

GCE

Travel and Tourism

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

Advanced GCE

Mark Scheme for June 2015

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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

used in the detailed Mark Scheme (to include abbreviations and subject-specific conventions)

Subject specific - insert details in table making sure that the annotation matches the image that appears on scoris. Your Qualifications Manager or Qualifications Leader will be able to help.

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	Indicative Content	Guidance
1	(a)	<p>Exemplar: Tourists are able to access local knowledge (1) this will make their visit more enjoyable. (1)</p> <p>Tourists will be able to find out about the many events and festivals (1) which Warwick has on offer. They will be able to book tickets for these (1)</p> <p>The TIC may be able to book accommodation BABA (1) for the tourists who want to stay longer to enjoy the many activities. (1)</p>	4	<p>Indicative content:</p> <ul style="list-style-type: none"> • Access local knowledge • BABA (book a bed ahead) • Information on events/activities • Find out about transport • Buy local souvenirs 	One mark for each correct benefit up to a maximum of two benefits, plus one further mark for each description.
1	(b)	<p>Exemplar:</p> <p>Warwick attracts 3.1 million visitors a year (1) this generates £220 million pounds into the local economy (1) which will help to contribute to the multiplier effect bring economic benefits to the area (1)</p> <p>Warwick attracts a range of visitors from the UK and overseas as it has many activities and events on offer (1) This will encourage visitors to stay in the surrounding area (1) leading to a rise in tourism employment of over 4,850 jobs.(1)</p>	6	<ul style="list-style-type: none"> • 3.1 million trips a year • generates £220m • over 4,850 jobs • Tends to attract older (over 45 years), relatively affluent visitors, families and adult couples • The District has a significant overseas market making up 13% of all trips, usually high spending visitors 	One mark for each correct identification up to a maximum of two identifications and up to two further marks for explanation.

Question		Answer	Marks	Guidance	
				Content	Levels of response
1	(c)	<p>Exemplar responses:</p> <p>(Level 2) Visit England has identified Warwick as a national 'attract' brand due to the following reasons. It attracts a significant number of overseas tourists who usually are quite affluent. These visitors will be interested in Warwick Castle as part of an extended tour and Visit England will be able to maximise the potential of the area to these visitors. In addition research has shown that Warwick already has strong brand awareness with non-locals so that it will be easy to 'sell' this area as part of the Visit England strategy to maximise tourism growth.</p> <p>(Level 1) Visit England want to maximise growth of tourism to the area as it is already recognised as a place to go to visit by many people so they can be sure to hit their target of 5%.</p>	6	<p>Indicative content:</p> <ul style="list-style-type: none"> • Visit England strategy is to grow tourism by 5% over 5 years • Warwick will be used to 'sell England' • Warwick is one on England's best known destinations • Among non-locals Warwick has the 3rd strongest brand awareness in the region (65%) • Warwick has significant overseas market (13%) • Warwick Castle has 70% brand awareness 	<p>Level 2 (4–6 marks)</p> <p>Candidate will show a clear understanding of the question and include detailed identification and discussion of the benefits. Candidate effectively discusses at least two reasons. There is sound evidence of accurate knowledge and understanding of concepts and principles using specialist vocabulary. Identification/description implied/assumed.</p> <p><i>Judgement with conclusion 6 marks</i> <i>Judgement without conclusion 5 marks</i> <i>Explanation/analysis of more than one point 4 marks</i></p> <p>Level 1 (1–3 marks)</p> <p>Candidate identifies/describes a basic assessment of at least one reason. Information may be in the form of a list. There is little or no attempt to justify. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p><i>Explanation/unsupported judgements/limited justification – up to 3 marks.</i></p> <p><i>Description – up to 2 marks.</i></p> <p><i>List of points – maximum 1 mark.</i></p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
1	(d)	<p>Exemplar responses: (Level 3) The key agents in tourism development in Warwick belong to the public sector. For example, the role of Visit England is to grow tourism by 5% over the next 10 years. They will do this by ensuring that Warwick has a good destination management plan that will ensure ‘wise growth’. They will do this by conducting research to ensure that the destination meets tourist’s needs. They will also use the destination to ‘market’ Warwick to sell England to domestic and overseas visitors. Warwick County Council (WCC) has an important role to play in making sure that this happens, they will have to make sure that they enter into partnerships with other agents of tourism development such as Coventry and Warwickshire local authority (LPE) and Warwick Town Council (WTC) and other private sector businesses. By doing this they can allocate funding to promote tourism to the area. Unless they enter into partnerships in the current economic recession they will not be successful in attracting potential visitors and income into the area. Overall public/private partnerships are the way forward to maximise tourism development in an area.</p>	10	<p>Agents of tourism development as mentioned are:</p> <ul style="list-style-type: none"> • Visit England • The Coventry and Warwickshire Local Authority (LPE) • Warwick County Council (WCC) • Warwick Town Council (WTC) • The emphasis must be on partnerships and promotion • Key action areas from 1b may be identified • Response must refer to Fig 1c • All are PUBLIC sector 	<p>Level 3 (8–10 marks) Candidates assess the roles of the agents of tourism development. Evidence is clear and appropriate, closely related to case study material. At least two or more roles must be assessed. This will be relevant and accurate with understanding of concepts, principles and use of specialist vocabulary.</p> <p><i>Identification/description/assumed/implied An evaluation/judgement with overall conclusion/prioritisation-10 marks Explanation/analysis/comparison of more than one point/both sides 8 or 9 marks</i></p> <p>Level 2 (5–7 marks) Candidates explain/analyse the likely roles of the agents of tourism development. A minimum of two roles/orgs must be explained. Evidence is appropriate and some references to case study material. This in the most part will be relevant and accurate with reasonable understanding of concepts, principles and some use of specialist vocabulary. <i>No list Must be at least describe. Explanation/analysis 6 or 7 marks Description only 5 marks</i></p> <p>Level 1 (1–4 marks) Candidates identify/describe the likely roles of the agents of tourism</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p>development. There may be little or no reference to the case study. Evidence is not always appropriate and understanding of roles unclear.</p> <p><i>Unsupported judgements/limited assessment- up to 4 marks</i> <i>Explanation – up to 3 marks</i> <i>Description- up to 2 marks</i> <i>Description /</i> <i>List – 2 mark maximum</i></p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
1	(e)*	<p>QWR</p> <p>Exemplar responses: (Level 3)</p> <p>Merlin Entertainments Group Ltd; have spent over £6 million pounds on restoration projects at the castle. This is extremely important as without restoration the area could lose its appeal and all the benefits that go with a major attraction such as Warwick Castle. As it states in Fig.1a the castle has the strongest brand awareness in the region after Shakespeare's birthplace. This fact ensures that it continues to attract domestic and overseas visitors who bring tremendous positive economic impacts to the city. Overseas visitors are attracted to the culture and history of the UK and Warwick Castle is a must see attraction similar to London and Oxford. This creates the multiplier effect in Warwick as tourists need somewhere to stay and eat.</p> <p>Merlin Entertainments Group Ltd., do not receive any funding from the National Lottery or any other source but they are committed to caring for the castle which is a Scheduled Ancient Monument. Merlin Entertainments Group Ltd., are well known worldwide and therefore visitors will know that they are going to have a brilliant time. This in itself promotes the castle and Warwick.</p> <p>Overall, without Merlin Entertainments continual restoration of the castle the future of tourism in Warwick could be at risk.</p>	12	<p>Indicative content:</p> <p>Merlin Entertainments Group Ltd</p> <ul style="list-style-type: none"> • Largest operator of amusement parks and attractions in Europe • Private sector • Cares for the Scheduled Ancient Monument • £6 million spent on restoration • Does not take money from other sources <p>Warwick Castle</p> <ul style="list-style-type: none"> • 70% brand awareness • Eleven hundred years of history • Attracts overseas and domestic visitors • Simple timed tickets • Range of entertainments for all ages 	<p>Level : [9 - 12 marks]</p> <p>Level 3: Candidate evaluates the impact of Merlin Entertainment Group on Warwick.</p> <p>Candidate presents relevant material in a 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><i>Identification/description implied/assumed.</i></p> <p><i>Explanation/analysis/comparison of more than one point– 9 or 10 marks.</i></p> <p><i>An evaluation/judgement without overall conclusion/prioritisation – 11 marks.</i></p> <p><i>With overall supporting conclusion – 12 marks.</i></p> <p>Level 2: [5 – 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</p>

Question			Answer	Marks	Guidance	
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						<p>address the question. There may be noticeable errors of grammar, punctuation and spelling.</p> <p><i>No list – must be at least 'describe'.</i></p> <p><i>Description only – 5 marks.</i></p> <p><i>Explanation/analysis – 6 or 7 marks.</i></p> <p><i>Evaluative comment (because.... means that....) – 8 marks.</i></p> <p>Level 1: [1 – 4 marks]</p> <p>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>List – maximum 2 marks. 2 identifications plus one description – 2, 3 or 4 marks. 3 identifications and unsupported judgement – 4 marks.</p> <p>Note: Candidates should refer to the case study as a basis for making an evaluation of the impact on Warwick of Merlin Entertainments Group.</p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
2	(a)	<p>Exemplar responses:</p> <p>1. Figure 2a states that 58% of visitors came by cruise (1) This figure is higher than air or ferry (1) which shows how important the cruise industry is to Alaska (1)</p> <p>2. In 2010 1.5 million people visited Alaska (1) but this figure declined after strict laws were passed on the cruise industry. (1) Cruise ships started going elsewhere which meant that people's livelihoods would have been affected. (1)</p> <p>3. Fig 2a states that one in three visitors to Alaska were repeat visitors (1) who originally came by cruise (1) the cruise industry this would not happen and there would be less visitors (1)</p> <p>4. 8% of the population is employed in the tourism industry (1) which means that tourism is the second largest private sector employer (1) without cruise ships visiting this figure would decline. (1)</p>	9	<ul style="list-style-type: none"> • 58% of visitors came by cruise • This figure is higher than air or road or ferry • Alaska received 1.5 million visitors in 2010 • One in three is a repeat visitor who first came by cruise • Tourism generates 36000 direct and indirect jobs • Tourism declined when environmental laws were passed on the cruise industry • 8% of the population is employed in tourism <p>Impact on the environment only, not accepted, be aware of awarding the 3rd mark if answer is all identifications</p>	One mark for each correct point of up to 3 identifications plus up to a further 2 marks for development/explanation, but allow development marks also.

Question		Answer	Marks	Guidance	
				Content	Levels of response
2	(b)	<p>Exemplar response: (Level 2)</p> <p>Cruise companies have spent millions of pounds to upgrade their ships so that their standards were responsible and did not cause negative environmental impact. The article states that many of the systems are better than land based systems in Alaska which means that they are less likely to cause negative impacts. Cruise companies recognise that the ocean is their home and unless they adopt responsible practices they will not be allowed to operate and ultimately make a profit. It is to their own future interest that they develop and promote responsible practices.</p>	6	<p>Indicative content:</p> <ul style="list-style-type: none"> • Ship upgrades to meet stringent standards • New standards set by legislation • Systems on board are better than land based systems • Continuous development of innovations to minimise environmental impact • Practises relating to air, water, solid waste • Livelihood of cruise company • To ignore would leave companies unable to operate <p>NO REFERENCE TO WARWICK AS THE DESTINATION THEN MAXIMUM LEVEL 2.</p>	<p>Level 2 (4–6 marks)</p> <p>Candidate will show a clear understanding of the question and include detailed identification and discussion of the reasons for promoting and developing responsible practices. Candidate effectively discusses at least two reasons. There is sound evidence of accurate knowledge and understanding of concepts and principles using specialist vocabulary. Identification/description implied/assumed.</p> <p>Judgement with conclusion 6 marks Judgement without conclusion 5 marks Explanation/analysis of more than one point 4 marks</p> <p>Level 1 (1–3 marks)</p> <p>Candidate identifies/describes a basic assessment of at least one reason. Information may be in the form of a list. There is little or no attempt to justify. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						Explanation/unsupported judgements/limited justification – up to 3 marks. Description – up to 2 marks. List of points – maximum 1 mark.

Question			Answer	Marks	Guidance
2	(c)		Indicative content: <ul style="list-style-type: none"> • Rafting • Kayaking • Dog-sledding • Mountain biking • Glacier hikes • Whale watching • Learn about local flora and fauna • Learn about Native American culture and Traditions • Trips to National Parks • Any identifications all from Fig.2c. 	4	One mark for each correct identification Do not accept Alaskan Adventure Trip

Question		Answer	Marks	Guidance	
				Content	Levels of response
2	(d)	<p>Exemplar response: (Level 2) The Alaska and Canada Small Group Company likes to make a difference by providing tourists with sustainable activities which are beneficial to the local communities. They do this by having small group sizes of not more than 13 people to minimise the impact on remote areas and small villages. They offer written information to travellers on the flora and fauna of the area so that the tourists are aware of the key issues that could have a negative impact on the environment. In the National Park, no cars are allowed as they state that their tours are carbon offset. They do this by using the park shuttle thus minimising carbon emissions. All the groups are asked to behave in an environmentally responsible way, methods such as giving them a talk of on the effects of the oil spill will therefore leave tourists with no doubts as to the negative impacts that man can have on the natural environment. They hope that these methods will educate and inform visitors on the possible negative environmental impacts.</p>	8	<p>Indicative content: Methods include:</p> <ul style="list-style-type: none"> • Trips are carbon offset • Visitors are issued with written information on flora and fauna/key environmental issues • No cars are allowed • Activities are environmentally friendly • Tourists are asked to behave in an environmentally responsible way • Given a talk on the effects of the oil spill on the environment • Small group sizes <p>ANSWER MUST RELATE TO METHODS not IMPACTS</p>	<p>Level 2 (5–8 marks) Candidate effectively assesses more than one method used by the Alaska and Small Group Holiday Company to avoid impacts on the environment. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. Methods are clear and appropriate and are closely related to case study. The answer is well considered and focussed. <i>7/8 marks assess/discussion/conclusion. 5/6 marks analysis/explanation.</i></p> <p>Level 1 (1–4 marks) Candidates provide a basic description of one or more methods used by the Alaska and Small Group Holiday Company to avoid impacts on the environment. Method/s may not be related to case study and will show limited understanding. There is little or no attempt to assess. The answer is basic and shows limited knowledge and understanding of concepts.</p> <p><i>Unsupported judgements/limited assessment- up to 4 marks Explanation – up to 3 marks Description- up to 2 marks List – 1 mark</i></p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
2	(e)	<p>Exemplar responses: Level 3</p> <p>The host community are far more likely to look kindly on small groups of tourists to their area as they would be far less obtrusive and disruptive to their normal way of life. By using Native American outfitters for their activities means that the Native Americans will be happy to provide tourist services as it will provide an economic benefit to them and help them to keep their traditions going for future generations. They also get in touch with Alaskan and Yukon Canadians who can tell them about life in the area and how people lived in the gold rush times. This is a good way to keep their national identity and share their experiences, again keeping them alive for future generations. By conducting reviews of the itineraries to make sure that as much interaction is taking place as possible is a positive social benefit to the host population as their way of life and local culture is preserved.</p> <p>Overall, without this interaction it is possible that the host community could resent tourism and that would not be of any benefit to them nor the tourists in the long term at all.</p>		<p>Indicative content:</p> <ul style="list-style-type: none"> • Alaskan and Yukon local businesses are used • Native American owned adventure outfitters are used • Culture and traditions are preserved • Sustainability of the area • Interaction between locals and tourists • Small groups are likely to be 'less intrusive' to the locals • Traditions and stories can be passed on and kept alive • No staged authenticity <p>Economic benefits – up to L2 MAX</p>	<p>Levels of response:</p> <p>Level 3 (8–10 marks) Candidates evaluate the benefits to the host community. Evidence is clear and appropriate, closely related to case study material. At least two or more benefits must be evaluated. Answer well considered and focused.</p> <p><i>Identification/description/assumed/implied An evaluation/judgement with overall conclusion/prioritisation-10 marks Explanation/analysis/comparison of more than one point/both sides 8 or 9 marks</i></p> <p>Level 2 (5–7 marks) Candidates explain/analyse the benefits to the host community. A minimum of two must be explained to achieve the top of the level. Evidence is appropriate and some references to case study material. <i>No list Must be at least describe. Explanation/analysis 6 or 7 marks Description only 5 marks</i></p> <p>Level 1 (1–4 marks) Candidates identify/describe the benefits to the host community. There may be little or no reference to the case study. Evidence is not always appropriate and understanding of benefits is unclear. <i>3 identifications and unsupported judgement 4 marks 2 identifications plus one description 2 or 3 marks List maximum 2 marks</i></p>

Question		Answer	Marks	Guidance
3	(a)	<p>Indicative content:</p> <p>Exemplar response:</p> <ul style="list-style-type: none"> • One political objective is to enhance the image of an area (1). They do this to improve visitor perception of the destination. (1). • They want to encourage visitor numbers to the destination (1) which also boosts domestic morale (1) • Another political objective is to create a national identity (1). This is important not only for visitors but also for the host population (1). 	4	<ul style="list-style-type: none"> • enhance the image of an area • create a regional or national identity • encourage visitor numbers <p>One mark for each correct identification and up to a maximum of two identifications plus a further one mark for each of two descriptions.</p>
	(b)	<ul style="list-style-type: none"> • Increase in criminal activity • Recent terrorist attacks • Continued unrest • On-going changing political situation • Risk of attacks 	4	One mark for each correct identification + 1 mark for description 2 x 2
	(c)	PRIVATE	1	No other response accepted

Question		Answer	Marks	Content	Guidance
	(d)	<p>Exemplar response: (Level 2) Travel organisations have responded to the political situation by taking note of the advice issued by the FCO. For example, Discover Egypt who are a leading provider of Nile cruises, have cancelled their cruises. Thomson holidays have cancelled all their flights to Luxor and people who have booked a Thomson cruise with stops in Egypt are being re-routed to include stops in Crete and Israel instead of Egypt. This means they can still take their holiday but follow a different and less dangerous route. It is important that travel organisations follow the advice given by ABTA and the FCO so that their customers are out of danger.</p>	6	<p>Indicative content:</p> <ul style="list-style-type: none"> • ABTA is closely monitoring the situation • Discover Egypt cancelled holidays • Thomson and First Choice cancelled flights • Thomson cruises have changed itineraries • Thomas Cook cancelled excursions 	<p>Level 2 (4–6 marks) Candidate will show a clear understanding of the question and include detailed identification and explanation of how travel organisations have responded to the political situation in Egypt. Candidate discusses at least two ways. There is sound evidence of accurate knowledge and understanding of concepts and principles using specialist vocabulary. <i>Identification/description implied/assumed</i> <i>Judgement with supporting conclusion</i> 6 marks <i>Judgement without overall conclusion</i> 5 marks <i>Explanation/analysis/of more than one point – 4 marks</i></p> <p>Level 1 (1–3 marks) Candidate identifies/describes a basic assessment of at least one way. Information may be in the form of a list. There is little or no attempt to justify. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary. <i>Explanation/unsupported judgements/limited justification- up to 3 marks</i> <i>Description – 2 marks</i> <i>List – 1 mark</i></p>

Question		Answer	Marks	Content	Guidance
					Levels of response
	(e)	<p>Exemplar response: (Level 3) The political crisis in Egypt would have had many negative impacts on the country. Firstly, there would have been a loss of visitor numbers from the 8.1 million that visited in the first 9 months of 2012. This would have resulted in a major loss of income and foreign currency reserves which are necessary for further improvements to the country's tourism business. Secondly, it states in the article that tourism is vital to Egypt as it supports four million people directly employed in the business. This would result in many Egyptians losing their jobs which in turn would create many social problems and a drop in domestic morale. Internationally, Egypt may lose its reputation as one of the best beach destinations in the world and this may take a long time to regain customer confidence in the destination. With a fall in visitors to the cultural sites in Luxor and Aswan it may lead to these sites falling into disrepair. Overall, if the political situation continues then it can only lead to more negative impacts on the country in the future and a serious economic decline which will lead to many other social and political problems.</p>	10	<p>Indicative content:</p> <ul style="list-style-type: none"> • Conflicts • Crime • Social problems • Drop in visitor numbers • Loss of tourism business • unemployment • Loss of income • Drop in GDP • Drop in foreign currency reserves • Negative publicity • Poor reputation • Poor domestic morale 	<p>Levels of response:</p> <p>Level 3 (8–10 marks) Candidates evaluate the likely negative impacts on Egypt. Evidence is clear and appropriate, closely related to case study material. At least two or more impacts must be evaluated</p> <p><i>Identification/description/assumed/implied An evaluation/judgement with overall conclusion/prioritisation-10 marks Explanation/analysis/comparison of more than one point/both sides 8 or 9 marks</i></p> <p>Level 2 (5–7 marks) Candidates explain/analyse the likely negative impacts on Egypt. At least one or more impact must be explained to achieve this level. Evidence is appropriate and some references to case study material.</p> <p><i>No list Must be at least describe. Explanation/analysis 6 or 7 marks Description only 5 marks</i></p> <p>Level 1 (1–4 marks) Candidates identify/describe the negative impacts. There may be little or no reference to the case study. Evidence is not always appropriate and understanding of impacts is unclear. <i>3 identifications and unsupported judgement 4 marks 2 identifications plus one description 2 or 3 marks List maximum 2 marks</i></p>

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