

## SPECIMEN PAPER

## UNIT 1 - DESTINATIONS AND CULTURES



Surname					Other Names				
Centre Number					Candidate Number				
Candidate Signature									

For Examiner's Use
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Level 3 Diploma Principal Learning  
Specimen Paper

# Travel and Tourism

# TT3U1

## Unit 1 Destinations and Cultures

You will need no other materials.  
You may **not** use a calculator.

Time allowed: 2 hours

### Instructions

- Use a blue or black ink or ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- Answer the questions in the spaces provided.
- If there is not enough space for your answer(s), use the extra page(s) at the end of this book. If you do this, make sure that you show the number(s) of the question(s) you are answering.

### Information

- The maximum mark for this paper is **90**.
- The marks for questions are shown in brackets.
- You are reminded of the need for good English and clear presentation in your answers.

For Examiner's Use			
Question	Mark	Question	Mark
1		6	
2		7	
3		8	
4		9	
5		10	
Total (Column 1) →			
Total (Column 2) →			
<b>TOTAL</b>			
Examiner's Initials			



Barcode

# TT3U1

**There are two appendices attached to this paper that you will need to refer to when answering question 1. You may highlight relevant sections of the information that you may need but you must not simply quote sections of the passages. Use your own words when answering the questions.**

### **Question1**

Sally works as a Product Manager for a niche Tour Operator dealing currently with holidays to Hungary and Serbia. The company is interested in extending their holiday provision to include Croatia and Sally's colleague has asked her for some assistance. Sally has been asked to research and answer the following questions, which will help to inform the company's decision.

**You will need to refer to Appendix 1 when answering questions 1a – 1e.**

- 1a) Describe the main reasons people would travel to the following locations in Croatia: (AC1a).
- Urban - Zagreb
  - Coastal - Brist Beach
  - Rural - Plitvace Lake National Park
- (6 marks)
- 1b) Explain how Dubrovnik has developed as a tourist destination since the Civil War 1991-1992 (AC 2c)
- (4 marks)
- 1c) Analyse how the social and cultural features of Dubrovnik have been used to attract visitors to the destination (AC2d)
- (8 marks)
- 1d) Drawing on your own knowledge, identify one other worldwide destination that competes for similar tourist trade with each of the locations listed in question 1a (AC1c) Describe the features and attractions of the destinations you have chosen (AC1d)
- (9 marks)
- 1e) Make recommendations as to how to preserve the social fabric and cultural features of Dubrovnik for the future (AC4b). In your answer you must also refer to the impact that these recommendations could have on Dubrovnik. (AC3b).
- (20 marks)

**You will need to refer to Appendix 2 when answering questions 1f – 1g.**

- 1f) Discuss the likely positive and negative viewpoints of the host community and travellers to Dubrovnik (AC4a)
- (15 marks)

- 1g) Assess how the culture of the host community can be preserved whilst meeting the needs of increasing numbers of tourists to Dubrovnik (3b)

(10 marks)

**Question 2**

- 2a. An Orang-utan sanctuary in Borneo is looking to provide more information to its visitors through a new leaflet. One section of the leaflet deals with ethical tourism. Explain below what the leaflet should contain to tell visitors how the sanctuary supports the theories of ethical, responsible and sustainable tourism and the differences between them. (AC2a)

(8 marks)

- 2b. Explain the organisations which will help drive ethical tourism for the sanctuary and the benefits of using these organisations (AC3a/c).

(10 marks)

# Appendix 1

## Welcome to Croatia



<http://www.rec.org/REC/Introduction/CountryOffices/Croatia.html>

**Capital City:** Zagreb

**Local currency:** Croatian Kuna

**National Language:** Croatian

**Population:** 4.69million (estimated for the year 2010)

Croatia is located in Southeastern Europe and is approx 56,500 sq km. It has boundaries with Slovenia, Hungary, Serbia and Montenegro and Bosnia and Herzegovina. Its coastline borders the Adriatic Sea.

## **Urban**

### **Zagreb**

Zagreb is the largest and capital city of Croatia. Zagreb is the scientific, economic, political, administrative and also cultural center of the Republic of Croatia with the houses of Parliament, President and Government of the country. The city's population is 779,145. It's situated between the southern slopes of the Medvednica mountains and the northern bank of the Sava river at an elevation of 120m above sea level. Its favorable geographic position in the southwestern part of the Pannonian Basin, which extends to the Alpine, Dinaric, Adriatic and Pannonic regions, provides an excellent connection for traffic between Central Europe and the Adriatic Sea. The transport connections, concentration of industry, scientific and research institutions and industrial tradition underlie its leading economic position in Croatia. Zagreb is the seat of the central government, administrative bodies and almost all government ministries.

Information taken from <http://croatia.mons.hr/croatia/croatia/zagreb.htm>

## **Coastal**

### **Brist Resort**

Brist is one of the southernmost localities of the Makarska riviera, about 40 km distant from Makarska.

It is situated between the sea and the mountain Biokovo. Over the several last decades Brist, as also the majority of places on our coast has been oriented entirely toward tourism. There are presently about 445 inhabitants living in Brist mainly engaged in tourist industry. The locality itself has available about 550 beds in holiday flats, small boarding houses and villas.

It is the very place if you are looking forward to a holiday in a peaceful and quiet environment with beautiful gravel beaches, enjoying the authentic Dalmatian atmosphere, in close vicinity of the largest tourist centers.

Information taken from <http://www.bestbeachholiday.com/en/Croatia/Makarska/BristResort.html>

## **Rural**

### **Plitvice Lakes National Park**

The Plitvice Lakes National Park, Croatia's most popular tourist attraction, was granted UNESCO World Heritage status in 1979. Located roughly halfway between capital city Zagreb and Zadar on the coast, the lakes are definitely a must-see.

The beauty of the National Park lies in its sixteen lakes, inter-connected by a series of waterfalls, and set in deep woodland populated by deer, bears, wolves, boars and rare bird species. The National Park covers a total area of 300 square kilometres, whilst the lakes join together over a distance of eight kilometres. There's also quite

an altitude difference - the highest point is at 1,280m, the lowest at 380m - although the total height difference between the lakes themselves is only 135m. (Veliki Slap, the largest waterfall, is 70m tall.)

Information and picture taken from <http://www.visit-croatia.co.uk/plitvicelakes/>

## **Dubrovnik**

### **The History of Dubrovnik**

The **history of Dubrovnik** is a fascinating study of the rise of a great maritime power that lived in peace and prosperity for nearly five centuries.

Dubrovnik was originally called **Ragusa** and was formed in the 7th century when coastal residents took refuge there under the onslaught of barbarian invasions. Walls were quickly built to protect the new settlement.

Dubrovnik was pummeled with some 2000 shells in 1991 and 1992 during Yugoslavia's civil war. Shells struck 68% of the 824 buildings in the old town, leaving holes in two out of three tiled roofs. Building facades and the paving stones of streets and squares suffered 314 direct hits and there were 111 direct hits on the great wall. Nine historic palaces were completely gutted by fire while the Sponza Palace, Rector's Palace, St Blaise's Church, Franciscan monastery and the carved fountains, Amerling and Onofrio, sustained serious damage. The total damage was estimated at US\$10 million.

To the casual observer, Dubrovnik has regained most of its original grandeur. The great town walls are once again intact, the gleaming marble streets are smoothly paved and famous monuments such as the 15th-century Onofrio Fountain and the Clock Tower have been lovingly restored. Damage to the Sponza Palace, the Rector's Palace, St Blaise's Church, the cathedral and various 17th-century residences has been repaired with the help of an international brigade of specially trained stoneworkers.

Information taken from <http://www.dubrovnik-travel.net/history/>

### **About Dubrovnik**

**Dubrovnik** is an old city on the Adriatic Sea coast in the extreme south of Croatia. It is one of the most prominent tourist resorts of the Mediterranean, a seaport and the center of the Dubrovnik-Neretva county. Its population was 43,770 in 2001. Dubrovnik is nicknamed "Pearl of the Adriatic" and is listed as a UNESCO World Heritage Site.



The city of **Dubrovnik/Ragusa** was built on maritime trade. In the Middle Ages it became the only city-state in the Adriatic to rival Venice. Supported by its wealth and skilled diplomacy, the city achieved a remarkable level of development during the 15th and 16th centuries. Furthermore, Dubrovnik was one of the centers of the development of the Croatian language and literature, home to many notable poets, playwrights, painters, mathematicians, physicists and other scholars.

Today Dubrovnik is the proudest feather in Croatia's tourist cap, an elite destination and one of the most beautiful towns in the Mediterranean. Dubrovnik used to be an independent republic, surviving mostly on trade. It managed to survive many centuries, with constant threats to its territory, particularly from the mighty Ottoman Empire and Venice. As early as 19th century, it was discovered by celebrities as a place to be seen. George Bernard Shaw once said that "those who seek paradise on Earth should come to Dubrovnik and find it". Royalty, presidents and diplomats have all favoured the city. The late Pope John Paul II was a fan of Dubrovnik and was even made an honorary citizen. Out of the 15 top luxury hotels in Croatia, 9 are located in Dubrovnik.

Dubrovnik is steeped in stunning architecture and sculptural detail, and boasts spectacular churches, monasteries, museums, fountains.

Dubrovnik is the city of an outstanding cultural and artistic life. The most important event is the Dubrovnik Summer Festival (July 10th - August 25th), traditionally held since 1950. It is a theatre, music and folk festival, and since 1956, has been included in the calendar of world festivals, and as such, has become one of the most famous in the world.

### **Get in**

#### **By plane**

**Dubrovnik airport** (IATA: **DBV**) (ICAO: **LDDU**), is located about 20 km to the south of the city. There are flights from Zagreb for approximately 60 EUR round trip including taxes.

#### **By train**

There is no train to Dubrovnik, although you can take a train to Split and then travel by bus to Dubrovnik. The bus station in Split is located right next to the train station on the wharf.

Alternatively, one can take the train from Sarajevo or Mostar which heads to Ploče on the Croatian coast, and travel the last section (under 2 hours) by bus. The scenery is

spectacular, and the trains aren't normally crowded. Ploče is the closest railhead to Dubrovnik.

### **By car**

The trip from Split is a beautiful journey along the coastal roads through small, quaint villages and other tourist destinations. Just know that in the summer months the trip is likely to take several hours longer than anticipated. What looks like a short trip on a map can take six hours.

### **By bus**

The **new** bus station is located in Kantafig, northern part of the city, a distance from the old city (near the northern approach and the Tadjman bridge), with domestic and international departures, as well as services heading to the airport.

Information taken from <http://wikitravel.org/en/Dubrovnik> and <http://www.traveladriatic.net/southern-dalmatia/Dubrovnik/>

## **Appendix 2**

### **Article on the regeneration of Dubrovnik**

#### **Dubrovnik is rebuilt, the tourists are back. But Peter Carty finds some dissent among the dream**

Published: 12:01AM BST 24 Sep 2001

THE Pile Gate in Dubrovnik has a recent addition. As I enter, five burly, shaven-headed young men stop in front of a plaque that shows the precise extent of the destruction wreaked during the siege of 1991-1992.

A street plan, crowded with symbols, meticulously pinpoints each shell impact and the damage it caused.

But the plaque is a historical record: the young men troop into an ice-cream parlour, a sortie which gives the lie to their martial demeanour. Platoons of tourists from an American cruise ship mill past, their guides bearing pennants to ensure that their charges do not stray. Here and there, elderly British visitors advance in clusters, uniformed in sensible shoes and anoraks. Where the armed might of Bosnian Serbs and Montenegrans failed in their goal of over-running the city, the massed forces of international tourism are prevailing.

This season the weekly number of British flights has almost doubled, from five to eight, while visitor figures for Germany and Italy have surpassed pre-war totals. Internet cafes are sprouting in the old town, and international hotel chains are moving in. The Hilton has acquired the massive Grand Hotel Imperial immediately outside Pile, and a Turkish company has bought a long-standing hotel building - one of the last available - next to the old town's green market, with plans for refurbishment.

There is still war damage visible, but the meticulousness of the restoration work is impressive. In the old town's main street, Stradun, the flagstones are shiny, polished by the passage of generations of feet. Or so it seems: closer inspection reveals replacement flags unpitted by age. Elsewhere, the hue of a section of architrave or of cornice varies almost imperceptibly from the surrounding stonework - a sign that it is a recent addition.

While most of the remedial work on the city's fabric is not immediately apparent, some of the fresh tourist development is more obtrusive. Large numbers of old buildings have been converted into shops selling tat; small figurines of Saint Blaise, the city's patron saint and guardian of the Pile Gate, prominent among it. Galleries displaying kitsch paintings have moved into other empty shells, as have restaurants offering indifferent food, many of them using touts to lure in the unwary.

Lots of the locals are unhappy at the direction regeneration is taking. Vesna Mitrovic, the administrator at Club Otek, Dubrovnik's alternative arts centre, talks of an "international tourist monoculture" infecting the city.

"I consider mass tourism to be like a plague," she says. "It's very profit-oriented; its value-systems totally distorted. In a few years, the city will lose its individuality. At this point, we can still keep something that is very valuable, but the state and the city would rather go for the short-term solutions."

The development process is controlled by a slow-moving and corrupt state bureaucracy, in hand with a new breed of mafia. Nowadays, says Mitrovic, organised crime focuses on property development rather than, as in the war, black-market trading. She is emphatic that there is a need to develop a wider range of new projects and businesses. "There should be many different kinds of private initiatives," she says. "There are lots of empty spaces like this [Otek's building] which could be used. The worst possible image of the city is as a museum."

Club Otek hosts art exhibitions, multi-media shows, performance art and experimental film. As well as its main site off Stradun, it has taken over some of the Lazareti buildings, the old quarantine premises, a few yards beyond the city walls. "After the war and upheaval we have lived through, Club Otek is like something out of the system, open, free and flexible, like a cultural factory," she says.

The fact is that Mitrovic's ambitions for the city are unlikely to be realised, but it is doubtful in any case whether it would be welcomed by the majority of Dubrovnik's current tourists. They come here to look to the past. And that past is being competently preserved; development in the old town has been relatively low key and tasteful so far. Shops, for example, are not allowed to sport prominent signs; names must be displayed in discreet lettering on period lamps over doorways. And as a series of well-preserved architectural time capsules, the old town is remarkable. It was founded in the sixth or seventh century (recent archaeological finds have restarted debate over its precise age), and expansion was halted after the 17th century when the city's strategic and commercial importance waned. Over the intervening millennium, it filled with medieval, renaissance and baroque edifices and little subsequent rebuilding has taken place.

The streets reminded me of other eastern and middle European cities - Prague and Krakow, in particular - but I found that a more revealing perspective came from above: from the city walls, which you can walk along. My extended promenade around them was slightly confusing.

Despite the fact that I finished, inevitably, at the start, the walls' ingenious layout involved an Escher-like illusion of continuous ascent. Alongside and below are thickets of campaniles and terracotta, pantiled roofs, interspersed by swathes of wisteria, and orange and lemon trees. At two points during my circuit, I greeted workmen who were engaged on repairs and, looking up to the northern skyline, I saw a sombre reminder of recent history: Zarkovica Hill from which, during the siege, shelling commenced each morning punctually at a quarter to six.

It is paradoxical that some of the oldest architecture in the city has become the focal point of Dubrovnik's latest cultural resurgence; the 50 churches and monastery buildings in the old town in particular are packed every Sunday. Catholicism has been an important rallying point for nationalism over the past decade. The close links between church and people took me back three decades and more, to my own childhood in Liverpool and Ireland, to tightly knit parish communities which have now largely vanished.

Mitrovic and other local artists disapprove of Catholicism's resurrection. When the city was under siege, they say, Saint Blaise did not appear in visions to protect it. But Catholicism is modernising; on Stradun, I saw a nun in a traditional habit, but she was also sporting Reeboks, a Champion shoulder bag and modish shades.

Independence is engrained in Dubrovnik - after the Venetians departed, it functioned as a city state right up to the first decade of the 19th century - and it is unlikely ever to completely succumb to mass tourism in the way that Mitrovic and her peers fear. On the Saint Lawrence Fort, back alongside the Pile Gate, are these words of the 17th-century poet Ivan Gundulovic: "Freedom," he wrote, "must not be sold for all of the gold in the world."

Article taken from <http://www.telegraph.co.uk/travel/destinations/europe/croatia/719908/Dubrovnik-An-Escher-like-optical-illusion.html>

## Mark Scheme

Mark schemes are prepared by the Principal Examiner and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation meeting attended by all examiners and is the scheme which was used by them in this examination. The standardisation meeting ensures that the mark scheme covers the candidates' responses to questions and that every examiner understands and applies it in the same correct way. As preparation for the standardisation meeting each examiner analyses a number of candidates' scripts: alternative answers not already covered by the mark scheme are discussed at the meeting and legislated for. If, after this meeting, examiners encounter unusual answers which have not been discussed at the meeting they are required to refer these to the Principal Examiner.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of candidates' reactions to a particular paper.

Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

### Question 1

1a) Describe the main reasons people would travel to the following locations in Croatia: (AC1a).

#### **Likely answers might include:**

**Urban Zagreb** – Business travellers as it is the economic and political capital of Croatia. Excellent transport connections. It has a leading economic position in Croatia therefore would provide the facilities for business meetings, conference and events to be held.

**Coastal Brist Beach** – Leisure – relaxation destination, good beaches, smaller resort so not appropriate for families. Smaller range of accommodation available.

**Rural Plitvic Lakes National Park** – Leisure – cultural and heritage, wildlife, lakes, scenic location.

*0 marks: No response worthy of credit*

*1 -3 marks: Description offers little detail, with some examples though not for all destinations*

*4-6 marks: Descriptions offer detail and examples are substantiated by reference to why people would travel to each location*

**(6 Marks)**

1b) Explain how Dubrovnik has developed as a tourist destination since the Civil War 1991-1992 (AC 2c)

**1 mark each up to maximum of 4 marks**

- *Restoration of local architecture and buildings to their form prior to the conflict*
- *Rebuilding of infrastructure destroyed in the war*
- *Improved transport links as a consequence of re building the town*
- *Many new hotels and restaurants to cater for tourists exploring the rebuilt and of different customer types leisure, business etc...*
- *European fund money has been used to rebuild the location*
- *Future planning - could include marketing the location for conferences, events, as well as a leisure destination.*

(4 marks)

1c) Analyse how the social and cultural features of Dubrovnik have been used to attract visitors to the destination (AC2d)

**Likely answers might include:**

An elite destination and one of the most beautiful places in the Mediterranean.

World heritage site steeped in stunning architecture and sculptural detail.

Water attractions include a seaport.

It offers a variety of accommodation for all budgets.

Local cuisine.

Local Dubrovnik Summer Festival (July 10th - August 25th), traditionally held since 1950

The Old town attracts visitors who are interested in the history of the conflict in the Balkans.

The arts have played a large part in Croatian history, it has been home to many notable poets, playwrights, painters, mathematicians, physicists and other scholars.

**Band 1:** 0 Marks.

No work worthy of credit.

**Band 2:** 1-2 marks.

Generally very basic analysis with limited reasoning, covering only 1 or 2 points and lacking coherence by being vague and/or repetitive. For answers covering 3 points with minimal reasoning, 2 marks may be awarded. Up to 3 points with no reasoning award only one mark only.

**Band 3:** 3-5 marks.

Generally more detailed analysis covering 2 or 3 points and being generally well reasoned, coherent and not repetitive. For answers covering 3 to 5 points with little reasoning 4 marks may be awarded.

**Band 4:** 6-8 marks.

Well reasoned analysis in very good detail covering at least 4 points showing sound understanding. For 8 marks explanation must cover at least 4 points shown above.

**(8 marks)**

1d) Drawing on your own knowledge, identify one other worldwide destination that competes with each of the locations listed in question 1a for similar tourist trade. (AC1c) Describe the features and attractions of these destinations (AC1d)

**Urban** - Paris, Rome, Berlin, Amsterdam, Moscow, Warsaw, Barcelona, Brussels, Dublin, New York, Washington, Chicago, San Francisco, Los Angeles, Athens, Lisbon

**Rural** – Black Forest, Dordogne, Loire Valley, Pyrenees, Tuscany, Everglades, Grand Canyon, National Parks, Irish Republic

**Coastal** – French and Italian Rivas, Greek Islands, Spanish and Portuguese Costas, Balearic Islands, Caribbean, Hawaii, Florida Keys, Thailand – Phuket, Koh Samui, Mexico & Caribbean;

**Features and attractions of these other destinations**

**Urban-** Good transport links, accommodation/restaurants, conference facilities

**Rural** – Scenic location, area of outstanding natural beauty, wildlife

**Coastal** – Good beaches, relaxation, warm climate, culture and tradition

**Band 1:** 0 Marks.

No work worthy of credit.

**Band 2:** 1-3 marks.

Given some competing destinations, though not all three and only 1 or two features or attractions.

**Band 3:** 4-6 marks.

May have either noted three competing destinations with 1 or two features for some of them or given good detail on two competing destinations

**Band 4:** 7-9 marks.

Given a competing destination for each area. Has given good detail of the features and attractions for these destinations. For top marks this detail has to be for all three of the types of destination. If only detail for two of the three should be 7 marks.

**(9 marks)**

1e) Make recommendations as to how to preserve the social fabric and cultural features of Dubrovnik for the future (AC4b). In your answer you must also refer to the impact that these recommendations could have on Dubrovnik. (AC3b).

**Likely answers might include:**

Ensure any new developments are monitored to consider the effects on the local population and to justify their purpose.

Impact – No destruction of local environment unless justified and of benefit to the community.

Require developers to match profit making developments with providing amenities for locals.

Impact – Balancing facilities for tourist with amenities for locals. Using profits from development to benefit the community not just developers.

Ensure developments use local materials, local labour and are sympathetic to the environment.

Impact – Preserves the appearance of the area. Ensures that locals are able to benefit from increased income from jobs and selling produce.

Ask tour operators to include advice in their brochures about local customs and traditions to avoid conflict.

Impact – reduces risk of behavioural clashes between tourists and locals.

Promotes harmony. Protects local customs and traditions.

Protect sites of wildlife importance from development. Use local people as guides to encourage ownership of protected sites.

Impact – Preserves wildlife habitat. Promotes responsible tourism.

Encourages protection of environment,

**Band 1:** 0 Marks. No work worthy of credit.

**Band 2:** 1-6 marks.

Has made one recommendation, though with very little detail. Not given any indication of the impact the recommendation could have

**Band 3:** 7-11 marks.

Given clear recommendations with some detail of the likely impact of them. May have concentrated mainly on either cultural or social aspects or not differentiated between the two.

**Band 4:** 12-20 marks.

Well reasoned and coherent recommendation, with detail of a number of both social and cultural aspects. Has given a clear account of the likely impact of any recommendation given.

**(20 marks)**

1f) Discuss the likely positive and negative viewpoints of the host community and travellers to Dubrovnik (AC4a)

**Likely answers might include:**

**Host community**

**Positives:**

Encouraged by the provision of more amenities for locals, leading to more employment and training opportunities.

Pleased by tourists who are more aware of local customs and make the effort not to disturb the socio-cultural balance.

More Tourism brings in more trade to the destination increasing standard of living of the host communities.  
Improved accessibility and amenities for locals allowing them to have more contact with domestic relatives.

**Negatives:**

Resentment from local entrepreneurs that development opportunities may be blocked in favour of historical memorabilia, instead of developing a modern industry.  
Tourists lack of appreciation for the area and its past.  
Congestion/pollution.  
Development has been focused on one line of business ie tourism

**Travellers to the area.**

**Positives:**

New destination to explore giving more opportunity to see the 'real' Croatia  
Ability to contribute to the local economy  
Tour Operators are glad to be able to be seen to be encouraging responsible tourism  
Improved accessibility and amenities for tourists.

**Negatives:**

Restricted developments preserve what has attracted tourists in the first place.  
Not an advanced technology destination  
Not suitable for all types of travellers

**Band 1: 0 Marks.**

No work worthy of credit.

**Band 2: 1-5 marks.**

Has given some positives and negatives but has concentrated on either the travellers to the destination or the local community rather than a balance of views

**Band 3: 6-10 marks.**

A good range of positive and negative opinions given, covering both points of view but lacking detail in some areas

**Band 4: 11-15 marks.**

Has given a comprehensive range of positive and negative opinions from both points of view, showing a good balance between the two. Each aspect has been given sufficient detail to explain the likely opinions

(15 marks)

1g) Explain how the culture of the host community can be preserved whilst meeting the needs of increasing numbers of tourists to Dubrovnik (3b)

**Likely answers might include:**

Any new developments have to be sympathetic to the local area, blending in rather than being obtrusive.

Accommodation could include staying with local families to experience the way of life and provide income.

Traditional crafts and activities can be promoted as attractions encouraging their retention.

Training can be provided for young people to enhance employability and encourage them to find work in the area.

Developments have to be managed, to use and redevelop run down areas and preserve protected locations.

Profits should be put back in to heritage and cultural centres to ensure they are self funding.

**Band 1:** 0 Marks. No work worthy of credit.

**Band 2:** 1-3 marks.

Generally very basic explanation with limited reasoning and lacking coherence by being vague and/or repetitive. May only cover one of the aspects above

**Band 3:** 4-7 marks.

Generally more detailed explanation covering 2 or 3 points and being generally well reasoned, coherent and not repetitive.

**Band 4:** 8-10 marks.

Well reasoned explanation in very good detail covering at least 4 points showing sound understanding.

(10 marks)

## Question 2

a An Orang-utan sanctuary in Borneo is looking to provide more information to its visitors through a new leaflet. One section of the leaflet deals with ethical tourism. Explain below what the leaflet should contain to tell visitors how the sanctuary supports the theories of ethical, responsible and sustainable tourism and the differences between them. (AC2a)

### Likely answers might include:

#### **Ethical tourism**

Tourism which seeks to ensure that the local population benefits from tourist development and activities, thereby bringing income in to their local region allowing them to sustain a living.

#### **Responsible tourism**

Tourism which implements practices which are respectful of natural and cultural environment and which contributes in an ethical manner to the local economic development, allowing them to profit from their venture whilst maintaining and protecting the local environment in which they live.

#### **Sustainable tourism**

Tourism which makes a positive difference when we travel, acting responsibly and respectfully, giving fair economic returns to local people, and protecting and enhancing destinations via income derived from visitors.

This ensures the future employment of locals, their way of life and the local environment.

**Band 1:** 0 Marks. No work worthy of credit.

**Band 2:** 1-2 marks.

Generally very basic explanation with covering only 1 or 2 points and lacking coherence by being vague and/or repetitive. Not shown a clear explanation of the difference

**Band 3:** 3-5 marks.

Generally more detailed explanation covering 2 or 3 points and being generally well reasoned, coherent and not repetitive. Has explained the difference between ethical, responsible and sustainable tourism

**Band 4:** 6-8 marks.

Detailed explanation covering a number of relevant points with a clear and coherent explanation of the between ethical, responsible and sustainable tourism

(8 marks)

B Explain the organisations which will help drive ethical tourism for the sanctuary and the benefits of using these organisations (AC3a/d).

**Public sector**

National tourist offices  
tourist boards  
regional development agencies  
national development agencies  
local government offices  
conservation organisations;

**Private sector**

Landowners  
property developers  
global hotel chains  
travel media and publishers

**Voluntary sector**

conservation groups  
charity foundations

answers will need to show how any of the groups mentioned above could be used to assist ethical tourism

**Band 1:** 0 Marks. No work worthy of credit.

**Band 2:** 1-3 marks.

Has made reference to one or two organisations and given some explanation of how one could assist with ethical tourism

**Band 3:** 3-5 marks.

Has made reference to 2 or three organisations with more detail on how they can aid with ethical tourism

**Band 4:** 6-8 marks.

Given at least three organisations that can aid with ethical tourism and in the explanations referred directly to how they could help the sanctuary

(10 marks)