Assessment schedule: Geography 91241 - International tourist patterns in Seoul

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| Evidence/Judgements for Achievement | Evidence/Judgements for Achievement with  Merit | Evidence/Judgements for Achievement with  Excellence |
| The student has demonstrated a geographic understanding of tourism patterns of Seoul.  The student has included evidence that:   * explains the temporal or spatial pattern of tourism in Seoul * explains the factors and/or circumstances that contribute to tourism patterns in Seoul * includes specific Seoul related evidence * explains in a simple but clear way a relevant geographic concept to the patterns of tourism   For example (partial extract only)  Since 2003 international visitor arrivals to South Korea have increased. International visitor arrivals to Seoul follow this pattern. In 2013, South Korea achieved its target of international arrivals with 12.2million. This is up on the year prior when they received over 10million international arrivals. Seoul is the main entry point for South Korea so has also seen this number.  There has been variation in this temporal pattern. International arrivals to Seoul in 2003 were lower than the year prior as 2002 saw South Korea hold several significant events such as the 2002 FIFA World Cup. This saw -5% annual growth. From 2003 to 2004 there was significant annual growth of to Seoul as the number of international arrivals increased significantly. Following on from 2004 international arrivals slowed, although still high as shown in the number of arrivals in 2008 which was 5million. From 2008 to 2013 international visitor arrivals has grown steeply. In 2012 Seoul had 8million international visitors, this increased to 10million in 2013. | The student has demonstrated an in-depth geographic understanding of tourism patterns of Seoul.  The student has included evidence that:   * explains the temporal or spatial pattern of tourism in Seoul * explains in detail a spatial and/or temporal variation in the pattern of Seoul’s tourism * explains in detail factors and/or circumstances that contribute to the temporal and/or spatial variation in the patterns of tourism * includes detailed specific Seoul related evidence * applies a relevant geographic concept to the patterns of tourism.   For example (partial extract only)  Government initiatives have contributed significantly to the temporal patterns of tourist numbers to Seoul. The Seoul Metropolitan Government has worked with many stakeholders within the Tourism Industry to diversify the industry and attract a much broader tourist. One area the Seoul Metropolitan Government has been influential is the development of business event tourism. In 2013 Seoul placed fourth in the International Meeting Statistics. This is the same year as international arrivals to Seoul peaked at 10million. The government interacts with stakeholders such as hoteliers, retailers and the technology industry and has partnered with Seoul MICE Alliance to create an attractive environment for potential events. This includes the planning and construction of infrastructure such as transport networks and high quality telecommunications. This alliance makes sure that Seoul is an attractive location for conventions and conferences. The Seoul Convention Bureau can provide feasibility studies for particular events, making contact with venues, attractions and transport providers to put together packages for potential events. They can also help with promotional activities. A range of organisations have taken these opportunities and incentives such as the G20 summit.  The tourism industry is vulnerable to currency changes such as depreciation. More recently the Japanese yen has depreciated in value against the South Korea Won. This has meant a drop in the number of tourists from Japan from 2012. Japan was the top source market in 2011 and 2012 however in 2013 the Chinese market replaced Japan as number 1. To diversify source markets the Government made regulatory changes to make South Korea for accessible for Chinese tourists. These changes included accepting tourists with no visas if they came from cruises at ports, allowing multiple entry visa for residents form Beijing and Shanghai or for students from particular Chinese universities. These regulatory changes occurred in 2012 and 2013 and have contributed to the increased tourist numbers in 2012 and 2014. | The student has demonstrated a comprehensive geographic understanding of tourism patterns of Seoul.  The student has included evidence that:   * explains the temporal pattern or spatial pattern of Seoul’s tourism * fully explains a temporal and/or spatial variation in the pattern of Seoul’s tourism * fully explains the factors and/or circumstances that contribute to the temporal and/or spatial variation in the patterns of tourism * integrates specific and detailed Seoul related evidence including the use of appropriate geographic terminology * integrates a relevant geographic concept to the patterns of tourism showing insight.   For example (partial extract only)    Government initiatives have contributed significantly to the temporal patterns of tourist numbers to Seoul. The Seoul Metropolitan Government has worked with many stakeholders within the Tourism Industry to diversify the industry and attract a much broader tourist. One area the Seoul Metropolitan Government has been influential is the development of business event tourism. 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The government has also been involved in the rapid development of medical tourism in Seoul which has contributed to increase international tourist arrivals. Seoul offers high quality healthcare services at a low cost. Seoul is also very accessible to global markets by air, making it a desirable location for healthcare treatment. The government interacts with healthcare providers to make it easy for tourists to have healthcare treatment. Communication barriers are limited because many staff are confident in English. Insurance is also taken care of. In addition, due to the number of healthcare providers there is not a long waiting list for treatment. Government involvement has meant that rather than just promote medical tourism a wider approach is taken to promote other activities and attractions tourists can do while they are in Seoul. This has contributed to a growth in international tourist arrivals in the last four years, especially from China. In 2013 178,510 tourists sought healthcare treatment compared to 40,607 in 2009. The top spending tourists for healthcare treatment were Chinese nationals followed by tourists from the United Arab Emirates.  The Korean Tourism Organisation organises surgery expos in locations such as Beijing and Shanghai promoting Korean pop stars and actors to attract prospective patients. Doctors are also available to give advice. The growth in medical tourism has contributed to temporal patterns in international tourists arrivals but has also contributed to spatial patterns. As well as being a hub for international reputation brands, Gangnam has a concentration of cosmetic providers with many in close proximity to each other. |

Final grades will be decided using professional judgement based on a holistic examination of the evidence provided against the criteria in the Achievement Standard.