

Travel and Tourism

Advanced GCE

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

Mark Scheme for June 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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Annotation	Meaning
	Unclear
	Benefit of doubt
	Cross
	Level 1
	Level 2
	Level 3
	Repeat
	Tick
	Development of point
	Vague
	Ignore
	Not answered question
	Benefit of doubt not given
	Noted but no credit given

Question			Answer	Marks	Guidance
1	(a)	(i)	<p>Indicative content:</p> <p>Expansion of each aspect may include:</p> <ul style="list-style-type: none"> • using local produce as example of sustainability • credit examples such as Visit Britain • marketing will attract airlines / tour operators to offer packages / holidays • partnerships will develop new ideas • more income, reinvestment in tourism assets • IOM will remain competitive • staff training • repeat visits • word of mouth <p>Exemplar responses:</p> <ul style="list-style-type: none"> • securing and conserving a long term future for tourism (1) to develop the long term visitor economy (1) to fulfil the tourism vision (1) • marketing and managing a top class visitor experience (1) to increase visitor numbers (1) by attracting more affluent visitors (1) • becoming financially and economically prosperous (1) tourism will bring jobs (1) and income to the island (1) • leading 'effective collaborative partnerships' (1) All partners and stakeholders will work together (1) to ensure a prosperous future for the island (1) • positioning tourism at the forefront of a competitive and sustainable Isle of Man economy (1) through a series of workshops (1) to highlight the benefits of tourism to the island (1). 	9	<p>One mark for each correct identification of an aspect up to a maximum of three identifications, plus up to two further marks for each explanation.</p> <p>Answer can ONLY be related to the five points from Fig 1b</p>

Question		Answer	Marks	Guidance
	(ii)	<p>Indicative content:</p> <ul style="list-style-type: none"> • presentations (1) to market the destination (1) • workshops (1) to help inform stakeholders (1) • research projects (1) responding to primary and secondary data (1) • transport providers creating and maintaining passenger routes (1) to encourage more visitors. (1) 	4	<p>One mark for each correct identification, up to a maximum of two identifications, plus a further one mark for each of two explanations.</p> <p>Generic stakeholder objectives of working together can be accepted provided example is given.</p>
	(b)	<p>Indicative content:</p> <ul style="list-style-type: none"> • groups • sport/athletes • experience seekers/thrill seekers • culture lovers • food lovers • casino lovers • affluent spenders • mountain bikers • film lovers. 	3	<p>One mark for each correct identification up to a maximum of three identifications.</p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(c)	<p>Exemplar responses: (Level 2) Destinations such as the Isle of Man are keen to host events such as the Youth Games as it raise awareness of them. This means that in the future many of the observers may visit the island in the future, bring income to the destination. Raises the profile of the destination as a venue for large events. The young people may return in the future. Increased visitor arrivals mean that jobs are created. This can lead to a multiplier effect.</p> <p>(Level 1) If the youth games are held, a lot more visitors may come to the Isle of Man because they will have heard about it and wanted to see it themselves.</p>	6	<p>Indicative content:</p> <ul style="list-style-type: none"> • international visitor arrivals • created international awareness • enhance reputation as a venue to host international events • young people may return in the future • economic benefits • jobs • income • multiplier effect. 	<p>Level 2 (4–6 marks) Learner provides a comprehensive discussion of the reasons why Youth Games promoted the IOM</p> <p>Level 1 (1–3 marks) Learner provides a basic discussion of the reasons why Youth Games promoted the IOM</p> <p>0 marks Learner does not explain any benefits</p>

Question	Answer	Marks	Guidance
(d)	<p>Indicative content:</p> <ul style="list-style-type: none"> • preservation of customs • revival of traditional activities, festivals and events • sense of pride in national/unique identity • providing facilities for locals and tourists • contribution to major growth to the Isle of Man/maintains visitor numbers • emphasis on local produce in the Isle of Man. <p>Exemplar responses:</p> <ul style="list-style-type: none"> • The preservation of culture is important for the Isle of Man because it is a small island full of cultural attractions which need to be protected for the future. (1) This ensures that customs and traditional activities are kept for future generations (1). • The Isle of Man local population would like to retain their national identity (1). They can do this through the provision of local produce (1), local events (1) which all provide activities for locals and tourists (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
	(e)	* QWC	12	<p>Indicative content: Economic impact - positive</p> <ul style="list-style-type: none"> • Increased income • Case study statistics quoted • Increased employment • Improved infrastructure • Multiplier effect • Social activities bring in more visitors, eg aviation displays, concerts and various club meets. <p>Economic impact - negative</p> <ul style="list-style-type: none"> • Seasonality of employment • Increased living costs • Increase in taxes • Cost of repairs to damage to the environment. 	<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. Both positive and negative impacts must be addressed to achieve L3</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.</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.</p> <p>(0 marks) No response worthy of credit.</p> <p>Note: Candidates should refer to the case study as a basis for making an evaluation of the positive or negative impact of the TT races on the Isle of Man.</p> <p>Generic information without reference to destination, award Level 1 max</p>

Question			Answer	Marks	Content	Guidance
						Levels of response
			<p>(Level 1) The event will bring more visitors to the IOM and there might be more jobs for the locals who will be needed to make the event a success.</p>			<p>Compulsory annotation L1, L2 or L3 at end of response. QWC* Level 3 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 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> <p>Level 1 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>

Question		Answer	Marks	Guidance
2	(a)	<p>Indicative content:</p> <ul style="list-style-type: none"> • diverse country • half hidden for decades • relatively untouched for decades • treasure trove of varied and exotic attractions • Bagan / Ayeyarwady river • culture influenced by China and India • Buddhism • the people • river cruise • archaeological sites. <p>Exemplar responses:</p> <ul style="list-style-type: none"> • Myanmar appeals because of its diversity (1) it has been half hidden for decades and people want to find out why (1). • Myanmar has a treasure trove of varied and exotic attractions (1). Many people are attracted by the culture of the people and for religious reasons such as Buddhism (1). 	4	One mark for each correct identification and up to a maximum of two identifications plus a further one mark for each of two descriptions.
	(b)	<p>Indicative content:</p> <p>Tour operators:</p> <ul style="list-style-type: none"> • will make more commission/profit from bookings • development opportunity for private sector tour operators/credit examples e.g. good opportunity for Thomson • raise awareness of company through advertising new destinations. <p>International hotel chains</p> <ul style="list-style-type: none"> • development of the hotel industry worldwide • leading to greater profit 	6	Up to a maximum of three marks for each of the two explanations.

Question		Answer	Marks	Guidance
		<ul style="list-style-type: none"> hotels are keen to get footholds in developing countries for international recognition/ credit example e.g. Hilton eliminate competition. 		
	(c)	<p>Exemplar responses:</p> <ul style="list-style-type: none"> Enhance the image of Myanmar (1). LEDCs such as Myanmar need to let people know of their existence (1) to encourage visitor numbers (1). Improve balance of payments(1). Myanmar needs to be perceived as a country no longer under such severe military control (1) which will boost domestic morale (1) and enhance the national identity (1). Visitor income can help them preserve culture, temples etc (1). 	6	One mark for each correct identification, up to a maximum of two identifications and up to two further marks for each of two explanations.

Question	Answer	Marks	Guidance
(d)	<p>Indicative content:</p> <ul style="list-style-type: none"> • pressure groups play a vital role in democracy • pressure group activity is often politically motivated • they can be small local groups or large such as the Burma Campaign • they promote discussion and debate on key issues • they can educate people about specific issues • they can provide a forum for people who want to raise a grievance about issues relating to culture, environment etc. • they can represent minorities. <p>Exemplar responses:</p> <ul style="list-style-type: none"> • Pressure groups play a vital role in democracy (1). Their activities are often politically motivated, (1) this is because they want to make themselves heard (1). • Pressure groups can be large groups or small groups (1). The Burma Campaign UK is a large group who are trying to raise awareness (1); they can do this by campaigning to have the country's border open to tourists (1). 	6	One mark for each correct point of explanations up to a maximum of three such points, but allow development marks also.

Question	Answer	Marks	Guidance
(e)	<p>Exemplar response: (Level 3) Myanmar culture is deeply rooted in Buddhism and influenced by India and China and, therefore, offers the visitor a unique experience. The positive impact which tourism may have, is that traditional activities based around its 2000 temples and pagodas can be preserved and continued for the future, as this is what tourists will come to see. Tourism will bring income into the country and will have an impact on the lives of the host population by opening up opportunities in tourism. This can revive traditional activities and help to maintain the many archaeological sites which exist. Some of the negative impacts are that the local population may be keen to 'jump on the tourism bandwagon' and, therefore, family structures can be affected, leading to a loss of cultural identity. Overall the country seems to be steeped in culture and the onset of tourism will probably have a positive impact on the country as it has so much to offer tourists which is positive.</p>	10	<p>Indicative content: Negative</p> <ul style="list-style-type: none"> • conflict • crime • loss of cultural identity • staged authenticity • changes to family structure • Westernisation / demonstration effect • social problems. <p>Positive</p> <ul style="list-style-type: none"> • preservation of customs and crafts • improving 'quality of life' • aiding of understanding • revival of traditional activities • sense of pride. <p>NO credit for economic impacts</p> <p>Level 3 (8–10 marks) Candidates evaluate the likely negative and positive cultural impacts which tourism has on the country. Impacts are clear and appropriate, closely related to case study material. Answer well considered and focused.</p> <p>Level 2 (5–7 marks) Candidates explain/analyse the likely negative and positive cultural impacts which tourism has on the country. Impacts are appropriate, closely related to case study material.</p> <p>Level 1 (1–4 marks) Candidates identify/describe the likely impacts negative and positive cultural impacts which tourism has on the country. Impacts are not always appropriate and may not be related to case study material.</p> <p>0 marks Candidates do not identify any likely positive or negative cultural impacts of tourism on Myanmar.</p>

Question		Answer	Marks	Guidance
3	(a)	<p>Definition of sustainable tourism: The needs of the present are met (1) without compromising the needs of future generations to meet their own needs (1).</p>	2	<p>Up to two marks. Credit to be given for variations on the definition in context.</p> <p>eg 'tourism for the future' (1)</p> <p>Means that the needs of the present are met, without the ability of future generations to meet their own needs being compromised.</p>
	(b)	<p>Indicative content:</p> <ul style="list-style-type: none"> • meet government and industry leaders at the Awards ceremony which take place at WTTC's Global Summit • receive outstanding international media exposure • be endorsed by a panel of judges comprising internationally acclaimed experts in sustainable tourism • be invited to submit case studies featured on WTTC's website • raising awareness of company/organisation leading to increased business. <p>Exemplar responses:</p> <ul style="list-style-type: none"> • One benefit of winning a sustainable tourism award is that the organisation is able to meet government and industry leaders at the award ceremony (1). This means that they are able to highlight their organisation to relevant experts (1), which in turn will raise awareness of their organisation (1). • A benefit to an organisation is that awards are a useful way of marketing to the 'ethical' market (1). Companies can change a premium for sustainable holidays or resorts (1), which could lead to increased business for them (1). 	6	<p>One mark for each identification up to a maximum of two identifications, plus up to a further two marks for each of two explanations.</p>

Question	Answer	Marks	Guidance
(c)	<p>Indicative content:</p> <ul style="list-style-type: none"> • tourists becoming increasingly aware of sustainability, which increases demand • growth in popularity it is the new 'thing to do' • 44% of US and European travellers would prefer a sustainable holiday • will account for 25% of the market within 6 years / will be worth \$473.6bn • better image of companies therefore, a need for companies to offer that product . <p>Exemplar response: Trends in the market for sustainable tourism products include the fact that tourists are becoming more aware of sustainability (1). This has created growth in popularity, as it is seen as 'the new thing to do' (1). It can be seen that 44% of US and European travellers would prefer a sustainable holiday (1). This creates a better market for travel companies who respond by offering more sustainable products (1).</p>	4	One mark for each correct point of description up to a maximum of four such points, but allow development marks also.

Question		Answer	Marks	Content	Guidance
	(d)	<p>Exemplar response: (Level 2) The WTTC represents many private sector organisations involved in the development of worldwide tourism. To do this it needs to work closely with partners from all sectors, including governments and representatives from conservation groups. The case study identifies Travelport and the Travel Corporation Conservation Foundation, and identifies the fact that working together promoting awards such as Tourism for Tomorrow highlights responsible practices through brand awareness and media promotion of such events. Many of their practices are promoted through campaigns which are well published on the Internet and through the travel trade. Many tour operators are keen to be linked with such awards, as their methods for responsible tourism can be highlighted.</p> <p>(Level 1) The WTTC represents many private sector organisations involved in the development of worldwide tourism. Working together promoting awards such as Tourism for Tomorrow highlights responsible practices. Some are promoted through campaigns which are published on the Internet. Some tour operators are keen to be linked with such awards because they want to be recognised as being responsible.</p>	8	<p>Indicative content:</p> <ul style="list-style-type: none"> • media promotion • recognising best practice • partnerships • branding • responsible practices • brand awareness. 	<p>Level 2 (5–8 marks) Candidates provide a comprehensive discussion of more than one method used by organisations to raise awareness of sustainable tourism practices. Methods are clear and appropriate and are closely related to case study. The answer is well considered and focussed.</p> <p>7/8 marks <i>analysis/discussion/conclusion.</i> 5/6 marks good explanation.</p> <p>Level 1 (1–4 marks) Candidates provide a basic description of one or more methods used by organisations to raise awareness of sustainable tourism practices. Method/s may not be related to case study and will show limited understanding.</p> <p>0 marks Candidate does not explain any methods.</p>

Question		Answer	Marks	Content	Guidance
	(e)	<p>Exemplar response: (Level 3) The Alpine countries rely heavily on tourism, and at peak times the congestion in the mountains due to the number of visitors, eg 10 million overnight stays, cannot be managed in a sustainable way. One of the reasons that this project won such a prestigious award is due to the fact that it focuses on sustainable tourism measures to alleviate traffic congestion. By linking the 24 Alpine villages it also enable locals and tourists to sample the traditional village life within the area, thus maintaining the local culture and cuisine of the area. Increased access to facilities and ease of travel can only be a benefit in the development of long term tourism and sustainable travel, as without access locals and visitors could be isolated and not enjoy the benefits that ease of travel brings.</p> <p>(Level 2) It is important because there is a lot of congestion at busy times. One of the reasons that this is important is because it focuses on measures to alleviate traffic congestion. By linking the 24 Alpine villages, it also enable locals and tourists to sample traditional village life. Increased access to facilities and ease of travel can only be a benefit in the development of long term tourist transport as without access, locals and visitors could be isolated and not enjoy the benefits which ease of travel brings.</p>	10	<p>Indicative content:</p> <ul style="list-style-type: none"> • 24 Alpine villages connected across six nations • largest tourist cooperation in the alps • elimination of congestion due to 10 million overnight stays • seasonal traffic congestion • development of sustainable travel • enhanced service including visitor information • promotion of alpine folklore culture and cuisine • ease of travel • promotion of the area. 	<p>Level 3 (8–10 marks) Candidate will show a clear understanding of the question and include detailed identification and explanation of the importance of transport links to the Alpine Pearls Candidate effectively evaluates a range of ideas. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. Candidates may refer to any negative impact such as disruption through road building, cost of manufacturing, new transport, noise pollution etc in their evaluation.</p> <p>Level 2 (5–7 marks) Candidate describes the importance of transport links to the Alpine Pearls. The answer is relevant and accurate and shows reasonable knowledge and understanding.</p> <p>Level 1 (1–4 marks) Candidate identifies/describes the importance of transport links to the Alpine Pearls. 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.</p> <p>0 marks No response or no response worthy of credit.</p>

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