

GCE

Travel and Tourism

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

Advanced GCE

Mark Scheme for June 2017

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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
	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)	<ul style="list-style-type: none"> • Safe pebble beaches(1) ideal for families (1) • Architectural gems (1) for culture lovers (1) • Seafarers can yacht, kayak, powerboat (1) choice of outdoor activities (1) • Piers and theatres(1) offering range of shows (1) • Trendy boutique shopping (1) for all types (1) 	4	Accept any identification from the information and bullet points list in Fig 1a	1 mark for each correct identification up to a maximum of two identifications, plus a further one mark for each of the descriptions. Do not credit repetition of description
1	(b)	<p>Exemplar:</p> <ul style="list-style-type: none"> • Money spent in a region is re-circulated in that region (1) with example from Brighton's perspective. • 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) <p>Accept above variations with a given example from Brighton e.g. 8 million visitors spend £408 million</p>	6	<p>The multiplier effect is an economic objective of tourism development and as such is an important economic benefit to destinations that rely on tourism.</p> <p><i>Do not accept economic impact i.e.jobs and income unless related to multiplier effect. There must be clear understanding of the theory of the multiplier effect with an example to gain max 3 marks for each</i></p>	One mark for each correct identification up to a maximum of two identifications and up to two further marks for explanation.
1	(c)	<ul style="list-style-type: none"> • The Royal Pavilion – Public 	2		1 mark for each correct identification up to a maximum of four identifications
1	(cii)	<ul style="list-style-type: none"> • Local Authority – Public • Arts Council – Public • Grants - Public/private • Trusts – Private 	2		

Question		Answer	Marks	Guidance	
				Content	Levels of response
1	(d)	<p>Exemplar: L2</p> <p>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 to educate people on the history of the area and help to encourage visitor numbers to a destination. In the case of Brighton it can be seen that the Royal Pavilion is one of the most visited attractions in Brighton and a world class cultural and Heritage destination that will continue to attract tourists in the future.</p>	6	<p>Indicative content:</p> <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 • Disrepair/ruins • Increase/maintain visitor numbers • It will enhance the city's tourism profile • Having an improved world class cultural and heritage destination at the heart of the city will act as a key driver for tourism • Helps to increase the number of high spending visitors who can be described as 'purposeful' cultural tourists: i.e. those who come to Brighton specifically for the cultural and heritage offers. 	<p>Level 2 (4–6 marks) Candidate will show a clear understanding of the question and include identification and discussion of conservation and preservation. Candidate effectively assesses 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) 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>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<i>Description – up to 2 marks.</i>
						<i>List of points – maximum 1 mark.</i>
Question			Answer	Marks	Guidance	
					Content	Levels of response
1	(e)		<p>Exemplar responses: (Level 2)</p> <p>From the case study it can be seen that Brighton Lanes attract many tourists and it is famed for the number of independent shops, restaurants and business in the locality. With less traffic congestion, noise and pollution it will attract and keep the many thousands of visitors that wander through. The main benefits to the tourists are that there will be ease of access to all the facilities and less opportunity with conflict with vehicle owners. For the businesses it will lead to increased visitor numbers and spending. For the city of Brighton it will lead to improved visitor and traffic management. Overall, all parties are likely to benefit from the pedestrianisation.</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. potential conflict between pedestrians and vehicles • less noise and pollution <p>Generic answer L1 only</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) 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) 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	
				Content	Levels of response
1	(f)	<p>Exemplar:L3 Partnership activities are fundamental between local tourism organisations in the public and private sector to develop the tourism potential of a destination such as Brighton. A good relationship enables a close working partnership which helps to increase visitor numbers and spending. In Brighton £408 million is generated through tourism from heritage to hospitality. This creates many jobs both in the public and private sectors.</p> <p>The City Council, in Partnership with the Brighton & Hove Economic Partnership produced a strategy which sets out a vision to 2018 so that the needs of the visitor, the tourism industry and the community are in complete balance, without an effective partnership between the sectors this vision cannot be met.</p> <p>Partners and stakeholders including: Tourism South East; Sussex Tourism Partnership; Visit Britain; Visit England play a key role behind which private sector businesses and communities can unite to positively shape the development of Brighton & Hove. This shows that partnerships in tourist destinations such as Brighton are essential. Conclusion etc.....</p>	10	<p>Indicative Content:</p> <ul style="list-style-type: none"> tourism generates £408 million pounds in Brighton involves different sectors from heritage to hospitality helps to develop a closer working relationship identification of sectors from case study e.g. Tourism South East; Sussex Tourism Partnership; Visit Britain; Visit England Enables Brighton to deliver a key role behind which private sector businesses and communities can unite to positively shape the development of Brighton & Hove. strategy to 2018 that will see the city being a destination where the needs of the <ul style="list-style-type: none"> visitor the tourism industry the community <p>helps to increase visitor numbers and spending Generic partnership answer with no example L1 only</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 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 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. Explanation/analysis 6 or 7 marks 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 2 identifications plus one description 2 or 3 marks List maximum 2 marks</i></p>

Question		Answer	Marks	Guidance	
				Content	
2	(a)	<p>Exemplar:</p> <ul style="list-style-type: none"> • One economic objective for Cuba would be to increase visitor numbers (1) which in turn would lead to more visitor spending in the country (1) • An economic objective for Cuba would be to create employment opportunities for the host population (1) both direct and indirect (1) 	4	<ul style="list-style-type: none"> • Creating employment (1) direct and indirect(1) example (1) • Increasing foreign exchange earnings(1) GDP(1) balance of payments (1) • Increasing visitor numbers (1) which leads to increase in visitor spending (1) • Increase income for commercial organisations(1) example (1) • Economic development (1) infrastructure (1) 	1 mark for each correct identification up to a maximum of two identifications, plus a further one mark for each of the descriptions

Question		Answer	Marks	Guidance	
				Content	Levels of response
2	(b)	<p>Exemplar: The Cuban Government is keen to work with overseas organisations because they are an LEDC (1) and need help to cope with the increasing number of visitors that are expected (1) as they do not have enough expertise or facilities to provide all the services themselves.(1)</p> <p>They need help to make sure that their tourist destinations and resorts are up to international standards (1) such as hotels, that is why they encourage Hotel groups like Sol Melia and Iberostar (1) whilst at the same time promoting the country through overseas tourist offices to attract more visitors.(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. • Allow support from international hotel groups (Sol, Iberostar) to build properties • Assist in enhancing tourist destinations and resorts. • Establish model tourism facilities. 	<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>One mark for each correct point of explanations up to a maximum of three such points, but allow development marks also.</p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
2	(c)	<p>Exemplar response: (Level 2)</p> <p>Tourism training is very important in countries such as Cuba as there is a need to maximise the benefits of the expected 10 million increase in 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 their own people to work then they are in danger of losing economic benefits through leakage.</p>	6	<p>Indicative content:</p> <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 references to the expected 10 million American tourists in context <p>Level 2 <i>Judgement with conclusion 6 marks</i> <i>Judgement without conclusion 5 marks</i></p> <p><i>Explanation/analysis of more than one point 4 marks</i></p> <p>Level 1 <i>Explanation/unsupported judgements/limited justification – up to 3 marks.</i></p> <p><i>Description – up to 2 marks.</i> <i>List of points – maximum 1 mark.</i></p>	<p>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.</p> <p>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.</p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
2	d	<p>Exemplar:</p> <p>Traditional tourism is very important in any tourist destination, especially Cuba as they are in stiff competition with the rest of the Caribbean. Unless they retain and revive their traditional activities such as Cuban music and dances such as the Mambo and the Cha Cha Cha they will not be able to raise awareness of their own unique culture.</p> <p>More and more tourists want to see ‘the real country or destination’ when travelling and by preserving their own culture it helps to aid understanding between the host population and the tourist.</p> <p>From the Cuban point of view, promotion of their National identity helps to develop a sense of pride and can lead to successful destination management.</p>	8	<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"> • Spanish, African, French and Asian influences • Cuban music • Cuban dance e.g. Danzón, the Son, the Bolero, the Mambo and the Cha Cha Cha. 	<p>Level 2 (5–8 marks) Candidate effectively assesses more than one reason for the importance of preserving traditional culture in Cuba. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. Reasons are clear and appropriate and are closely related to case study. The answer is well considered and focussed.</p> <p><i>7/8 marks assess/discussion/conclusion. 5/6 marks explanation/analysis</i></p> <p>Level 1 (1–4 marks) Candidates provide a basic description of one or more reason for the importance of preserving traditional culture in Cuba. Reason/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	UNITED NATIONS EDUCATIONAL SCIENTIFIC AND CULTURAL ORGANISATION	2		2 MARKS FOR ALL CORRECT No marks if one word is incorrect

Question		Answer	Marks	Guidance	
				Content	Levels of response
2	f	<p>Exemplar: L3 From the case study it can be seen the most of Cuba and indeed all the UNESCO sites are in a state of neglect and disrepair. This has been caused by decades of lack of funding due to the political situation. Now that sanctions have been lifted and with more than 10 million tourists expected to visit the country over the next few years, it is obvious that the infrastructure is unable to cope with the demand.</p> <p>As it states in Fig 3c, the Cuban state will provide resources for a 5 year restoration plan, but in the meantime further decay will take place with the increase in tourist traffic causing further congestion and erosion. Recent 'new' tourist destinations such as Cuba which have UNESCO sites are often a 'honeypot' for tourists and the increase in numbers not only causes further wear and tear on the sites but can also lead to social problems around the areas such as begging and prostitution.</p> <p>If there is a lack of funding for essential restoration then the country could gain a negative image leading to a poor customer perception and reduction in visitors. Overall.....</p>	10	<p>Indicative content:</p> <p>Environmental</p> <ul style="list-style-type: none"> • Traffic congestion • Erosion • Increase in noise levels • Decay and disrepair • Honeypot effect • Destruction of infrastructure <p>Social</p> <ul style="list-style-type: none"> • Begging and prostitution • Conflicts with the host population • overcrowding <p>Economic</p> <ul style="list-style-type: none"> • lack of funding for essential repairs • leakage to outside organisations 	<p>Levels of response:</p> <p>Level 3 (8–10 marks)</p> <p>Candidates evaluate the likely negative impacts on the UNESCO sites. 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)</p> <p>Candidates explain/analyse the likely negative impacts on the UNESCO sites. 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)</p> <p>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</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						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>

Question		Answer	Marks	Guidance
3	(a)	Any from: <ul style="list-style-type: none"> • Cheapflights.co.uk • Audley Travel • Bales Worldwide 	2	One mark for each correct identification and up to a maximum of two identifications

Question		Answer	Marks	Guidance	
				Content	
3	b	<p>The Olympics will be good for the infrastructure of the country as it will provide many new venues and facilities (1) that will be used, not only at the Olympics but for the host population as well(1) This will be a legacy after the games have finished improving conditions for the locals (1)</p> <p>The Olympics will provide a much needed financial boost for economic development (1) and regeneration after the Tsunami/earthquake/nuclear explosions (1) this in turn will lead to many indirect jobs being created in construction industry (1)</p>	6	<ul style="list-style-type: none"> • Economic development • Regeneration • Improve local area • Improve conditions for the locals • Employment creation, direct and indirect • Political, enhancing the image of the area • Indirect jobs in construction • New venues and facilities <p>Case study</p> <ul style="list-style-type: none"> • Reference to tsunami/earthquake 	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.

3	c	<p>Exemplar response: (Level 2)</p> <p>From the case study it can be seen that Japan has suffered a natural disaster. It is a political objective to enhance the image of an area and in order to boost visitor numbers back to the country they offered 10,000 foreigners free airfares. This was because there was a 50% drop in arrivals after the disaster.</p> <p>By doing this it was hoped that the visitors would then give positive recommendations when they returned home and encourage more people to go and see what Japan has to offer (accept e.g. from Fig 3b)</p> <p>It is a political objective to enhance the image of an area</p> <p>Not only would an increase visitors lead to an increase in spending, it would be a boost to domestic morale and create more jobs in the tourist industry. Overall the people who got the free air fare may return in the future</p>	6	<p>Indicative content:</p> <ul style="list-style-type: none"> • Political objective • Enhancing the image of an area due to natural disasters • Boost domestic morale • Encourage visitor numbers • Encourage visitor spending • Create jobs in tourism related activities • Repeat business <p>Case study:</p> <ul style="list-style-type: none"> • Tourist numbers fell more than 50% • An attempt to boost its ailing tourism industry • Tourism authorities hoped that positive reports from travellers about the experiences in Japan would help ease international worries about visiting the country • It may open up a wider tourist market in the future based on recommendations 	<p>Level 2 (4–6 marks)</p> <p>Candidate will show a clear understanding of the question and include detailed discussion of why the country offered free airfares. 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)</p> <p>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>
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3	D* QWR	<p>Exemplar response: (Level 3) The natural disasters of the tsunami and earthquake in Japan had a devastating effect on the country. Immediately after the disaster inbound leisure tourism fell by 90%. As a result of this many people who were employed in tourism related activities would have lost their jobs and livelihood's. Hotels and leisure facilities would have either been destroyed or closed down due to the loss of visitors.</p> <p>Recent research had shown that it takes between 8 to 26 months to recover from a natural disaster as this is the length of time it takes for visitor spending to return to normal levels. This would lead to a decline in the balance of payments and GDP affecting living costs of the host population.</p> <p>Often after a disaster visitors are reluctant to travel to destinations due to the damage to the infrastructure and vital services. A country such as Japan would be eager to resume an international profile as soon as possible which may lead to an increase in taxes to provide funding to rebuild the infrastructure. Therefore by hosting the 2020 Olympic games, Japan would hope to reverse the negative economic impact and regain its place in the world as the third largest travel and tourism economy. Conclusion etc.....</p>	12	<p>Indicative content:</p> <p><u>Must be negative economic only</u></p> <ul style="list-style-type: none"> • Decline of employment opportunities (direct and indirect) • Increased living costs • increased taxes • loss of foreign currency earnings • decline in balance of payments and GDP • loss of income for tourism providers • funding needed for the infrastructure repairs <p>Case study</p> <ul style="list-style-type: none"> • international arrivals were down by 50% in March and then 62% in April of that year • Inbound leisure tourism fell by an estimated 90% in those two months according to the Japan Tourism Agency (JTA) • As the world's third largest travel and tourism economy, the recovery of Japan is one of the most compelling issues facing the industry anywhere in the world." 	<p>Levels of response: Level : [9 - 12 marks] Level 3: Identification/description implied/assumed. Evaluative evidence is clear and appropriate, closely related to case study material – valid examples from their chosen destination. At least two or more impacts must be evaluated Explanation/analysis/comparison of more than one point– 9 or 10 marks. An evaluation/judgement without overall conclusion/prioritisation – 11 marks. With overall supporting conclusion – 12 marks. Level 2: [5 – 8 marks] No list – must be at least 'describe'. Description only – 5 marks. Explanation/analysis – 6 or 7 marks. Evaluative comment (because.... means that....) – 8 marks. Level 1: [1 – 4 marks] List – maximum 2 marks. 2 identifications plus one description – 2, 3 or 4 marks. 3 identifications and unsupported judgement – 4 marks.</p> <p>Level 2 max if answer is generic</p>
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