

GCE

Travel and Tourism

Unit **G728**: Tourism Development

Advanced GCE

Mark Scheme for June 2018

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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.

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Annotations

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	
					Content	Guidance
1	a	3 9.2	Indicative content / Exemplar responses: <ul style="list-style-type: none"> • Safe sandy beach (1) ideal for families (1) • Scarborough castle (1) for culture lovers (1) • Sea life marine centre(1) educational for families • Scarborough theatre (offering range of shows (1) • Brunswick shopping centre (1) all weather for all types of shopper / visitor (1) 	4	May also accept: <ul style="list-style-type: none"> • Domestic holidays popularity • Choice of accommodation • Festivals and events • Identifications from case study 	One mark for each correct identification up to a maximum of two identifications, plus a further one mark for each of two descriptions
1	b	3.9.3	Indicative content / Exemplar responses: <ul style="list-style-type: none"> • Money spent in a region is re-circulated in that region (1) with example from Scarborough (2) • Every pound spent by tourists (1) leads to money being used in an area in the form of wages to local employees(1) This money is again circulated to provide jobs and income (1) • The multiplier effect is an economic objective of tourism development(1) and as such is an important economic benefit to destinations that rely on tourism (1) example (1) 	6	Each answer must relate to a seaside resort for third mark NB This must be reflected in the exemplar responses Must refer to within an area, general benefits e.g. government taxes etc not applicable in this context	One mark for each correct identification up to a maximum of two identifications, plus up to a further two marks for each of two explanations <i>Do not accept social impacts</i>

Question			Answer	Marks	Guidance	
					Content	Guidance
1	c	3.9.1	Indicative content / Exemplar responses: <ul style="list-style-type: none"> English Heritage is the government's statutory adviser (1) on the historic environment (1) It is a public sector organisation (1) sponsored by the Department for Culture, Media and Sport (1) Its responsibilities are set out in the National Heritage Act (1983) (1) and it is government run (1) English Heritage is the government's lead advisory body for the historic environment (1) and has a statutory role in the planning system (1) Central to its role is the advice it gives (1) to local planning authorities and government departments (1) Such as: development proposals affecting listed buildings (1), scheduled monuments (1), registered parks and gardens (1) and conservation areas (1). 	2	Up to two marks <ul style="list-style-type: none"> Preserve and conserve (1) Reference to saving for future generations (1) 	
1	d	3.9.2	Level 2 Exemplar response: It is important to preserve our historic monuments as a legacy for future generations. Without upkeep and improvements these properties may fall into disrepair and will be lost. They are important in educating people on the history of the area and to help to encourage visitor numbers to a destination. Not only do our monuments represent our national identity but they also provide an insight into our past	6	Indicative content: <ul style="list-style-type: none"> Creation of protected areas Increased historical awareness/ education Physical improvements to the landscape Preservation of national identity Upkeep of historical monuments for future generations Avoidance of Disrepair/ruins Increase/maintain visitor numbers DO NOT ACCEPT ECONOMIC	Level of Response Level 2: [4-6 marks] Candidate provides a comprehensive assessment of the importance of preservation and conservation. Level 1: [1-3marks] Candidate provides a basic assessment of the importance of preservation and conservation At least two points/examples given to achieve level 2

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			which is good for educational purposes. Without preservation and conversation many historical building can fall into ruin and may be lost forever.			
1	e	3.9.1	<p>Level 3 Exemplar response:</p> <p>When a shopping centre such as The Brunswick Centre which is located in Scarborough's pedestrianised shopping precinct is accessible to all members of the public. This means that disabled access, children with families, senior citizens can shop, eat and drink at their leisure and safely. The benefits to the various stakeholders are that they can maximise their business opportunities with special offers, extended opening hours and other sales opportunities to make the most of the relaxed and safe environment.</p> <p>It is also likely that the surrounding streets, many individual boutiques, specialist shops, cafes and bars will also benefit as there will be less traffic congestion and much improved visitor management.</p>	8	<ul style="list-style-type: none"> • Less traffic congestion • Improved assets • Planning control • Visitor and traffic management • widening access to facilities and assets • increase in visitors and spending • social aspects in context • e.g. less potential conflict between pedestrians and vehicles • less noise and pollution <p>Generic answer L1 only</p> <p>Must be benefits to stakeholders</p> <hr/> <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>List – 1 mark</i></p>	<p>Level 2 (5–8 marks)</p> <p>Candidate effectively assesses more than one benefit to the stakeholders of the pedestrianisation. 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.</i> <i>5/6 marks analysis/explanation.</i></p> <p>Level 1 (1–4 marks)</p> <p>Candidates provide a basic description of one or more benefits to the stakeholders of the pedestrianisation. 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>

Question			Answer	Marks	Guidance	
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1	f	3.9.1	<p>Level 3 Exemplar response: Partnership activities are fundamental between local tourism organisations in the public and private sector to develop the tourism potential of a destination.</p> <p>For example Welcome to Yorkshire and the local TIC promote the area by issuing literature and leaflets of both public and private sector visitor attractions and hospitality venues and accommodation.</p> <p>A good relationship enables a close working partnership which helps to increase visitor numbers and spending. In Scarborough 21% of jobs are supported through tourism from heritage to hospitality and in the case of Scarborough it is essential to seeing through the vision of sustainable year round tourism</p> <p>Overall a destination's approach is dependent on a good relationship between the sectors. Without this important relationship sustainable tourism cannot be guaranteed etc....</p>	10	<p>Indicative content: <i>From the case study</i></p> <ul style="list-style-type: none"> • tourism supports 21% of jobs in Scarborough • involves different sectors from heritage to hospitality • identification of sectors from case study. e.g • Welcome to Yorkshire and neighbouring authorities • local destination management organisations • Scarborough Hospitality Association • Whitby Hospitality Association • Filey and District Tourism Association • Captain Cook Tourism Association • Forum for Tourism. <p>Importance</p> <ul style="list-style-type: none"> • helps to develop a closer working relationship • enables Scarborough to deliver its strategy of sustainable year round tourism • helps to increase visitor numbers and spending <p>Generic answer acceptable but only Level 1 if no reference to named examples OR SCARBOROUGH</p>	<p>Level 3 (8–10 marks) Candidates evaluate the importance of a partnership between the sectors. 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</i> <i>An evaluation/judgement with overall conclusion/prioritisation-10 marks</i> <i>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 importance of a partnership between the sectors. 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.</i> <i>Explanation/analysis 6 or 7 marks</i> <i>Description only 5 marks</i></p> <p>Level 1 (1–4 marks) Candidates identify/describe the importance of a partnership between the sectors. 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</i> <i>2 identifications plus one description 2 or 3 marks</i> <i>List maximum 2 marks</i></p>

Question			Answer	Marks	Guidance	
					Content	Guidance
2	a	3.9.2	<p>Exemplar:</p> <p>One economic objective would be to gain an increase in visitor numbers,(1) An estimated 2.8 million tourists visited Cambodia in 2011 an increase over 10 % compared with the 2.5 million arrivals in 2010.(1)</p> <p>Another economic objective would be to increase visitor spending(1) this contributes to an increase in foreign exchange earnings to develop the country even further (1)</p>	4	<p>Indicative Content:</p> <ul style="list-style-type: none"> • Creating employment direct and indirect • Increasing foreign exchange earnings • GDP balance of payments • Increasing visitor numbers • to increase in visitor spending • Increasing income for commercial organisations • Economic development • Development of infrastructure • Multiplier effect • Only accept 'theory' responses as per syllabus. 	One mark for each correct identification up to a maximum of two identifications, plus a further one mark for each of two descriptions/example
2	b	3.9.2	<p>Exemplar responses:</p> <p>Tourism Cambodia is keen to work with overseas organisations because it is an LEDC (1) and needs help to cope with the increasing number of visitors. (1). It needs help to make sure that its tourist destinations and resorts are up to international standards, whilst at the same time promoting the country to attract more visitors.(1)</p> <p>Overseas organisations are able to promote the destinations in their own country tourist offices (1), thereby raising awareness of the destination (1) . This will lead to increasing visitor arrivals which will benefit Cambodia (1)</p>	6	<p>Indicative content:</p> <ul style="list-style-type: none"> • Organise promotion activities to attract an increasing number of foreign tourists • Establish overseas offices across the globe to conduct regional promotion • Operate cooperation initiatives with other international tourism organisations • Provide support for international conferences held in Cambodia • Assist in enhancing tourist destinations and resorts • Establish model tourism facilities. • Develop and train tourism personnel 	<p>One mark for each correct identification up to a maximum of two identifications, plus up to a further two marks for each of two explanations.</p> <p><i>Be careful not to credit jobs and education/training as in next question</i></p>

Question			Answer	Marks	Guidance	
					Content	Guidance
			Can accept reference to UNESCO		<ul style="list-style-type: none"> Administer screening examinations for tourist guides and hotel managers. 	
2	c	3.9.3	Level 2 Exemplar response: Tourism training is very important in countries such as Cambodia as there is a need to maximise the benefits of increasing tourist numbers. Tourists want a good experience when visiting a destination and if they get good service and an enjoyable experience they are likely to recommend the destination which will lead to repeat business. It is also important for the host country as if local people are trained in tourism related activities then they can be better-off in terms of employment. This then leads to the multiplier effect. If a country cannot train its own people to work then it is in danger of losing economic benefits through leakage.	6	Indicative content: <ul style="list-style-type: none"> Maximise retention of visitor spending Repeat business Word of mouth Sustainable tourism Providing jobs for locals which leads to multiplier effect Prevents leakage Avoids conflict Accept reference to the fact that Cambodia is an LEDC Level 2 <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> Level 1 <i>Explanation/unsupported judgements/limited justification – up to 3 marks.</i> <i>Description – up to 2 marks.</i> <i>List of points – maximum 1 mark.</i>	Level 2 (4–6 marks) Candidate will show a clear understanding of the question and include detailed identification and discussion of the reasons why tourism training is important.. 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. Level 1 (1–3 marks) 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. Must be benefits to Cambodia <u>not</u> the tourist. No credit for cultural benefits as in next question

Question			Answer	Marks	Guidance	
					Content	Guidance
2	d	3.9.2	<p>Level 3 Exemplar response: Preservation of traditional culture in Cambodia is very important to the country as it has been a main focus of attraction for the rest of the world for over a century. Its intangible heritage, including performing arts, was close to disappearance but the government has acknowledged the important role played by culture as a means of shaping the national identity and to contribute to the economic development of Cambodia.</p> <p>Without the preservation of traditional culture the host population may be in danger of losing their strong national identity and, as a result, special attention is being focused on the involvement of and improvement in the conditions of local communities living within historical and cultural complexes. This will ensure that local traditions, arts and dances can continue to flourish. There is also an aim to raise awareness among the youth of Cambodia of the importance of preserving the cultural heritage of the country. This again will ensure it for the future/conclusion/evaluation</p>	10	<p>Indicative content:</p> <ul style="list-style-type: none"> Promoting understanding between cultures Revival of traditional activities Develop a sense of pride Promotion of national identity Raise awareness of unique culture <p>Case study:</p> <ul style="list-style-type: none"> Performing arts Involvement/improvement of local communities UNESCO/ support local artists Raise awareness among the youth 	<p>Levels of response:</p> <p>Level 3 (8–10 marks) Candidates assess/ evaluate the importance to the host population of preservation of traditional culture. Evidence is clear and appropriate, closely related to case study material. At least two or more valid points 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 importance to the host population of preservation of traditional culture. At least one or more valid point must be explained to achieve this level. Evidence is appropriate and reference 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 importance to the host population of preservation of traditional culture. There may be little or no reference to the case study. Evidence is not</p>

Question			Answer	Marks	Guidance	
					Content	Guidance
						always appropriate and understanding of impacts is unclear. <i>3 identifications and unsupported judgement 4 marks</i> <i>2 identifications plus one description 2 or 3 marks</i> <i>List maximum 2 marks</i>
2	e*	3.9.3 QWR	<p>Level 3 Exemplar response:</p> <p>The evidence shows that the massive increase in visitor numbers, 23% in one year, has put an enormous strain on the town of Siem Reap and the temple of Angkor Wat. Due to the increase in visitor numbers, more hotels are needed and the building is being done at such a pace that little regard is being taken of the damage caused to the infrastructure. Drilling the soft sandstone is causing the temple to fracture and the amount of water that is being drawn by the new hotels is making the foundations of the temple unsafe. Added to which, the number of tourists climbing the temple walls is causing untold damage as a thousands of hands damage the intricate carvings. Many LEDC countries are so keen on the economic benefits of tourism that very often environmental negative impacts are often overlooked. This is the case in Siem Reap. In conclusion unless measures are taken to provide a solution to the problem, the temple will be at risk and</p>	12	<p>Indicative content:</p> <ul style="list-style-type: none"> • Traffic congestion • Erosion of natural resources • Pollution, litter, air and water • Panoramic view damage <p>Case study:</p> <ul style="list-style-type: none"> • More hotels being built/lack of planning • 32% rise in visitor numbers placing too much strain on the existing area • More water holes being drilled • More water needed • Wear and tear on the temple • Infrastructure cannot cope • Energy, water, sewage and waste are all significant problems • Most guesthouses reportedly dump used water directly into the river • river pollution <p>Can accept positive impact if used as a method of evaluation e.g. pressure groups, environmental auditing etc.</p> <p>Must be in context with Angkor Wat, do not accept wildlife breeding</p>	<p>Levels of response:</p> <p>Level : [9 - 12 marks]</p> <p>Level 3:</p> <p>Identification/description implied/assumed. Evaluative evidence is clear and appropriate, closely related to case study material – valid examples from the case study. At least two or more impacts must be evaluated</p> <p>Explanation/analysis/comparison of more than one point– 9 or 10 marks. An evaluation/judgement without overall conclusion/prioritisation – 11 marks.</p> <p>With overall supporting conclusion – 12 marks.</p> <p>Level 2: [5 – 8 marks]</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 1: [1 – 4 marks]</p> <p>List – maximum 2 marks. 2 identifications plus one description – 2, 3 or 4 marks. 3 identifications and unsupported</p>

Question			Answer	Marks	Guidance	
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			may not be sustainable for future tourist visits. Evaluation/conclusion necessary....		patterns, extinction of flora and fauna etc	judgement – 4 marks. Level 2 max if answer is generic Note: Candidates should refer to the case study as a basis for making an evaluation of the likely impacts
3	a	3.9.2	Exemplar responses: Dark tourism is to places where human, natural or other disasters have occurred (1) The tourism of sites of tragedy (1)	1	For one mark	
3	b	3.9.2	Indicative content / Exemplar responses: The appeal of dark tourism may be for sentimental reasons/ greater understanding (1) to visit the site where someone died (1) Dark tourism may appeal to someone who is studying history (1); for example, old war sites (1) Dark tourism may appeal to someone who likes to visit scenes of natural disasters (1) such as the results of the tsunami in Japan (1) Morbid curiosity (1) Educational (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 Accept any reference to recent events	
3	c i	3.9.1	Voluntary Sector	1	For one mark	

Question			Answer	Marks	Guidance	
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3	c ii	3.9.1	<p>Indicative content / Exemplar responses: WWF is involved in tourist destinations as it is important to raise awareness (1) of the impact that tourism may have on an area (1)</p> <p>This could be to inform people about local wildlife, e.g. protection of turtles in Greece and Turkey (1) or to be involved in tourist areas where wildlife may be threatened by tourism (1)</p>	4	<p>accept:</p> <ul style="list-style-type: none"> raise awareness of the impact of tourism on local wildlife raise awareness of the impact of developing infrastructure on marine areas highlight the impact of tourism linked to treatment of animals education campaigning fundraising 	<p>One mark for each identification up to a maximum of two identifications, plus a further one mark for each of two explanations</p> <p>DO NOT ACCEPT CONSERVATION AND PRESERVATION</p>
3	d	3.9.2	<p>Indicative content /Exemplar responses:</p> <ul style="list-style-type: none"> One environmental objective may be habitat preservation (1) of flora and fauna in area such as an area of outstanding natural beauty (1) or a National Park, e.g. the Lake District.(1) Another environmental objective may be the conservation of Britain's national treasures (1) which are in the natural environment such as Stonehenge.(1) It is important to conserve these areas for the future (1) 	6	<p>May also accept:</p> <ul style="list-style-type: none"> habitat preservation for wildlife in an area regeneration and conservation of the built and natural environment environmental education of the local population and of tourists environmental improvements to benefit locals and wildlife 	<p>One mark for each correct identification up to a maximum of two identifications plus a further one mark for each of two explanations. Further one mark is to be awarded for each of two appropriate/suitable/correct exemplifications</p>

Question			Answer	Marks	Guidance	
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3	e	3.9.3	<p>Level 3 Exemplar response: New Zealand</p> <p>When the earthquakes hit the area around Christchurch New Zealand, nobody could have envisaged the negative economic impact the disaster had on the area. The district of Canterbury (which includes Christchurch) lost NZ\$230 million of tourism business because of earthquake destruction. This was because tourists, both business and leisure, were afraid to go in case of more earthquakes. This caused a massive blow to the region as many large and small businesses in the area relied on international tourists for a living. An estimated NZ\$230m was lost to the Canterbury economy from a lack of spending on hotel rooms, food and other items by many fewer international visitors. Christchurch has lost more than three-quarters of its hotel rooms to the earthquakes. Negative views about how safe the region was also kept overseas visitors away, added to which many of the hotels were destroyed. Christchurch now has only 825 hotel rooms compared to 3710 before the earthquakes. The hotel industry suggests it will take at least three years to get back to 60% of the previous number of hotel beds. Overall, this means that the area was greatly affected economically by the</p>	10	<p>Indicative content: Case study New Zealand:</p> <ul style="list-style-type: none"> • Canterbury lost NZ\$230 million of tourism business in 2011 • overseas visitors shunned the district • an estimated NZ\$230m was lost to the Canterbury economy from a lack of spending • Christchurch has lost more than three-quarters of its hotel rooms to the quakes • The city of Christchurch now has only 825 hotel rooms compared to 3710 before the earthquakes • The hotel industry suggests it will take at least three years to get back to 60% of the previous number of hotel beds. <p>Other chosen destination: Answer to be fully evaluative Basic generic answer level 1. Use of specific example/data etc. Level 2 and up to level 3 if answer is justified.</p> <p>MUST BE NEGATIVE ECONOMIC</p> <p>UK can be accepted on this occasion e.g. Manchester terrorist attack</p>	<p>Levels of response:</p> <p>Level 3 (8–10 marks) Candidate evaluates the likely negative economic impacts which natural disasters have on the country. Impacts are clear and appropriate, and closely related to the case study material if New Zealand is used. Answer is well considered and focused.</p> <p>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 economic impacts which natural disasters have on the country. Impacts are appropriate and closely related to the case study material if New Zealand is used. .</p> <p>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</i></p>

Question			Answer	Marks	Guidance	
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			<p>earthquakes and it is unlikely that this situation will improve until the area is regarded as safe and more hotels are built. The negative economic impacts will last for a considerable period of time.</p> <p>Evaluative comment/conclusion.....</p>			<p><i>Description only 5 marks</i></p> <p>Level 1 (1–4 marks) 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</i> <i>2 identifications plus one description 2 or 3 marks</i> <i>List maximum 2 marks</i></p>

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