

**GCE**

**Travel and Tourism**

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

Advanced GCE

**Mark Scheme for June 2016**

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All examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the report on the examination.

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## Annotations

Annotation	Meaning
	Blank Page – this annotation <b>must</b> be used on all blank pages within an answer booklet (structured or unstructured) and on each page of an additional object where there is no candidate response.
	Unclear
	Benefit of doubt
	Cross
	Ignore
	Level 1
	Level 2
	Level 3
	Not answered question
	Benefit of doubt not given
	Repeat
	Noted but no credit given
	Tick
	Development of point
	Vague

Question			Exemplar Answer	Marks	Guidance
1	a	3.9.2	<p>Manchester could appeal to shoppers (1) as it has many upmarket stores such as Selfridges and the Arndale shopping Mall. (1)</p> <p>Manchester could appeal to music lovers (1) as it has many music venues such as the Bridgewater Hall and the Chetham's school of music. (1)</p>	4	<p><b>Indicative content:</b></p> <ul style="list-style-type: none"> <li>• Chinatown, with its arch, shops and restaurants</li> <li>• the Gay Village, along the Rochdale Canal, a once run down area, which has been revived</li> <li>• Manchester's upmarket shopping area Ann's Square, Selfridges, Harvey Nichols and the Triangle and the massive Arndale Centre mall</li> <li>• the Cathedral, the medieval Chetham's School of Music and the 20,500 capacity Manchester Evening News Arena</li> <li>• The Northern Quarter, an area of independent businesses: bars, shops, art galleries, record stores and music venues plus several first class restaurants</li> <li>• the Bridgewater Hall, the principal home for Manchester's classical music</li> <li>• Convention Quarter with the Exhibition and Conference centres</li> <li>• Castlefield Urban Heritage Park with the Museum of Science and Industry, the Roman Fort, and the canals.</li> </ul> <p>One mark for each correct identification up to a maximum of two identifications, plus a further one mark for each of two descriptions.</p> <p>N.B. Manchester United Football club only 1 mark unless part of the wider appeal of the city/docklands area</p>

Question			Exemplar Answer	Marks	Guidance
1	b	3.9.2	The multiplier effect is when money is spent in an area and is re-circulated within that area (1) for example wages earned in a tourist destination are then spent in the destination (1) such as local shops and attractions. (1)	3	One mark correct identification and up to two extra marks for explanation/example.  <b>Multiplier Effect</b> <b>Money spent in an area is re-circulated within that area</b> Candidate must clearly understand the theory – do not accept vague variations
1	c	3.9.2 3.9.3	<p>Exemplar:</p> <p>The economic impact of the increase in visitor numbers is plain to see. Firstly, the tourism sector grew in value by £325 million and tourism contributed more than £6.5 billion to the economy. This shows that the city is benefitting greatly from the increase in arrivals leading to the multiplier effect.</p> <p>Secondly, this multiplier effect can be confirmed as due to an increase in the number of visitors spending at least one night in Manchester, up 8.4% up on the previous year. These visitors would have visited many events such as the Ashes Tour and the Conservative Party conference bringing much needed jobs and income into the city.</p> <p>Overall it can be seen the economic impact looks set to continue as passenger numbers increased for the 14th consecutive month.</p>	6	<p>Indicative content: Tourism sector grew in value by £325 million</p> <ul style="list-style-type: none"> <li>• Tourism contributed more than £6.5 billion to the economy</li> <li>• Tourism overnight stays were up 8.4%</li> <li>• Conferences and events are gaining popularity</li> <li>• Incoming passenger numbers to Manchester airport are up for the 14<sup>th</sup> consecutive month</li> <li>• Jobs have increased by 2,896 in 2012</li> <li>• 77,000 full time jobs a rise of 7.8% (see 1c)</li> </ul> <p><b>Level 2: [4-6 marks]</b></p> <p>Candidate will show a clear understanding of the question and include detailed identification and explanation of the impacts. Candidate effectively assesses at least two impacts. There is sound evidence of accurate knowledge and understanding of concepts and principles using specialist vocabulary. Identification/description implied/assumed.</p> <p>An assessment judgement with overall supporting conclusion – 6 marks.</p> <p>An assessment/judgement without overall conclusion – 5 marks.</p> <p>Explanation/analysis/comparison of more than one point/both sides – 4 marks.</p>

Question			Exemplar Answer	Marks	Guidance
					<p><b>Level 1: [1-3 marks]</b></p> <p>Candidate identifies/describes a basic assessment of at least one impact.</p> <p>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>Explanation/unsupported judgements/limited justification – up to 3 marks.</p> <p>Description – up to 2 marks.</p> <p>List of points – maximum 1 mark.</p>

Question			Exemplar Answer	Mark	Guidance
1	di	3.9.1	PUBLIC SECTOR	1	<ul style="list-style-type: none"> <li>Exact answer only accepted</li> </ul>
1	dii	3.9.1	<p>VisitBritain is the national tourism agency, a non-departmental public body, (1) funded by the Department for Culture, Media and Sport, responsible for promoting Britain worldwide and developing its visitor economy. (1)</p> <p>VisitBritain mission is to grow the value of inbound tourism to Britain,(1) by increasing visitor numbers and visitor spending in all parts of Britain. (1)</p>	4	<p><b>Indicative content:</b></p> <p><b>VisitBritain aims</b></p> <ul style="list-style-type: none"> <li>It is responsible for promoting Britain <b>worldwide</b></li> <li>developing Britain’s visitor economy</li> <li>Inspire travellers from <b>overseas</b> to visit and explore Britain</li> <li>Use our global network to support the promotion of British tourism <b>overseas</b></li> <li>Advise Government and the industry on tourism issues</li> <li>Maximise public investment through partner engagement and commercial activity.</li> </ul> <p>Do not accept references to tourist information centres / or promotion of England domestically</p>

Question			Exemplar Answer	Mark	Guidance
1	e	3.9.1	<p>The benefits of a strong partnership approach are really important to Manchester for the following reasons. The public sector such as the tourist board, VisitEngland and VisitBritain will be able to market and promote all the events and attractions that Manchester has to offer. This way both domestic and inbound tourism numbers will increase and as a consequence both the public and private sector will benefit.</p> <p>It can be seen from the case study that the private sector, such as hotels and visitor attractions rely on a strong working partnership with the public sector. They will look for investment opportunities and development of the infrastructure to further increase the visitor numbers to Manchester.</p> <p>From the figures it can be seen that visitor numbers are continuing to rise from overseas and that many events are taking place in Manchester which is a sign that the partnership is benefiting the city.</p>	8	<p><b>Indicative content:</b> <b>Benefits of partnership approach</b></p> <ul style="list-style-type: none"> <li>• Infrastructure development</li> <li>• Investment opportunities</li> <li>• Regeneration projects</li> <li>• Build support between stakeholders</li> <li>• Create links between all the agents of tourism development</li> <li>• Market and promote the events and attractions in the destination</li> </ul> <p><b>Levels of response:</b> <b>Level 2: [5 – 8 marks]</b> Candidate effectively discusses a range of benefits of a strong partnership approach to the industry. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</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><i>An evaluation/judgement with overall supporting conclusion – 8 marks</i> <i>Without overall conclusion/prioritisation – 7 marks</i></p> <p><b>No reference to both PUBLIC and PRIVATE then Max Level 1.</b></p> <p><b>Level 1: [1 – 4 marks]</b> List – maximum 2 marks. 2 identifications plus one description – 2, 3 or 4 marks. 3 identifications and unsupported judgement – 4 marks.</p> <p>Candidate will show a clear understanding of the question and include detailed explanation/analysis of how a strong partnership approach has benefited Manchester</p>



Question			Exemplar Answer	Mark	Guidance	
1	f	3.9.3	<p>The possible effects of the four strategic aims are as follows.</p> <p>The first one is to position Manchester as a successful international destination. This will have an impact on the economy of Greater Manchester as currently there are over one million international arrivals. If this continues to grow then further jobs will be created bringing strong economic wealth to the area.</p> <p>The second one is about the city creating an identity as a leading events destination. This will have an effect socially with the arrival of many international visitors to the city it will lead to a better understanding between Mancunians and both leisure and business visitors to the area. It can be seen from the case study that the city is already attracting a range of events which will require staffing. This will lead to the multiplier effect.</p> <p>The third aim to improve the quality and appeal of the area will have a major impact on the infrastructure of the area. It can be seen from the case study that many of the old areas are making way for new housing and attractions. This will effect the local population as the provision of better facilities will improve the lives of the communities.</p> <p>Finally the fourth aim, to maximise the capacity for growth is to ensure that the 2020 vision is realised. This will effect the future lives of the residents who will have the confidence to see that the</p>	12	<p><b>Indicative content:</b> <i>'In 2020 the visitor economy will continue to be a key driver of the social, cultural and economic life of Greater Manchester, with substantially increased economic benefits for residents and businesses. This will be achieved by further developing and promoting the Greater Manchester product offer for leisure and business visitors as a year round vibrant and stimulating cultural city destination.'</i></p> <p><b>Strategic aims</b></p> <p>1 – To position Manchester as a successful international destination</p> <ul style="list-style-type: none"> <li>• Increase in international arrivals</li> <li>• Over 1 million international arrivals</li> </ul> <p>2 – To further develop Manchester as a leading events destination</p> <ul style="list-style-type: none"> <li>• Build on successful existing events such as International Conference (250.000.00 visitors)</li> <li>• MEN arena continuing to attract top international artists</li> </ul> <p>3 – To improve the quality and appeal of the products on offer</p> <ul style="list-style-type: none"> <li>• Regeneration of the old docklands area</li> <li>• New housing and apartments</li> <li>• Development of the infrastructure</li> </ul> <p>4 – To maximise the capacity for growth</p>	<p><b>Levels of response:</b> <b>Level 3: [9 - 12 marks]</b> Identification/description implied/assumed. Explanation/analysis/comparison of 3 or more objectives– 9 or 10 marks. An evaluation/judgement without overall conclusion/prioritisation – 11 marks. With overall supporting conclusion – 12 marks. <i>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.</i></p> <p><b>Level 2: [5 – 8 marks]</b> No list – must be at least 'describe'. Description only – 5 marks. Explanation/analysis – 6 or 7 marks. Evaluative comment (because.... means that....) – 8 marks. <i>Candidate has a limited ability to organise relevant material. Some appropriate terminology used. Sentences are not always</i></p>

Question	Exemplar Answer	Mark	Guidance
			<p>economic drive of the city is assured and they can look forward to a bright future. Overall.....</p> <ul style="list-style-type: none"> <li>• 2020 vision</li> <li>• Economic driver</li> <li>• Leisure and business</li> </ul> <p><b>To access Level 3 candidates should address an impact from at least three of the four strategic aims</b></p> <p><b>Level 1: [1 – 4 marks]</b>  List – maximum 2 marks.  2 identifications plus one description – 2, 3 or 4 marks.  3 identifications and unsupported judgement – 4 marks.  Candidate communicates at least one point using some appropriate terminology. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</p>

Question			Exemplar Answer	Mark	Guidance	
2	a	3.9.1 3.9.2	<p>National Governments such as Malaysia promote the country to increase the number of overseas visitors (1) * <b>accept stay longer in context</b>. This in turn will increase foreign currency earnings (1) and will contribute to the balance of payments</p> <p>National Governments such as Malaysia face stiff competition from other similar destinations and need to raise awareness of their own country (1) with more visitors bringing in money it will help to further develop the country (1) and improve conditions for local people (1)</p>	6	<p><b>Indicative content:</b></p> <ul style="list-style-type: none"> <li>• Increase foreign currency earnings</li> <li>• Contribution to balance of payments and GDP</li> <li>• Bring in tourists who spend money and contribute to the multiplier effect</li> <li>• Raise awareness of their country</li> <li>• To further economic development               <ul style="list-style-type: none"> <li>• to improve conditions for local people</li> </ul> </li> <li>• Employment creation (direct and indirect)</li> </ul> <p>DO NOT CREDIT SOCIO – CULTURAL OBJECTIVES</p>	One mark for each correct identification up to a maximum of two marks, plus a further two marks for each of two explanations.
2	b	3.9.2	<p>Socio cultural objectives of tourism development for Malaysia are to create a National identity (1) this helps to boost morale domestically and internationally (1)</p> <p>Socio cultural objectives of tourism development for Malaysia are to revive traditional activities (1) such as the musical drums (1)</p>	4	<p><b>Indicative content:</b></p> <ul style="list-style-type: none"> <li>• Creation of national identity</li> <li>• Boost domestic morale and encourage visitor numbers</li> <li>• Enhance the image of the area</li> <li>• Revival of traditional activities</li> <li>• Celebration of culture</li> <li>• Develop a sense of pride in the country's identity</li> <li>• Provision of community facilities in context</li> </ul>	One mark for each correct identification up to a maximum of two marks, plus a further one mark for each of two descriptions.

Question			Exemplar Answer	Mark	Guidance	
					Indicative content	Levels of response
2	c	3.9.3	<p><b>Exemplar: Level 2</b></p> <p>It can be seen from the case studies that Borneo has so much to offer to tourists. As it is a relatively unknown destination many tourists would want to find out about the country as much as possible before travelling. That is why accessing a website such as Borneo.com would benefit the tourist as it gives a range of information on everything from the weather to wildlife. For example if you wanted to see Orang Utans you could find out the best place to go or if you just wanted a beach and relax you could find operators who would offer this type of holiday.</p> <p>There are also many districts to the country so accessing website would make travel to the different parts of the country easier to understand.</p>	6	<ul style="list-style-type: none"> <li>BorneoTourism.com provides information and resources for all your Borneo travel and tourism needs/promotional offers</li> <li>Tourism information, including an accommodation and hotel directory and offers</li> <li>The site also offers a Borneo destination guide giving information on sights, attractions, getting there, weather and best time to travel</li> <li>Information on wildlife and nature, including orang-utans, turtles and other interesting wildlife, culture, tours, events, sports, including golf and diving as well as access to Borneo inclusive holidays, adventure tours and volunteering</li> <li>Many tour operators to the areas of Sabah, Sarawak, Kalimantan and Brunei, offer a great range of tours to the many national parks, wildlife sanctuaries and Mount Kinabalu.</li> </ul>	<p><b>Level 2: [4 – 6 marks]</b> No list – must be at least ‘describe’. Description only – 4 marks. Explanation/discussion 5 – 6 marks.</p> <p><b>Level 1: [1 – 3 marks]</b> List – maximum 2 marks. 2 identifications plus one description – 2, 3 marks.</p> <p><i>There must be at least two benefits to gain level 2</i></p>

Question			Exemplar Answer	Mark	Guidance
2	d	3.9.1	<ul style="list-style-type: none"><li>• World Expeditions</li><li>• Wild Frontiers</li><li>• Audley</li><li>• Exodus</li><li>• Charity challenge</li><li>• Intrepid</li></ul>	3	One mark for each correct identification up to a maximum of three identifications

Question			Exemplar Answer	Mark	Guidance	
					Indicative content	Levels of response
2	e	3.9.3	<p><b>L3</b></p> <p>The information provided to tourists by Responsible Travel is important because travellers will know in advance of the importance of tourism to the local communities and what kind of impact this will have on them.</p> <p>For example it states in Fig 2d that the company employ local staff and guides. This means that the local people will have economic benefits from tourism in terms of increased employment opportunities and training. This will bring in much needed income to the area and will provide a more stable economy for the local population to live by bringing in more facilities for them in the future.</p> <p>An additional impact would be the integration and sharing of meals and learning each other's names. This is an important impact as it leads to greater cultural understanding between visitors and hosts, thus avoiding conflict and distrust between the parties.</p> <p>Finally by buying local crafts and visiting tribal communities has an impact as it keeps traditional crafts alive and ensures that these are not lost for the future generations. They also provide another means of income.</p> <p>Overall.....</p>	10	<ul style="list-style-type: none"> <li>• Aiding of understanding</li> <li>• Preservation of customs and crafts</li> <li>• Training and employment of local people</li> <li>• Local employment</li> <li>• Tourism education</li> <li>• Use of local accommodation</li> <li>• Economic benefits</li> <li>• Learning names and language</li> <li>• Less conflict</li> <li>• Cultural understanding</li> </ul>	<p><b>Level 3 – (8 - 10 marks)</b></p> <p>The candidate evaluates/ analyses the benefits for the host population of the information provided. At least two benefits will be evaluated</p> <p>This will be relevant and accurate with understanding of concepts, principles and use of specialist vocabulary.</p> <p><b><i>Identification/description implied/assumed.</i></b></p> <p><b><i>An evaluation/judgement with overall conclusion/prioritisation – 10 marks.</i></b></p> <p><b><i>Explanation/analysis/comparison of more than one point – 8 or 9 marks.</i></b></p> <p><b>Level 2 – (5 - 7 marks)</b></p> <p>The candidate explains/analyses the benefits for the host population of the information provided. This in the most part will be relevant and accurate with reasonable understanding of concepts, principles and some use of specialist vocabulary.</p> <p><b><i>No list – must be at least 'describe'.</i></b></p> <p><b><i>Explanation/analysis – 6 or 7 marks.</i></b></p>

Question			Exemplar Answer	Mark	Guidance	
					Indicative content	Levels of response
						<p><b><i>Description only – 5 marks.</i></b></p> <p><b>Level 1 – (1 - 4 marks)</b>  The candidate identifies at least one benefit to the host community of the information provided  <b><i>3 identifications and unsupported judgement – 4 marks</i></b>  <b><i>2 identifications plus one description – 2 or 3 marks.</i></b></p> <p><b><i>List – maximum 2 marks.</i></b></p>

Question			Exemplar Answer	Mark	Guidance	
3	a	3.9.2	LESS ECONOMICALLY DEVELOPED COUNTRY	1	No other answer accepted	
3	b	3.9.2	<p>Exemplar:</p> <ul style="list-style-type: none"> <li>One environmental objective for the Galapagos Islands is to preserve the local habitats (1) as it is home to hundreds of endangered species (1)</li> <li>One environmental objective for the Galapagos Islands is to ensure that the local population is educated about the environment (1) because of the damage that many tourist arrivals can do to the area</li> <li>One environmental objective for the Galapagos Islands is to make improvements to the environments (1) These improvements can benefit the appearance of the islands for local people and tourists at the same time as protecting it for the future. (1)</li> </ul>	4	<ul style="list-style-type: none"> <li>Habitat preservation</li> <li>Conservation of the natural environment</li> <li>Environmental education of local population</li> <li>Environmental education of tourists</li> <li>Environmental improvements</li> </ul>	One mark for each correct identification up to a maximum of two identifications and a further one mark for each of two descriptions.
3	ci	3.9.1	<p>WORLD WILDLIFE FUND</p> <p>Also accept</p> <p>WORLD WIDE FUND FOR NATURE</p>	1	No other answer accepted	
3	cii	3.9.1	One aim of the WWF is to protect the environment (1) they do this by raising awareness(1) of endangered flora and fauna (1)	3	<ul style="list-style-type: none"> <li>Raise awareness/address issues on the survival of species</li> <li>habitats</li> <li>climate change</li> <li>sustainability</li> <li>environmental education</li> <li>solutions to threats to nature</li> </ul>	1mark for identification and up to two further marks for example/explanation



Question			Exemplar Answer	Mark	Guidance	
					Indicative content	Levels of response
3	d	3.9.2	<p><b>L2</b> Unesco's heritage status is very important to a destination for several reasons; firstly it encourages the destinations which have a site that holds heritage status to protect it for future generations. They can do this because if a site has UNESCO status it can call on international help and assistance to protect it. Having this status also means that professional help is available to support conservation. This can be in the forms of funds, for example if the site is in danger of damage or destruction from manmade or environmental pollution then help is available to protect and conserve it for the future.</p> <p>Many UNESCO sites draw tourists to them, raising awareness of the destination and bringing economic benefits to the country. Therefore it is important that status is given and maintained for the future benefit of the country.</p>	6	<ul style="list-style-type: none"> <li>• <i>Heritage is our legacy from the past, what we live with today, and what we pass on to future generations. Our cultural and natural heritage are both irreplaceable sources of life and inspiration.</i> <i><a href="http://whc.unesco.org">http://whc.unesco.org</a></i></li> <li>• It encourages countries to sign the World Heritage Convention and to ensure the protection of their natural and cultural heritage;</li> <li>• Encourage countries to establish management plans and set up reporting systems on the state of conservation of their World Heritage sites;</li> <li>• Helps countries safeguard World Heritage properties by providing technical assistance and professional training;</li> <li>• Provides emergency assistance for World Heritage sites in immediate danger;</li> <li>• Support countries public awareness-building activities for World Heritage conservation;</li> <li>• Encourages participation of the local population in the preservation of their cultural and natural heritage;</li> <li>• Encourage international cooperation in the conservation of our world's cultural and natural heritage.</li> </ul>	<p><b>Level 2: [4 – 6 marks]</b> No list – must be at least 'describe'. Description only – 4 marks. Explanation/discussion 5 conclusion – 6 marks.</p> <p><b>Level 1: [1 – 3 marks]</b> List – maximum 2 marks. 2 identifications plus one description – 2, 3 marks.</p> <p><i>There must be at least two benefits to gain level 2</i></p> <p><i>Can accept references to Galapagos Islands</i></p>

Question			Exemplar Answer	Mark	Guidance	
					Indicative content	Levels of response
3	e	3.9.3	<p><b>L3</b></p> <p>The possible economic impact to the Galapagos Islands is mainly due to two reasons. Firstly with the increase in shorter cruises and land based tourism operations the number of tourists to the area has increased dramatically from 40,000 in 1990 to over 200,000 in 2013. This brings economic wealth to the area as jobs created directly and indirectly create a multiplier effect and bring wealth to the area.</p> <p>Secondly with the population growing from 10,000 to over 30,000 has led to a demand in the growth of new small businesses to satisfy the demand of the growing population. This increase not only brings about new opportunities but also leads to the development of the infrastructure.</p> <p>It can be seen that new water, sewage treatment and waste disposal units have been built. This leads to a better environment as a direct result of the economic impact of tourism.</p>	8	<ul style="list-style-type: none"> <li>• Increase in shorter cruises and land-based tourism</li> <li>• From 1990 to 2013, tourism arrivals increased from around 40,000 to just over 200,000</li> <li>• the population of the Galapagos increased from around 10,000 to just over 30,000,</li> <li>• jobs and opportunities created directly and indirectly, by the tourism industry</li> <li>• Created demand for new infrastructure, housing, cars, fresh water, sewage treatment and waste disposal</li> <li>• lead to an increase in the number of new, small businesses in operation,</li> </ul> <p><b>No reference to case study Level 1 only</b></p>	<p><b>Level 3: [5 – 8 marks]</b></p> <p>Candidate assesses the possible economic impact of increased tourism on the Galapagos Islands. Candidate effectively assesses a range of impacts, including evidence from the case study. There is sound and frequent evidence of thorough detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Evaluative comment (because.... means that....) – 8 marks. Explanation/analysis – 6 or 7 marks. Description only – 5 marks.</p> <p>No list – must be at least ‘describe’.</p> <p><b>Level 1: [1 – 4 marks]</b></p> <p>Level 1 Candidate identifies/describes assesses the possible economic impact of increased tourism on the Galapagos Islands 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>3 identifications and unsupported judgement – 4 marks. 2 identifications plus one description – 2, 3 or 4 marks. list – maximum 2 marks.</p>

Question			Exemplar Answer	Mark	Guidance	
					Indicative content	Levels of response
3	f	3.9.3	<p>It can be seen from the case study that the environmental impacts from an increase in visitor numbers is having a negative impact on the Galapagos. UNESCO have already stated that the potential damage is so great that it needed to put the islands on its list of world heritage sites in danger.</p> <p>The number of cruise ship arrivals have meant that the number of vehicles arriving to collect passengers has led to a rise in air and fume pollution which will have a negative environmental impact, not just on the breeding patterns of wildlife but also on the panoramic view of the islands.</p> <p>Fig 3b also states that the ground water is contaminated and there's no proper sewerage. This again will lead to the destruction of wildlife systems and may have a negative impact on future breeding patterns.</p> <p>Fig 3b also states that sea lions are behaving out of character; this alters the sustainability of future wildlife.</p> <p>Overall it can be seen that there are more negative environmental impacts caused by the increase in visitor numbers than there are positive and in my opinion.....</p>	10	<ul style="list-style-type: none"> <li>• Erosion of natural resources</li> <li>• Pollution of air and water</li> <li>• Panoramic view damage</li> <li>• Traffic congestion from tourist arrivals</li> <li>• Litter from tourism</li> <li>• Destruction of natural wildlife systems</li> <li>• Disturbance to breeding patterns</li> <li>• UNESCO list of site in danger</li> <li>• Unsustainable</li> </ul> <p><i>Must use references/examples from the case study to access level 3</i></p>	<p><b>Level 3: [8 - 10 marks]</b> Candidate evaluates the likely negative environmental impacts of the increase in visitor numbers. Impacts are clear and appropriate, closely related to case study material. Answer well considered and focused.</p> <p><b>Identification/description implied/assumed.</b></p> <p><b>An evaluation/judgement with overall conclusion/prioritisation – 10 marks.</b></p> <p><b>Explanation/analysis/comparison of more than one point/both sides – 8 or 9 marks.</b></p> <p><b>Level 2: [5 - 7 marks]</b> Candidates explain/analyse the likely negative environmental impacts of the increase in visitor numbers.. Impacts are appropriate, related to case study material.</p> <p><b>No list – must be at least 'describe'.</b></p> <p><b>Explanation/analysis – 6 or 7 marks.</b></p> <p><b>Description only – 5 marks.</b> <b>If only 1 impact then max Level 2.</b></p>

Question			Exemplar Answer	Mark	Guidance	
					Indicative content	Levels of response
						<p><b>Level 1: [1-4marks]</b> Candidates identify/describe the likely negative impacts of the increase in visitors. Impacts may not be appropriate and may not be related to case study material.</p> <p><b>3 identifications and unsupported judgement – 4 marks</b> <b>2 identifications plus one description – 2 or 3 marks.</b></p> <p><b>List – maximum 2 marks.</b></p>

**OCR (Oxford Cambridge and RSA Examinations)**  
1 Hills Road  
Cambridge  
CB1 2EU

**OCR Customer Contact Centre**

**Education and Learning**

Telephone: 01223 553998

Facsimile: 01223 552627

Email: [general.qualifications@ocr.org.uk](mailto:general.qualifications@ocr.org.uk)

[www.ocr.org.uk](http://www.ocr.org.uk)

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**OCR (Oxford Cambridge and RSA Examinations)**  
Head office  
Telephone: 01223 552552  
Facsimile: 01223 552553

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