



SAMPLE EXAM PAPER – MARK SCHEME

OTHM Individual Certificate in Sustainable Tourism and Eco-Management

Date: TBA

Time: TBA

3 hours duration

Answer Four questions only

All questions carry equal marks

Do not repeat the question in the answer but show clearly the number of the question you are answering on the appropriate pages of the answer book. Questions may be answered in any order.

Rough workings should be included in the answer book and ruled through after use.

Question 1

a) Briefly describe the drivers for sustainable development

16 Marks

- To maintain essential ecological processes and life support systems
- 4 Marks
- To preserve Genetic Diversity
- 4 Marks
- To ensure sustainable utilisation of species & Ecosystems
e.g. Fish, wildlife, forests, grazing lands, marshes and swamps
- 8 marks

Total: 16 Marks

b) Outline the benefits gained, by the 'Host' community, from following a policy of sustainable tourism

9 Marks

- Policies to educate the players in the Tourism supply chain
- Involvement of Local community
- Environmental protection part of the school curriculum

3 Marks for each = total 9 Marks

Total 25 marks

Question 2

a) In the context of tourism sustainability, what do you understand by the term 'Historical Antecedents'

10 Marks

- Early Industrial Revolution Economies eg; UK, USA, France, Germany, Italy- policy on environment sustainability
- Tourism – a Justification for conservation
- Political Reality rather than ecological reality – order of the day- but changes taking place in 2006 and 2007 lead by UK and EU

3 marks each plus one bonus mark for quality of presentation

b) Outline some of the key issues and developments in Ecotourism and environment sustainability in the new millennium

10 Marks

- Global Warming
- Food and Water shortages
- Fuel Costs and Carbon emissions
- Greater gap between haves and Have Not's- e.g. USA 5 % of world population consumes 35 % of the planets food and 25% of energy

3 Marks each plus three bonus marks for quality of presentation = total 10 marks

Total 25 marks

Question 3

The OECD report 1980 placed environmental protection on the European map. Describe [with examples] the following environments:

- Aquatic
- Land
- Architectural
- Social & Cultural
- Urban

25 marks

- Aquatic- Marine life; coral, water quality, marine fauna and flora
- Land- pollution, sand and soil quality, fauna and Flora
- Architectural- Design, conservation, planning permission concerning new and old sites
- Socio-cultural- Tourism impact on local culture, language, music, food and behaviour
- Urban- infrastructure and superstructure development- Planning, Policing and maintenance.

5 marks for each section covered = total 25 marks

Question 4

What do you understand by the Tourism Life Cycle? With the aid of a diagram explain the TLC; giving case examples of resorts/destinations at each stage of the cycle.

25 marks

Tourism Life Cycle

- Stage I: Market Entry> Emphasis on Natural Aspects [USP's]
- Stage II: Introduce Features of attraction causing Human activity- e.g. Large 4/5star Hotel
- Stage III: Artificial Aspects become most important feature – e.g. Night Clubbing in Ibiza.

- Stage IV: Artificial Environment may dominate forcing the Natural Environment to the Marginal [e.g. Over development of coast line on the Costa's in Spain]

5 marks for each stage, plus 5 bonus marks for quality and presentation of examples = total 25 Marks

Question 5

Using a Case study of your choice, explain how governments and players manage ecotourism. Use a real situation including the country, resort/project, objectives and outcomes.

25 marks

Answer to include:

- Description-Country, Resort and Project – e.g. England, Cornwall and Eden project
- Project Objectives and USPs and visitor target group.
- Time Scales and related marketing strategies and objectives
- The People involved in project
- The Cost and Benefits to investors community, employees and visitors

5 marks each = total 25 Marks

Question 6

What do you understand by '**planned infrastructure & superstructure development**'?

15 Marks

- Definition and examples of Infrastructure development – e.g. Roads, Railways, Trams, pavements, drains, Telecoms
- Definition and examples of Superstructures and their impact and relevance to Tourism- Airports, Sea ports, Car parking, Hotels, Theme Parks

6 marks each plus three bonus marks for quality and presentation = total 15 marks

How does professional planning of sustainable tourism projects protect and benefit an eco-system?

10 Marks

- Government policy and encouragement of Sustainable projects and environment
- Eco friendly buildings
- Water conservation

- Re-landscaping- e.g. replanting of trees after construction projects
- Cleaning up Canals, Rivers and Lakes
- Real financial investment marine and land sanctuaries and wildlife protection

2 marks each = total 10 marks

Total 25 marks

Question 7

Alternative tourism is said to help balance mass tourism. Give FIVE working examples of 'Alternative' tourism and clarify their benefits to the traveller and the Host.

25 marks

- Examples of Alternative include: Environment Protection holidays, Archaeological digs, Walking, Farm Holidays, Religious, Educational

Up to 5 marks each= total 15 marks

Benefits to the traveller:

- Travel with like-minded people
- Avoid certain demographic groups
- Hosts also benefit from visitors interested in local culture, food and protection of environment.

3 Marks each plus three bonus marks for quality of presentation = total 10 marks

Question 8

Give THREE contemporary examples of ecotourism Holidays; naming the country, tour operator, target group, costs and benefits to the traveller

25 marks

Case examples to include:

- Name or description of a real project eg: Seychelles having a purely eco friendly island to protect the Sea Turtle and fauna and flora on the island.
- Restricting visitor numbers to the island [High Price strategy £5000 per person per week]
- Tourist supplied with fresh organic food- caught in the sea or collected in the forest.
- Visitors banned from bringing cosmetics , soaps deodorants and sprays- The Hotel supplies appropriate stocks
- Visitors land by helicopter- old harbour removed

Up to 15 marks for description of the project, plus 5 marks for Tour Operator and Target Group and 5 marks for the benefits