

VOCATIONAL



WJEC Level 3 Applied
Certificate and Diploma in
TOURISM

REGULATED BY OFQUAL
DESIGNATED BY QUALIFICATIONS WALES

SAMPLE ASSESSMENT
MATERIALS - EXTERNAL

Teaching from 2017
For award from 2019





WJEC Level 3 Applied Certificate and Diploma in Tourism

SAMPLE EXTERNAL ASSESSMENT

For teaching from 2017

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Candidate Name	Centre Number	Candidate Number



**LEVEL 3 APPLIED CERTIFICATE AND DIPLOMA IN
TOURISM**

**UNIT 3: THE DYNAMIC TOURISM
INDUSTRY**

AM/PM [date]

1 hour 30 minutes

For Examiner's use only		
Question	Maximum Mark	Mark Awarded
1.	22	
2.	28	
3.	25	
Total	75	

Instructions to candidates

Answer **all** questions.

Write your answers in the spaces provided in this booklet.

Use black ink or black ball-point pen. Do not use pencil or gel pen. Do not use correction fluid.

Information for candidates

The total for the paper is 75 marks.

The number of marks is given in brackets at the end of each question or part question. Calculators may be used.

Answer **all** questions.

LEVEL 3 APPLIED DIPLOMA IN TOURISM - UNIT 3

Question	Answer	LO	Mark
1 (a)	<p>Q. Describe recent developments in transport which have contributed to the growth of the tourism industry. Give examples to support your answer. AC2.1</p> <p>0 marks: Nothing worthy of any marks.</p> <p>1-2 marks: Answers give a limited description of recent developments in transport with only one or two examples given. Limited knowledge or understanding of how developments have contributed to the growth of the tourism industry.</p> <p>3-4 marks: Answers give a clear description of recent developments in transport methods Clear knowledge and understanding of how developments have contributed to the growth of the tourism industry.</p> <p>5-6 marks: Answers give a detailed, well-developed description of recent developments in transport. Good knowledge and understanding of how developments have contributed to the growth of the tourism industry.</p> <p>Likely answers may include:</p> <ul style="list-style-type: none"> • Airlines • Airports • Terminals • Bridges • Roads / motorways • Rail • Cruise liners • Fast ferries 	2	6

Question	Answer	LO	Mark
(b)	<p>Q. Discuss how the transport sector has made use of information and communication technology in order to meet the needs and expectations of its customers. AC1.2/ AC2.2</p> <p>0 marks: Nothing worthy of any marks.</p> <p>1-3 marks: Answers give a limited discussion of how the transport sector has made use of information and communication technology in order to meet the needs and expectations of its customers. Answers are mainly descriptive. Limited knowledge or understanding.</p> <p>4-6 marks: Answers give a clear discussion of how the transport sector has made use of information and communication technology in order to meet the needs and expectations of its customers. Clear knowledge and understanding.</p> <p>7-8 marks: Answers give a detailed, well-developed discussion of how the transport sector has made use of information and communication technology in order to meet the needs and expectations of its customers.</p> <p>Likely answers may include:</p> <p>AC1.2</p> <ul style="list-style-type: none"> • Higher expectations/wider needs • Equality • Lifestyle changes • Work patterns • ethics • Environmental awareness <p>AC 2.2</p> <ul style="list-style-type: none"> • GDS • Databases • Online bookings / payments • Websites / email • Review / feedback sites • Apps • Ticketless travel • Social media • Pop ups 	<p>1</p> <p>2</p>	<p>3</p> <p>5</p>

Question	Answer	LO	Mark
(c)	<p>Q. Describe a range of positive economic impacts which have resulted from transport developments within tourism destinations. AC2.1</p> <p>0 marks: Nothing worthy of any marks.</p> <p>1-3 marks: Answers give a limited description of positive economic impacts which have resulted from transport developments within tourism destinations. Limited knowledge or understanding.</p> <p>4-6 marks: Answers give a clear description of positive economic impacts which have resulted from transport developments within tourism destinations. Clear knowledge and understanding.</p> <p>7-8 marks: Answers give a detailed, well-developed description of positive economic impacts which have resulted from transport developments within tourism destinations.</p> <p>Likely answers may include:</p> <p>Economic impacts</p> <ul style="list-style-type: none"> • Job creation – construction, airports, hotels, retail • Wealth – tourism and non-tourism businesses • Wage / Income – local and non-local workers • Increase in foreign currency earnings • Increase in GDP • Attraction of inward investment 	2	8
			Total 22

Question	Answer	LO	Mark
2 (a)	<p>Q. Describe a range of political and economic external pressures on the UK's tourism industry. AC1.1</p> <p>0 marks: Nothing worthy of any marks.</p> <p>1-2 marks: Answers give a limited description of the range of political and economic external pressures on the UK's tourism industry. Limited knowledge or understanding.</p> <p>3-4 marks: Answers give a clear description of the range of political and economic external pressures on the UK's tourism industry. Clear knowledge and understanding.</p> <p>5-6 marks: Answers give a detailed, well-developed description of the range of political and economic external pressures on the UK's tourism industry.</p> <p>Likely answers may include:</p> <p>Political</p> <ul style="list-style-type: none"> - legislation, terrorism, change of government <p>Economic</p> <ul style="list-style-type: none"> - tax rates, exchange rates, recession, low unemployment levels, fuel costs 	1	6
(b)	<p>Q. Describe how the accommodation sector might need to respond in order to meet the needs and expectations of emerging new markets. AC1.2</p> <p>0 marks: Nothing worthy of any marks.</p> <p>1-2 marks: Answers give a limited description of how accommodation sector might need to respond in order to meet the needs and expectations of emerging new markets. Limited knowledge or understanding.</p> <p>3-4 marks: Answers give a clear description of how accommodation sector might need to respond in order to meet the needs and expectations of emerging new markets. Clear knowledge and understanding.</p> <p>5-6 marks: Answers give a detailed, well-developed description of how accommodation sector might need to respond in order to meet the needs and expectations of emerging new markets.</p> <p>Likely answers may include:</p> <ul style="list-style-type: none"> • Increase in accommodation • High end accommodation and products / services – more affluent customers • ICT services of quality and speed • Employees with appropriate languages • Tour operators offering appealing tours/accommodation • New attractions / updated accommodation 	4	6

Question	Answer	LO	Mark
(c)	<p>Q. Discuss how tourists from the emerging markets are likely to add to the negative environmental impacts of tourism.</p> <p style="text-align: center;">AC4.1</p> <p>0 marks: Nothing worthy of any marks.</p> <p>1-4 marks: Answers give a limited discussion of how tourists from the emerging markets are likely to add to the negative environmental impacts of tourism. Limited knowledge and understanding.</p> <p>5-7 marks: Answers give a clear discussion of how tourists from the emerging markets are likely to add to the negative environmental impacts of tourism. Clear knowledge and understanding.</p> <p>8-10 marks: Answers give a detailed, well-developed discussion of how tourists from the emerging markets are likely to add to the negative environmental impacts of tourism.</p> <p>Likely answers may include:</p> <ul style="list-style-type: none"> - Climate change / Global warming – energy usage, CO2 emissions - Infrastructure - Transport – road vehicles, planes – CO2 emissions - Visiting natural attractions – erosion of footpaths, disturbance of flora and fauna - Leisure activities in marine / coastal area cause pollution - Water resources being reduced - Deforestation and increased use of wood as a resource - Wear and tear of heritage sites 	4	10

Question	Answer	LO	Mark
(d)	<p>Q. Assess how the UK's tourism industry is managing the following current issues:</p> <ul style="list-style-type: none"> - Movement and availability of labour - Security - Infrastructure planning AC4.2 <p>0 marks: Nothing worthy of any marks.</p> <p>1-2 marks: Answers give a limited assessment of how the UK's tourism industry is managing current issues. Little or no assessment. Limited knowledge or understanding.</p> <p>3-4 marks: Answers give a clear assessment of how the UK's tourism industry is managing current issues. Clear knowledge and understanding with some assessment of all three issues.</p> <p>5-6 marks: Answers give a detailed, well-developed assessment of how the UK's tourism industry is managing current issues. Answers should assess all three issues.</p> <p>Likely answers may include:</p> <ul style="list-style-type: none"> - Passport and visa requirements - Regulations - Security checks - Infrastructure planning, e.g. Airport/methods of transport - Expansion - Exchange rates - Restricted access - Education 	4	6
			Total 28

Question	Answer	LO	Mark
3 (a)	<p>Q. Explain three strategies used by heritage and cultural attractions which ensure that they are preserved for future generations. AC3.1</p> <p>0 marks: Nothing worthy of any marks.</p> <p>1-3 marks: Answers give a limited explanation of one or two strategies used by heritage and cultural attractions which ensure that they are to be enjoyed and appreciated by future generations. Limited knowledge and understanding.</p> <p>4-6 marks: Answers give a clear explanation of at least two strategies used by heritage and cultural attractions which ensure that they are to be enjoyed and appreciated by future generations. Clear knowledge and understanding.</p> <p>7-9 marks: Answers give a detailed, well-developed explanation of three strategies used by heritage and cultural attractions which ensure that they are to be enjoyed and appreciated by future generations.</p> <p>Likely answers may include:</p> <ul style="list-style-type: none"> • Education – leaflets, signage • Managing visitor centres • Limiting visitor numbers • Restricted visiting / opening times • Designation • Conservation • Interpretation 	3	9

Question	Answer	LO	Mark
3 (b)	<p>Q. Examine how sensitive tourism destinations, such as National Parks and <i>Sites of Special Scientific Interest (SSSIs)</i>, are managed so that the impacts of tourism might be minimised. AC3.2</p> <p>0 marks: Nothing worthy of any marks.</p> <p>1-3 marks: Answers give a limited examination of how sensitive tourism destinations, such as National Parks and <i>Sites of Special Scientific Interest (SSSIs)</i>, are managed so that the impacts of tourism might be minimised. Limited knowledge or understanding.</p> <p>4-6 marks: Answers give a clear examination of how sensitive tourism destinations, such as National Parks and <i>Sites of Special Scientific Interest (SSSIs)</i>, are managed so that the impacts of tourism might be minimised. Clear knowledge and understanding.</p> <p>7-8 marks: Answers give a detailed, well-developed examination of how sensitive tourism destinations, such as National Parks and <i>Sites of Special Scientific Interest (SSSIs)</i>, are managed so that the impacts of tourism might be minimised.</p> <p>Likely answers may include:</p> <ul style="list-style-type: none"> • Designation • Carrying capacity • Zoning • Restricted access • Sustainability indicators • Education • Rangers / wardens 	3	8

Question	Answer	LO	Mark
3 (c)	<p>Q. Evaluate how different sectors of the global tourism industry have responded to the increasing threat of climate change. AC3.3</p> <p>0 marks: Nothing worthy of any marks.</p> <p>1-3 marks: Answers give a limited evaluation of how different sectors of the global tourism industry have responded to the increasing threat of climate change. Little or no evaluation. Limited knowledge or understanding.</p> <p>4-6 marks: Answers give a clear evaluation of how different sectors of the global tourism industry have responded to the increasing threat of climate change. Clear knowledge and understanding with some evaluation.</p> <p>7-8 marks: Answers give a detailed, well-developed evaluation of how different sectors of the global tourism industry have responded to the increasing threat of climate change</p> <p>Likely answers may include:</p> <ul style="list-style-type: none"> • Transport – less CO2 emissions – planes, buses, taxis • Public transport – less fuel used, electric buses, taxis • Accommodation – sustainable practices – energy usage, water usage, recycling • Tour operators – more ‘green’ tours, economical vehicles, reduced group size, links with ‘green’ accommodation and transport providers • Tour operators – closer relations with tourism destinations • Destinations – excluding high co2 emission cars, electric buses, trams, metros, bike hire, tuk tuks provision, wind farms, tidal barrages 	3	8
			Total 25

Question Number	LO1	LO2	LO3	LO4	Total
1 (a)		6			6
1 (b)	3	5			8
1 (c)		8			8
2 (a)	6				6
2 (b)				6	6
2 (c)				10	10
2 (d)				6	6
3 (a)			9		9
3 (b)			8		8
3 (c)			8		8
Total LO	9	19	25	22	75
% LO	10 - 20%	15 - 25%	25 - 35%	20 - 30%	100
Marks	7 - 15	11 - 19	19 - 26	15 - 23	75