage site (1) • environmental improvements (1), Madeira has famous Levadas, or walking trails, which must be maintained (1). 	6		One mark for each correct identification, up to a maximum of three identifications, plus a further mark for each of three explanations
	(c)		UNESCO	2	United Nations Educational, Scientific and Cultural Organisation	If only one word wrong award one mark, two words no marks

Question		Answer	Marks	Content	Guidance
					Levels of response
	(d)	<p>Exemplar Responses:</p> <p>Level 2 When a destination has been awarded a UNESCO world heritage site status it brings many benefits to that destination. This is important as without this status the sites could get into a state of disrepair and vanish or become destroyed. By gaining status they are preserved for the future and will attract both local and international visitors. This brings in money to a destination and the money can be used for preservation purposes. Without this status such sites may become unused and could disappear forever.</p> <p>Level 1 Gaining this award is good for a destination as it is recognised worldwide as a good place to see and may bring many more tourists to it which will bring in money to keep it maintained.</p>	8	<p>Indicative content:</p> <ul style="list-style-type: none"> • encourage identification, protection of natural environments • preservation for future • stops sites failing into disrepair • encourage management plans on the state of the site • gain technical assistance and training • raise awareness for conservation of the site • encourage local population to protect the site • educate visitors on the need to conserve such sites. 	<p>Level 2 (5–8 marks) Candidate provides a comprehensive explanation of the importance of being a world heritage site. The explanation clear and logical, related to case study material and shows clear understanding of world heritage sites</p> <p>Level 1 (1–4 marks) Candidate provides a basic explanation of the importance of being a world heritage site. Answer may not be related to case study material and shows limited understanding of world heritage sites</p> <p>(0 marks) Candidate does not discuss the benefits of world heritage site status.</p>
	(e)	<ul style="list-style-type: none"> • Private sector org – Blandy Group • Public sector – Madeira Tourism Association; European Union, European Investment Bank 	2	One mark for each correct identification up to a maximum of two identifications.	

Question		Answer	Marks	Content	Guidance
	(f)	<p>Exemplar Responses:</p> <p>Level 3 The floods in Madeira, although only lasting a short time, had a negative economic impact on the island as it relies so much on tourist income. 20% GDP is created through visitors which means that without this income there was a rapid fall in the income generated on the island. In addition when natural disasters occur there can be loss of confidence in a destination and tourists may put off their visits and choose somewhere else. It was not just holidaymakers who stopped coming but cruise ships and local excursions were cancelled also creating a further negative economic impact. When such disasters occur it can take years to build up a good reputation again and therefore, many tourist areas such as Madeira have to bear the long term loss which leaves the economy of the destination in a difficult situation affecting the local people and businesses.</p> <p>Level 2 The negative economic impacts on the recent floods in Madeira have led to a loss of income to the island. This was caused by the loss of cruise ship visitors and also many holidaymakers changed their minds about visiting. In cases like this it can take many years for tourists to return as they may feel that a lot of damage has been done and don't want to take the risk of visiting. This leads to loss of income.</p>	10	<p>Indicative content:</p> <ul style="list-style-type: none"> • Hotels reported cancellations • Cruise ships did not call in as scheduled • Excursions in Madeira were cancelled • People were put off travelling • Shops remained closed • Tourists stayed in hotels • Visitors account for 20% GDP therefore, massive loss • Need to apply for funds from EU, loan debts. 	<p>Level 3 (8–10 marks) Candidate assess the likely negative economic impact of the flood. Impacts are clear and appropriate, closely related to case study material. Answer well considered and focused.</p> <p>Level 2 (5–7 marks) Candidate explain/analyse the likely negative economic impact of the flood. Impacts are appropriate, closely related to case study material.</p> <p>Level 1 (1–4 marks) Candidate identify/describe the likely negative economic impact of the flood. Impacts are appropriate and may not be related to case study material.</p> <p>If generic negative economic impacts given then max Level 2.</p> <p>Level 3 MUST apply case study.</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
			Level 1 When natural disasters occur it can take many years for recovery as there will be a lack of visitors which leads to the local population losing their jobs and income.			

Question		Answer	Marks	Content	Guidance
					Levels of response
3	(a)	<ul style="list-style-type: none"> Private sector organisations' key objectives are to make a profit (1) so that they can return dividends to shareholders (1) Companies want to acquire a positive corporate image (1) which they will use to attract more customers (1) Private sector companies want to increase market share (1) in order to eliminate the competition (1) be market leaders in their field (1) 	4	Indicative content: <ul style="list-style-type: none"> make a profit eliminate competition maximise income give a return to shareholders. corporate image 	1 mark for identification plus 1 further mark for description, for each of two objectives named
	(b)	Exemplar responses: <ul style="list-style-type: none"> One factor may be the fact that there are more cruises available (1) offering good value for money (1) One factor may be that customers prefer to see multiple sights (1) rather than staying in one place for 2 weeks (1) Big ships have facilities for all ages (1) which are all inclusive so no further costs involved.(1) 	6	Indicative content: <ul style="list-style-type: none"> budget conscious value for money more affordable cruises offer growth in popularity bigger ships with better facilities for all ages, water parks, climbing walls etc all-inclusive avoid airport delays late deals and discounts. range of destinations 	One mark for each correct identification up to a maximum of three identifications plus a further one mark for each of three explanations

Question		Answer	Marks	Content	Guidance
					Levels of response
	(c)	<p>Exemplar responses:</p> <ul style="list-style-type: none"> • Money is paid to cruise operators before departure (1) • All-inclusive (1) therefore no need to spend money (1) • Not enough time in ports (1) to spend large amounts of money. (1) • Passengers pay tips to staff on board (1) money returns to UK (1) • Excursions (1) are often paid to cruise operators in advance (1) • Chinese trinkets are imported (1) re-sold locally so less money made by locals (1) 	4	1 mark for each correct identification up to a maximum of two identifications, plus a further one mark for each of two explanations.	
	(d)	<p>Exemplar responses:</p> <p>Level 2 Cruise ships such as the Oasis of the Seas can have a negative impact on the environment due to the vast number of passengers on board who get through about 8,500 bottles of water a day. These bottles together with the 25,000 gallons of sewage have to be disposed of. Not all ships have introduced environmentally friendly recycle methods and as a consequence much of the waste is disposed into the sea. The ship produces 7,000 gallons of oily engine waste as well as up to 15 gallons of toxic chemicals; these are released into the sea causing death to many marine species. Overall the negative impacts of the older ships outweigh the positive impacts of cruising.</p>	8	<p>Indicative content:</p> <ul style="list-style-type: none"> • Four plastic bottles per passenger – about 8,500 bottles per day • 25,000 gallons of sewage from toilets • 143,000 gallons of sewage from sinks, galleys, and showers • seven tons of garbage and solid waste • 15 gallons of toxic chemicals • 7,000 gallons of oily engine waste • Generic answers eg pollution • Size of vessel in ports • damage. 	<p>Level 2 (5–8 marks) Candidate provides a comprehensive discussion of how cruise ships may create an impact on the environment. The discussion is clear and logical, related to case study material and shows clear understanding of cruise impacts.</p> <p>Level 1 (1–4 marks) Candidate provides a basic discussion of how cruise ships may create an impact on the environment. The discussion may not be related to case study material and shows limited understanding of cruise impacts.</p> <p>0 marks Candidate does not explain any impacts. No reference to case study then max Level 1.</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
			<p>Level 1 Cruise ships can have many negative environmental impacts on the seas as they can pollute the water with the waste that is created. Many ships release sewage into the water which kills fish and other sea creatures. When large ships go to small islands the ports have to be enlarged which causes a negative impact on the environment as many small islands are not big enough to receive such large ships.</p>			

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(e)	<p>Exemplar response:</p> <p>Level 3 Due to the cruise ships staying only a short while in the ports of the Caribbean eg the Oasis only stops for 17% of the time on land on a 7 day cruise, problems can arise. The host population need to maximise this time to earn income and as the case study shows there is a danger of losing traditional crafts and cultures in order to make a fast profit by selling goods that are not original and representative of their culture. In addition due to the demonstration effect there is a danger of a breakdown in family structures and traditions and because of this conflicts can arise. This is not only with the tourists but with each other as is often the case when there is a breakdown in family structure. Cruise companies should help to alleviate this problem by informing and educating cruise goers of their social responsibility to host populations. As the growth of cruises continues there is no solution for these issues unless companies and cruise destinations recognise the negative impacts that cruising can have</p> <p>Level 2 The negative socio cultural impact of increasing cruise numbers in the Caribbean is that the local population is danger of losing their traditional values in order to gain a fast profit from selling goods to tourists. This can result in family breakdowns and also cause the demonstration effect as many local people want to be like the wealthy tourists. This can lead to conflicts and crime in the local community. Begging and prostitution can occur which leads to the degradation of their culture.</p>	10	<p>Indicative content:</p> <p>Socio-cultural impacts to include</p> <ul style="list-style-type: none"> • conflicts with host community • crime • loss of cultural identity • social problems • begging and prostitution • breakdown of traditional family structures • loss of traditional crafts • degradation of cultures • demonstration effect • staged authenticity • loss of sharing of ideas. <p>Economic impacts cannot be credited.</p>	<p>Level 3 (8–10 marks) Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible ways in which socio cultural impacts have affected tourist resorts of the Caribbean. 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>Level 2 (5–7 marks) Candidate describes a number of the possible ways in which socio cultural impacts have affected tourist resorts of the Caribbean. Candidate will show an understanding of the question and include explanations of a number of the impacts which may be evaluated with some success. The answer is relevant and accurate and shows reasonable knowledge and understanding of impacts with some use of specialist vocabulary.</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
			<p>Level 1 Negative socio-cultural impacts can be caused in the tourist resorts of the Caribbean due to the number of tourists coming to the small islands. This can lead to loss of traditional values and culture. Some local people may resort to crime as they see so many rich tourists and they can find ways to make money from them which leads to loss of traditional activities.</p>			<p>Level 1 (1–4 marks) Candidate identifies/describes some possible ways in which socio cultural impacts have affected tourist resorts of the Caribbean. Information may be in the form of a list of ways. There is little or no attempt to discuss. The answer is basic and shows limited knowledge and understanding of impacts.</p> <p>(0 marks) No response worthy of credit.</p>

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