

# Mark Scheme (Results) January 2011

GCE

GCE Travel and Tourism (6993/01)

Unit 7: Responsible Tourism

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## Assessment Objectives

There are four assessment objectives for GCE in Travel and Tourism. They detail the knowledge, skills and understanding that the learner is required to demonstrate.

For this qualification, assessment objective descriptions and the weightings for each assessment objective are given below.

<b>AO1</b>	<b>Demonstration of knowledge, understanding and skills</b> Candidates demonstrate knowledge and understanding of the specified content, and of related skills in vocationally-related contexts.
<b>AO2</b>	<b>Application of knowledge, understanding and skills</b> Candidates apply knowledge and understanding of the specified content, and of related skills in vocationally-related contexts.
<b>AO3</b>	<b>Research and analysis</b> Candidates use appropriate research techniques to obtain information to analyse vocationally-related issues and problems.
<b>AO4</b>	<b>Evaluations</b> Candidates evaluate information to make judgements, draw conclusions and make recommendations about vocationally-related issues and problems.

Unit	AO1	AO2	AO3	AO4
1	25-30%	25-30%	20-25%	20-25%
2	30%	25%	25%	20%
3	30%	25%	25%	20%
4	30%	25%	25%	20%
5	25-30%	25-30%	20-25%	20-25%
6	30%	30%	20%	20%
7	20-25%	20-25%	25-30%	25-30%
8	20%	25%	30%	25%
9	20%	25%	25%	30%
10	20-25%	20-25%	25-30%	25-30%
11	20%	25%	25%	30%
12	20%	25%	25%	30%

Question Number	Answer	Mark
<p>1 (a)</p> <p>A01</p> <p>A02</p>	<p>Up to 2 marks for each appropriate objective. Second mark for clarity and precision of objective.            Expect reference to tourism/tourism development and/or to Liverpool, maybe implied.            This is about tourism development, do not credit the 'Principles of Tourism'            i.e.            minimise negative socio-cultural, economic and environmental impacts (0)            promote conservation of natural and cultural heritage (0)            create economic benefits for local people and improve their quality of life (0)            promotes respect between tourists and local people (0)</p> <p><b>E.g. Economic</b></p> <ul style="list-style-type: none"> <li>• to create employment opportunities (1)</li> <li>• to increase foreign currency earnings (1)</li> <li>• to create employment opportunities for local people (1) and ensure they gain economic benefits from tourism development (1)</li> <li>• to increase visitor spending by attracting more overnight stays (1) of foreign visitors to increase foreign currency earnings (1).</li> </ul> <p><b>E.g. Political</b></p> <ul style="list-style-type: none"> <li>• to get the area better known (1)</li> <li>• to enhance the image of the area (1)</li> <li>• to create a national identity (1)</li> <li>• to raise the profile of Liverpool overseas (1)</li> <li>• to enhance the image of Liverpool as an international tourist destination (2).</li> <li>• to encourage more developments and attractions that promote Liverpool's rich cultural heritage and seafaring past (2)</li> <li>• to ensure tourism development is responsible/sustainable by protecting its heritage and improving quality of life for local people (2)</li> </ul>	<p>(4)</p>

Question Number	Answer	Mark								
1 (b) (i) A01	<p>1 mark for each sector correct -</p> <table border="1"> <thead> <tr> <th></th> <th>sector</th> </tr> </thead> <tbody> <tr> <td>The Mersey Partnership</td> <td>Public</td> </tr> <tr> <td>Northwest Development Agency</td> <td>Public</td> </tr> <tr> <td>Radisson SAS Hotels and Resorts</td> <td>Private</td> </tr> </tbody> </table>		sector	The Mersey Partnership	Public	Northwest Development Agency	Public	Radisson SAS Hotels and Resorts	Private	(3)
	sector									
The Mersey Partnership	Public									
Northwest Development Agency	Public									
Radisson SAS Hotels and Resorts	Private									

Question Number	Answer	Mark
1 (b) (ii) A02	<p>1 mark for each correct role.</p> <p>E.g.</p> <ul style="list-style-type: none"> <li>• Promote Liverpool nationally and overseas (1)</li> <li>• Promotes the city (1)</li> <li>• Provides funds for tourism development projects (1)</li> <li>• Devise marketing strategy to further develop Liverpool's tourism (1)</li> <li>• Work with tourism providers such as Ryanair to raise profile and attract more visitors from overseas (1)</li> <li>• Source funding for major re-developments and provide grants (1)</li> <li>• Identify new markets and further opportunities for development (1)</li> <li>• To devise a long term tourism strategy for the city (1)</li> </ul>	(2)

Question Number	Answer	Mark
<p>1 (c) AO1</p>	<p>1 mark for each correct stage X - consolidation (1) Y - decline (1)</p> <p>Please check characteristics of other TALC stages - maximum marks can only be awarded if all characteristics clearly of consolidation stage. 1 mark for each of three characteristics identified Eg</p> <ul style="list-style-type: none"> <li>• Local economy starts to rely heavily on tourism (1)</li> <li>• Growth in facilities and services (1)</li> <li>• Easier access attracts more organised packages (1)</li> <li>• Strain on environment is growing (1)</li> <li>• Tourist numbers still increase but the rate drops (1)</li> <li>• Extending season (1)</li> <li>• Old facilities unappealing (1)</li> <li>• Hostility from locals (1)</li> <li>• Wide reaching advertising and marketing (1)</li> </ul> <p><i>For full marks must not refer to characteristics of other stages.</i></p>	<p>(5)</p>

Question Number	Answer	Mark
1 (d)(i) AO3	<p>Up to 8 marks for reasons to support the view that Liverpool is in rejuvenation. Candidates are expected to link the characteristics of the stage to the information given about Liverpool.</p> <p>Responses may vary. It may be that some candidates disagree and suggest it is in the development stage. Credit valid points linked to characteristics of the stage and Liverpool.</p> <p><i>For maximum marks must be applied with reasons given and understanding of characteristics evident, these may be implied rather than clearly stated.</i></p> <p>Marks may be for separate points or extended responses. 8x1, 2x4, 4x2, 8x1.</p> <p>1 mark for each of 8 points 2 marks for each of four points with detail 4 marks for each of two reasoned points 8 marks for one integrated, fully reasoned point with specific links made</p> <p>Max 4 marks if no link between stage and Liverpool.</p> <p>E.g.:</p> <ul style="list-style-type: none"> <li>• It has a new image (1)</li> <li>• Area is regenerated (1)</li> <li>• New attractions are developed (1)</li> <li>• Tourist numbers start to rise (1)</li> <li>• New markets are attracted (1)</li> <li>• It is in rejuvenation because it has changed its image from an industrial run down port into a vibrant modern city (2)</li> <li>• It offers new attractions such as the ACC and the Museum of Life - developing new attractions is a characteristic of this stage (2)</li> <li>• The cruise liner facility shows it is attracting cruise market and this has regenerated Pier Head (2).</li> <li>• Has targeted new market (1) i.e. business people (1) by building BT conference centre (1) this has also helped change its image from being run-down and decaying to being modern (1). As Liverpool was voted in top three destinations by the upmarket magazine (1) it shows that not only is it appealing to business people it is targeting the top earners (1) and this has been achieved by also providing quality accommodation (1), which appeals to business people, as well as things for them to do in the evening on the redeveloped waterfront or seeing a concert at the arena (8)</li> </ul>	(8)

Question Number	
<p>1 (d)(ii)</p> <p>QWC i - ii - iii</p> <p>A04</p>	<p>Likely to refer to -</p> <p><b>Positive impacts</b></p> <ul style="list-style-type: none"> <li>• creates jobs for locals</li> <li>• urban regeneration</li> <li>• multiplier effect</li> <li>• improved infrastructure</li> <li>• improved quality of life for locals</li> <li>• lower rate of unemployment</li> <li>• reduce crime if people in work and earning money</li> <li>• pride in the city</li> <li>• tourism provides employment opportunities for locals in the hotels and at ACC arena</li> <li>• increased income from tourism spending £1.5m will mean that this is benefiting the local people also the city council will have more money to continue investments and improvements for locals' quality of life</li> <li>• supports 22,500 jobs many of these will be taken up by local people, such as working in the arena and the hotels, this could improve their quality of life as they will now have jobs and more money to spend and this will contribute to the multiplier effect</li> <li>• the environment will be much nicer as they have spent a lot on improving the Waterfront and converted the warehouses into shops and bars which locals and tourist can enjoy</li> <li>• the city is targeting different types of tourists</li> </ul> <p>Extent to which - need to consider possible negatives</p> <p>E.g. <b>Negative</b></p> <ul style="list-style-type: none"> <li>• locals' daily lives could be disrupted</li> <li>• jobs may be seasonal and low paid</li> <li>• more visitors would lead to congestion and overcrowding</li> <li>• jobs in the Museum for Life likely to be filled by people from outside as will need specialist skills locals won't have</li> <li>• jobs created in hotels, such as Jury's Inn, are likely to be unskilled, such as cleaners or waitresses, and therefore low paid with few promotion prospects. The jobs in management will need qualified professionals and are likely to be taken up by people from outside Liverpool</li> </ul>

Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1-3	<p>Basic responses that are mainly theoretical/descriptive. Possibly limited reasoning/application.</p> <p>The candidate uses everyday language and the response lacks clarity and organisation. Spelling punctuation and the rules of grammar are used with limited accuracy.</p>
Level 2	4-6	<p>Responses with some assessment of the positive impacts for local people of the rejuvenation of Liverpool. Some application and use of examples to support statements made. Responses may have either some reference to positive impacts, assessment may be implied.</p> <p>The candidate uses everyday language and the response lacks clarity and organisation. Spelling punctuation and the rules of grammar are used with some accuracy.</p>
Level 3	7-8	<p>Focused responses with sustained assessment and application.</p> <p>Responses with clear assessment of positive impacts of local people of the rejuvenation clearly linked to Liverpool. At this level will have considered some negative impacts. Detailed and justified.</p> <p>The candidate uses specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p>
<b>Total for Question 1</b>		<b>30 marks</b>

Question Number	Answer	Mark
<p>2 (a)(i)</p> <p>AO1</p>	<p>Up to 2 marks available for each principle of responsible tourism <b>described</b>. Understanding of principles must be evident. No marks for management strategies or types of tourism, i.e. 'green tourism', 'ecotourism', 'sustainable tourism', etc. No marks for 'maximise positive environmental, economic and socio-cultural impacts'. Second mark for clarity and precision - i.e. should be worded as a principle.</p> <p>E.g.</p> <ul style="list-style-type: none"> <li>• maximise positive impacts (0)</li> <li>• minimising negative economic social/cultural and environmental impacts (0)</li> <li>• care for the environment (1)</li> <li>• benefit the local economy (1)</li> <li>• tourism that helps locals (1)</li> <li>• tourism that creates economic benefits for local people (1) and improves their quality of life (1)</li> <li>• tourism that promotes respect between tourists and local people (2)</li> <li>• tourism that promotes the conservation of natural and cultural heritage (2).</li> </ul>	<p>(4)</p>

Question Number	Answer	Mark
<p>2 (a)(ii)</p> <p>AO4</p>	<p>Up to 3 marks for each suggestion. Marks can be for two separate points or one detailed idea.            Must relate to principle as given in 2(a)(i) and not just impacts.            Do not credit explanations about what tourists can do, unless linked to how they could be educated/advised, etc.            This is about control, planning and development.</p> <p><b>E.g. Promote conservation of natural and cultural heritage</b></p> <ul style="list-style-type: none"> <li>• give grants to for building conservation (1)</li> <li>• create National Parks or wildlife reserves (1) because this will help to protect flora and fauna (1)</li> <li>• allow visitors to access historical buildings and give them learning opportunities (1) so they understand how important it is to continue looking after them (1)</li> </ul> <p><b>Principle: creates economic benefits for local people and improves their quality of life</b></p> <p>Explanation -</p> <ul style="list-style-type: none"> <li>• give local people jobs (1)</li> <li>• could be achieved by rules to ensure that any new tourism development has to employ a percentage of local people (2)</li> <li>• where local people are given jobs and offered training to improve their skills (2)</li> <li>• dual use facilities (1) are created where locals can use the tourism facility (1) such as a hotel swimming pool and treatment rooms (1)</li> </ul> <p><b>Principle: promotes respect between tourists and local people</b></p> <ul style="list-style-type: none"> <li>• educate tourists (1)</li> <li>• educate tourists about local culture (2)</li> <li>• ensure that there is interaction between locals and tourists such as using locals as guides (3).</li> </ul>	<p>(6)</p>

Question Number	Indicative Content
<p>2 (b) A03</p> <p>QWC</p>	<p>Responses should relate to environmental impacts of wildlife tourism in areas containing rare species and valuable habitats.</p> <p>Likely to refer to</p> <p><b>Positive impacts -</b></p> <ul style="list-style-type: none"> <li>• Environmental education of tourists</li> <li>• Raises awareness of endangered species</li> <li>• Money from tourism can help pay for conservation projects</li> <li>• The group sizes are small and the holiday is expensive so likely to be well educated and will respect the environment</li> <li>• Safe areas protected for wildlife</li> </ul> <p><b>Negative impacts -</b></p> <ul style="list-style-type: none"> <li>• Disturbance to wildlife especially Quezals if visit during the breeding season</li> <li>• The transport used is 4WDs as it is so wet will churn up the ground and make muddy tracks, may destroy ground cover. Could lead to erosion</li> <li>• Forest may be destroyed to create paths, roads this may interfere with animal movements across the parks and reserves</li> <li>• If build accommodation will destroy important habitats</li> <li>• Zip wires and canopy walks will interfere with and disturb animals living in the trees, they may move away</li> <li>• Tourists may drop litter, such as cans and food wrappings, which could kill small animals who may get trapped</li> </ul>

Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1-3	<p>Basic responses that are mainly theoretical/descriptive. Possibly limited reasoning/application.</p> <p>The candidate uses everyday language and the response lacks clarity and organisation. Spelling punctuation and the rules of grammar are used with limited accuracy.</p>
Level 2	4-6	<p>Responses with some analysis of the environmental impacts of wild life adventure tourism activities. Some application to areas with rare species and valuable habitats, and use of examples to support statements made. Responses may have either some analysis with limited application or some application and limited analysis.</p> <p>The candidate uses everyday language and the response lacks clarity and organisation. Spelling punctuation and the rules of grammar are used with some accuracy.</p>
Level 3	7- 8	<p>Focused responses with sustained analysis and application. Responses with clear analysis of the environmental impacts clearly linked to wildlife adventure tourism activities in areas with rare species and valuable habitats. At this level will have considered both positive and negative impacts. Detailed and justified.</p> <p>The candidate uses specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p>

Question Number	Answer	Mark
<p>2 (c) AO2</p>	<p>Up to 6 marks available for explanation. Marks can be for separate points or extended responses. Responses may vary. It is not necessary to state the principles of responsible tourism, these may be implied. An understanding of how GoGreen are being responsible is to be credited. Eg. <b>Rainforest Alliance</b> They work with rainforest alliance to help local businesses become sustainable (1). They work with RA and help local businesses achieve the principle to reduce negative impacts of tourism by conserving the environment. They also have an agreement where they use businesses that are working towards being sustainable again minimising impacts (2). <b>Carbon Offset</b> They offset CO2 emissions (1) They take some of the money tourists pay to offset the carbon emissions that all the flights will produce. This reduces negative environmental impact but it does not tell us how, normally its through planting trees (2).  <b>Caribbean Conservation Corps in Tortuguero National Park</b> They include a visit to the park on every tour (1) By making sure that a visit to the park is included it means that more money is raised through the entrance fee to preserve the habitat of the Quetzal. They also help keep the nesting beaches clean (2)</p>	<p>(6)</p>

Question Number	Answer	Mark
2(d) AO4	<p>Up to 2 marks for each suggestion. 1 mark for valid statement and 1 mark for explanation. Do not credit:</p> <ul style="list-style-type: none"> <li>• Description</li> <li>• Vague references to 'respect'</li> <li>• Repeat suggestions/explanations.</li> </ul> <p>Eg.</p> <ul style="list-style-type: none"> <li>• Wear appropriate clothing Explanation - So as not to offend local culture/beliefs</li> <li>• Buy in local shops Explanation - To increase earnings and give locals an income or job</li> <li>• Ask before taking pictures Explanation - Because they may object to having their picture taken.</li> <li>• Do not pick flowers Explanation - This could destroy habitats</li> <li>• Do not buy souvenirs such as coral or turtleshell Explanation - So as not to encourage destruction of wildlife or habitats</li> </ul>	(6)

Question Number	Answer	Mark
3 (a) (i) AO2	<p>Up to 2 marks for description of one positive economic impact of tourism. Second mark for detail. No credit for explanations. Eg.</p> <ul style="list-style-type: none"> <li>• Increased domestic income (1)</li> <li>• Increased foreign currency earnings (1)</li> <li>• Benefits of multiplier effect (1)</li> <li>• More employment opportunities (1) where local people are employed in hotels and bars (1)</li> <li>• Increased indirect job opportunities whereby local people are employed in support services such as car hire(2)</li> </ul>	(2)

Question Number	Answer	Mark
3 (a)(ii) AO1	<p>Up to 4 marks for each explanation. If included, examples can be credited to a maximum of 2. Marks can be for separate points or developed responses. For full marks must be explained.</p> <p>1x1,2x2,4x1</p> <p><i>If incorrect explanation relating to fake culture max 2 marks.</i></p> <p><i>Do not have to name a destination</i></p> <p>'Staged Authenticity'.</p> <p>Eg.</p> <ul style="list-style-type: none"> <li>• Where traditional dances are performed for tourists (1)</li> <li>• A watered down ceremony put on to entertain tourists (1)</li> <li>• Where tourists watch ceremonies performed by local people (1) but it has been put on for them and has lost its real meaning (1)</li> <li>• In Kenya the tribes of the Masai Mara go around hotels performing their famous dances for tourists. To the tourist it's just another show but the dances have a deep significance for the Masai who are proud of their culture and this is lost each time they perform. (4)</li> </ul> <p>Examples Spain - flamenco, re-enactments, Greek plate throwing</p>	(4)

Question Number	Answer	Mark
3 (a)(iii) AO2 AO3	<p>Up to 4 marks for each explanation. If included, examples can be credited to a maximum of 2. Marks can be for separate points or developed responses. For full marks must be explained. 1x1,2x2,4x1</p> <p><i>Do not have to name a destination</i></p> <p>'Leakage'.</p> <p>E.g.</p> <ul style="list-style-type: none"> <li>• Where money from tourism is lost out of the destination overseas (1)</li> <li>• Tourism earnings are not kept within the destination and so tourism does not benefit the local economy (2).</li> </ul> <p>Examples</p> <ul style="list-style-type: none"> <li>• If most of the hotels at a destination are owned by overseas companies, such as from USA, then most of the profits will go back to the USA head offices and will not benefit the local economy beyond the wages earned by locals employed there.(2)</li> <li>• All-inclusive resorts/Gambia/Jamaica</li> </ul>	(4)

Question Number	Answer	Mark
Q03(b) AO1 AO2 AO4	<p>Up to 5 marks for each explanation and up to 3 marks for suggestion.</p> <p><i>Do not have to name a destination.</i> <i>For full marks there must be a suggestion.</i></p> <p>'Widening access to facilities' is a method of maximising positive socio-cultural impacts - explanations should relate to these, i.e. how locals can benefit.</p> <p>E.g.</p> <ul style="list-style-type: none"> <li>• Improvements to infrastructure/transport links (1)</li> <li>• Locals can use the hotel swimming pool (1)</li> <li>• This means that local people (1) can enjoy the facilities built for tourists (1)</li> <li>• To make sure that tourism benefits the host community developers can agree to build into the tourism development plan a way in which local people can have access to or use facilities built for</li> </ul>	Continued next page

	<p>tourism. These may be leisure or entertainment facilities. In some instances permission to develop may require that developers build a new school for local children (4)</p> <p><b>Suggestion</b></p> <ul style="list-style-type: none"> <li>• A hotel development can open up a membership scheme for local people to use its leisure facilities and arrange swimming lessons (2)</li> </ul> <p><b>Environmental audit'</b> is a method of minimising negative environmental impacts - explanations should relate to these. Planning can be accepted if related to wildlife surveys. Developments that make</p> <p>E.g.</p> <ul style="list-style-type: none"> <li>• Check what wildlife lives in an area before developing it for tourism (1)</li> <li>• Carry out an investigation into an area to see how important it is for wildlife and to check that any development will not be a threat to endangered species (3)</li> <li>• Especially in countryside, lakes, rivers and coastal areas an audit should be carried out before any tourism development takes place. This environmental audit will be an in-depth survey of the wildlife, ecosystems and habitats that exist there. The results can then be built into the development plan to avoid unnecessary habitat destruction and threat to species (5)</li> </ul> <p><b>suggestion-</b></p> <ul style="list-style-type: none"> <li>• As a result of an audit, sometimes vulnerable creatures may be moved out of an area to a safe, protected site before development begins. Or it may be that some parts/areas are left as 'wild zones to encourage more wildlife (2)</li> <li>• Authorities may impose regulations that the tourism development has to follow - for instance to create wildlife tunnels under roads to enable animals to move freely, to switch off all outside night lights to avoid disturbing nocturnal animals (2)</li> </ul>	(12)
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Question Number	Indicative Content	
3 (c) AO2 AO4	<p>Variety of destinations likely to be chosen. Credit appropriate strategies to manage the impact of tourism, not regeneration schemes. Strategies may include:</p> <p><u>For environmental impacts</u> No litter bin policies Trash in, trash out Code of conduct Nature reserves Constructed footpaths Closure and diversions of footpaths for regrowth Education - guided walks / visitor centres / viewing station</p> <p><u>For economic impacts</u> Ban all inclusive hotels Training for locals Retention of visitor spending Tourism education Employment of locals</p> <p><u>For socio-cultural impacts</u> Investing tourism income into community projects Improving infrastructure to benefit locals Widening access to facilities Education</p>	
Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1-3	Basic responses that are mainly theoretical/descriptive. Basic explanation of one or a number of appropriate strategies for managing impacts of tourism. Limited reasoning.
Level 2	4-6	Responses with some explanation. Some evidence of research with some reasoning. Responses may either have clear research and some explanation or clear explanation and some research.
Level 3	7-8	Focused responses with detailed explanation of more than one appropriate strategy includes specific details to show evidence of research. Clear reasoning given.
		<b>Total for Question 3      30 marks</b>

Total for paper 90 marks.

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