

Answers

Test 1 – The Nature and Importance of Places

1. Place as a location refers to the geographical position of a place [1], whereas place as a locale refers to a place with a specific character/meaning attached [1]. A sense of place refers to the way a place can make someone feel or how people connect to a place [1].
2. Two of the following points:
 - To have a strong relationship with a place [1]
 - To be very familiar with a place [1]
 - To identify with a place [1]
3. Students can give a range of answers; some suggested answers include:
 - They have not visited that place [1] e.g. a far away town/city/country [1].
 - They do not feel comfortable in that place [1]; for example, a dangerous part of town [1].
 - They are unfamiliar with that place [1]; for example, a place of worship for a religion they do not follow or their parents' place of work [1].
4.
 - a. A place that is geographically close [1] or has emotional meaning to a person [1].
 - b. A place that is geographically far away [1] or that a person does not have an emotional attachment with [1].
 - c. A place that a person has physically been in or visited [1].
 - d. A place that a person has not experienced but has knowledge of through books, TV, social media, etc.
5. One mark can be awarded for each correctly identified false statement, and a further mark can be awarded for an explanation of why it is false.

False statements:

 - Near places are always familiar places – This is false because some places may be geographically near but you may not feel at ease or comfortable when you are there [2].
 - Media places accurately portray reality – This is false because the reality of a place may be far removed to how a place is portrayed by the media [2].
 - You always have an outsider's perspective in far places – This is false because you may be very familiar, or have an attachment to a place even if it is geographically far away [2].
6. Endogenous factors refer to internal factors of the place itself [1], whereas exogenous factors refer to external factors [1].
7.
 - a. Endogenous factors [1]
 - b. Two of the following points:
relief [1]; altitude [1]; aspect [1]; drainage [1]; soil/rock type [1]; availability of natural resources [1]
 - c. A maximum of two 2 marks from two different examples below:

Relief

 - If a place is very hilly it may be more remote [1].
 - Large cities usually emerge on flat areas [1].
 - Places may become popular due to the relief, e.g. The Peak District [1].
 - The relief may impact on the type of activities which take place, e.g. hiking [1].

Altitude

 - If a place is at high altitude it may be more remote [1].
 - Ski resorts develop a character due to their altitude [1].
 - Seaside towns develop a distinct character due to their low altitude/proximity to the sea [1].

Aspect

 - Aspect may create impressive sunsets or sunrises [1].
 - Aspect affects local climate [1].

Drainage

 - Places may be prone to flooding [1].
 - Places may be unsuitable for building development [1].
 - Places with poor drainage may be popular wildlife spots, e.g. marshes and wetlands [1].

Soil/rock type

- Places may become famous for their rock type, e.g. white cliffs of Dover [1].
- Rock type can create distinct landmarks, e.g. Lulworth Cove [1].
- Soil type can affect land-use, e.g. agriculture on fertile land [1].

Natural resources

- Affects development, e.g. mining/industrial town [1]
- Can affect how wealthy a place is [1]
- Can affect a place's links with other places [1]

8. a. Endogenous factor [1]
- b. Five of the following points:
- Religion [1]
 - Culture [1]
 - Language [1]
 - Political decisions/systems [1]
 - Educational attainment [1]
 - Crime rates [1]
 - Employment opportunities [1]
 - Clubs and societies [1]
 - Community activities [1]
 - Level of income [1]
9. Six of the following points:
- Investment from TNCs [1] – the place may affect the culture/consumption patterns of elsewhere [1].
 - Migration [1] – if lots of people move from a similar area to the same place they may bring their religion/customs/culture [1].
 - Trade of commodities/resources [1] – people begin consuming commodities from elsewhere [1].
 - Temporary movement of people [1] – people may buy holiday homes in certain places such as seaside resorts, impacting on the community [1].
 - Impact of larger cities on surrounding areas [1] – people may live in a certain place and commute to the city to work, creating dormitory towns [1].

Extension Questions

10. Three of the following points:
- Contribute to a person's identity [1]
 - People-place relationship [1]
 - Sense of belonging [1]
 - Being part of a community [1]
 - Provides a sense of well-being [1]
 - Emotional attachment [1]
11. Suggested answers:
- Location – being on a river, town likely developed as a port town [1].
 - History – the place may have historical importance, indicated by the ship and bridge [1]
 - Events/festivals – indicated by the photo of the hot air balloons [1]
 - Landscape – reference to physical environment, e.g. geology has created the gorge [1]
 - People – the (Bristolian) culture [1]
 - The style/age of the buildings [1]
12. Students *must* use the term 'insider perspective' and 'outsider perspective' in their answer, if they fail to do so they can only receive a maximum of 7 marks.

Suggested answer:

People who live in the town will have an insider's perspective [1]. They are likely to have a strong attachment to the town [1] and the town is likely to be an important part of their identity [1]. Therefore, they may not support the decision for regeneration [1].

People who do not live in the town, such as businesses or government agencies may have an outsider perspective [1]. They are more likely to support the decision [1] because they are likely to experience some financial gain and have no emotional attachment to the place [1]. Someone with an outsider perspective may not understand the consequences of the changes on the people who live in the town [1].

The statement is true to the extent that there will be some support for the regeneration project due to the benefits it will bring, but it is not completely true as this support will not be unanimous [1].

Test 2 – Changing Places: Relationships and Connections

1.
 - a.
 - i. National government [1]
 - ii. One of the following:
 - TNC [1]
 - MNC [1]
 - EU [1]
 - iii. One of the following:
 - World Bank [1]
 - International Monetary Fund [1]
 - United Nations [1]
 - World Health Organisation [1]
 - World Trade Organisation [1]
 - Organisation for Economic Cooperation and Development [1]
 - b. **Governments:**
 - Impose policies [1]
 - Direct investment [1]**TNCs/MNCs:**
 - Locate into or relocate out of an area [1]
 - They could invest in infrastructure/development [1]**Global institutions:**
 - Invest in a country to aid development [1]
 - Impact trade deals [1]
 - Create goals which national governments need to achieve (e.g. UN created the MDGs) [1]
 - c. Two of the following points:
 - Their place has a particular meaning to them [1].
 - They value the traditional identity of the place [1].
 - They believe the change will be damaging to their culture [1].
 - They believe the change will be damaging to their economy [1].
 - They favour continuity over change [1].
 - They do not feel those imposing the changes understand or know the place [1].
 - d. Two of the following points:
 - Consult the people that live there [1].
 - Impose changes that the people who live there want [1].
 - Explain the benefits of the changes to the people that live there [1].
 - Bottom-up rather than top-down strategies [1].
2. Always changing/evolving/developing [1]. Affected by a range of different factors [1].
3.
 - a. The railway was built, connecting Blackpool with the rest of the UK.
 - b. Some suggested answers:
 - Blackpool developed a meaning for a greater number of people when it became a popular tourist destination [1].
 - At its peak, Blackpool meant a place of relaxation/happiness/excitement/luxury [1].
 - As it became less popular, Blackpool may evoke feelings of nostalgia/ become a place of memories [1].
 - Place meaning for the residents would change differently to the place meaning for tourists [1].
 - Blackpool means home for some people [1].
 - Blackpool means an investment opportunity for others [1].

c.

Evidence of continuity	Evidence of change
<ul style="list-style-type: none"> • Blackpool is still a tourist destination [1]. • Population size is much the same [1]. • Large proportion of the population still employed in tourism industry [1]. • Traditional tourist attractions such as Blackpool Tower and Blackpool Pleasure Beach are still open [1]. • Economy is still reliant on tourism industry [1]. 	<ul style="list-style-type: none"> • Blackpool suddenly became a popular tourist destination in 1863 [1]. • New tourist attractions were built in nineteenth century (piers, shops, theatres) [1]. • Popularity of Blackpool has declined [1]. • New tourist attractions opened in twentieth century (zoo, sea life centre) [1]. • Type of visitors to Blackpool has changed [1]. • City has become very deprived [1].

d. Suggested answer:

National connections between Blackpool and the rest of the UK in the form of transport links and tourists [1] provided Blackpool with the opportunity to develop as a tourist resort, sparking huge economic and population growth [1]. International connections have since developed between the UK and other countries across the world [1]. This caused visitors to Blackpool to decrease [1] impacting on economic activity/causing increased levels of deprivation [1].

4. a. Three of the following points:
- Increase unemployment [1]
 - People may move out to find jobs [1]
 - Increased deprivation [1]
 - Loss of livelihood [1]
 - Changes to the way of life [1]
- b. Three of the following points:
- Decreased economic activity [1]
 - Changing importance of each economic sector [1]
 - Lowered average incomes [1]
 - Increased inequality [1]
5. a. Three of the following points:
- TNCs and MNCs have invested in Bristol [1], which is evidenced by the shops such as Holland & Barrett and Swarovski [1].
 - Some companies have moved their investment out of this location [1], as is evidenced by Game, which looks to have closed down [1].
 - Money has been more invested in the place in the top left than the street in the top right [1].
- b. i. Two of the following points:
- Restaurants serving foreign cuisine [1]
 - Supermarkets selling oriental food [1]
 - Chinese lanterns hanging above the supermarket [1]
 - German market (as evidenced by the menu) [1]
- ii. Four of the following points:
- Culturally diverse [1]
 - Potentially create conflict [1]
 - Sharing/blending of cultures [1]
 - Ethnic enclaves [1]
 - Inequality [1]
 - Temporary arrival of German culture during Christmas period creates an economic opportunity [1]

Extension Questions (AS Level)

6. Suggested answer:
NIMBY = Not in my back yard [1]. This is an argument used by people to oppose developments in 'their' place [1]. These people do not want to see the meaning/identity of their place *change* [1], favouring *continuity* and to keep things the way they are [1].
7. Answers will be specific to the place the student has studied.
Some points that may be included are:
- Migration – cultural diversity; ethnic conflict; cultural enclaves; new shops/restaurants.
 - TNC investment – job opportunities; new commodities; eroding traditional culture.
 - Government decisions – rebranding; regeneration; changing place identity.
 - Global connections – partner villages; sponsored villages.

Extension Questions (A Level)

6. Suggested answer:
NIMBY = Not in my back yard [1]. This is an argument used by people to oppose developments in 'their' place [1]; for example, people may oppose the development of a wind farm near their home. These people do not want to see the meaning/identity of their place *change* [1], favouring *continuity* and to keep things the way they are [1].
7. Answers will be specific to the place the student has studied.
Some points that may be included are:
- Migration – cultural diversity; ethnic conflict; cultural enclaves; new shops/restaurants.
 - TNC investment – job opportunities; new commodities; eroding traditional culture.
 - Government decisions – rebranding; regeneration; changing place identity.
 - Global connections – partner villages; sponsored villages.

Test 3 – Changing Places: Meaning and Representation

1. A first-hand account of a place [1].
2. Meaning refers to how a place is perceived [1] by an individual, or group of people [1]. Representation refers to the way in which a place is portrayed [1] in society [1].
3. One mark can be awarded for each correctly identified false statement, and a further mark can be awarded for an explanation of why it is false.

False statements:

- The meaning of a place will be the same for people within the same social group – This is false because people form individual attachments to a place based on personal experiences and perspectives [2].
 - The meaning of a place does not change over time – This is false because a person’s perception of a place may change due to change within the place or through further experiences of that place [2].
 - If someone has lived experience of a place, they can then accurately represent it for other people – This is false because an individual’s perspective of a place is shaped by their personal experiences, perspectives and identity and therefore their representation could be influenced by bias [2].
4. Their experiences [1], their perspectives [1] and their identity [1].
 5. To attract people [1] or investment [1].

6. a.

Strategy	Definition
Place marketing	Improving the way in which a place is perceived [1]. Often carried out by marketing or public relations companies [1].
Rebranding	Re-developing a place to give it a new identity [1], this may involve re-imaging and regeneration [1].
Re-imaging	Creating a new and improved vision of a place [1], drawing attention away from pre-existing problems (such as crime, deprivation, etc.) [1].

b. Two of the following points:

- They have insider perspective [1].
- They have first-hand experience of the place [1].
- They are the ones who will be most affected [1].

7. Four of the following points:
 - Different stakeholders may be pre-existing residents / businesses / local governments / investors, etc. [1].
 - The place has different meanings for the different stakeholders [1].
 - The stakeholders will have different views on how the place should develop [1].
 - Some stakeholders may not want change to take place at all [1].
 - Stakeholders will have different priorities; producing profit / protecting the environment / maintaining culture/traditions, etc. [1].
 - Protests may arise [1].
8. Cartography [1] or census data [1].
9. Four of the following points:
 - The brochure and the film have been created for different purposes [1].
 - The brochure aims to attract people to the area [1].
 - The film aims to tell a story [1].
 - The place is the central focus of the brochure [1].
 - The place is not always the main focus in films [1].
 - The brochure will only show the best things about a place [1].
10. To encourage investment in the area [1]; to improve services or infrastructure [1].

11. Four of the following points:
- They only tell part of the story [1].
 - They portray the place in a particular way [1].
 - They speculate in parts of the story [1].
 - They do not have the time/space to explain the entire situation [1].
 - They want to dramatize the situation to increase attention [1].
 - They want to create a better story than their competitors [1].

Extension Questions

12. Suggested answer:
Sometimes groups of organisations present an inaccurate picture of a place [1], usually by focusing on or exaggerating the good aspects of the place and failing to present some of the bad aspects [1].
13. Suggested answer:
Past processes of development are often entrenched in the identity of a place [1]. People may associate a place with how it was in the past, even if it is not the same in the present [1]. Places sometimes deliberately strive to maintain the characteristics of early development [1], for example Bourneville has maintained the appearance and community sentiment that the village had when it was founded [1].
- Development processes shape the socio-economic characteristics of the place which shape place meanings [1]. For example, if a place developed as a miners' village, the characteristics of this are likely to resonate in the present day [1].
14. Suggested answer:
Diverse media such as art, photography, songs or stories are often the work of an individual who perceives the world in their own way [1]. People form an individual attachment with places and engage with it in their own way [1]. While media forms such as films may be the work of a group of people, with different perspectives of a place, they may manipulate the perspective of place [1] in order to produce an engaging and effective film [1]. Formal representations of a place such as that which can be found on a map or in census data portray a more statistical view of a place [1]. While they may be accurate, they cannot reveal much about the meaning or sentiment of a place [1]. It is therefore beneficial to use a mix of diverse media and formal representations in order to get a balance of statistically accurate information and personal perspectives of places and what they mean to individuals [1].

Test 4 – Place Studies

1. Qualitative data is typically descriptive data such as oral accounts, interviews or visual sources [1]. This type of data is helpful to gain a sense of a place and understand place meaning [1]. Quantitative data is numerical data such as census data that provides statistical information regarding the population [1]. This data is useful for providing factual information for comparison and analysis [1].
2. Quantitative data does not take into account the lived experiences of people and so the data is objective in this sense [1]. However, researchers only collect the data they need for their own particular purpose, making data collection and therefore the data itself subjective [1].
3. Three of the following points:
 - Early-world maps show distorted reality [1]
 - Maps can be influenced by bias [1]
 - Maps can become outdated as new infrastructure is built [1]
 - Google maps directs viewers to certain businesses [1]
4. Three of the following points:
 - Insider perspective [1]
 - Local knowledge [1]
 - Provides factual information [1]
 - Also conveys a sense of place [1]
5. Four of the following points:
 - Why the photo was taken [1]
 - Who took the photo [1]
 - What the photo is used for [1]
 - What is not shown in the photo [1]
 - Do the conditions that the photo were taken in affect how the place is portrayed [1]
 - When the photo was taken [1]
6. Students must refer to both advantages and disadvantages.

Advantages	Limitations
<ul style="list-style-type: none"> • Provides an insider's experience/first-hand experience [1] • Able to gauge emotions/opinions [1] • Free-flowing [1] • Open-ended [1] • Flexible – ability to learn unanticipated information [1] 	<ul style="list-style-type: none"> • Interviewer bias [1] • Interviewer may ask leading questions [1] • Interviewees may present themselves in a particular way [1] • Limited to the spoken word [1] • Can go off course / change direction [1]

7. Answers will be specific to the place the student has studied. Students may choose to refer to:
 - Past processes of development
 - Different place meaning for different people – stories / oral sources
 - Socio-economic characteristics of the people – e.g. jobs, quality of life, wealth
8. Answers will be specific to the place the student has studied. Students may choose to refer to:
 - Census data – showing changing age make-up / ethnic make-up / gender balance
 - Maps – showing industrial expansion/decline
 - Geo-spatial data / geo-located data showing economic growth/decline.
9. a. Answers will be specific to the place the student has studied. However:
 - Students must refer to qualitative and/or quantitative data.
 - Students must refer to the situation both in the past and in the present.
 - Students must state explicitly how the situation has changed by using terms such as improved/increased/decreased/diversified, etc.

- b. Answers will be specific to the place the student has studied. Students may choose to refer to:
- Changing customs/traditions
 - Changing place meaning
 - Changing identity of people/place
 - Changing perception
 - Feelings of nostalgia

Extension Questions

10. Answers will be specific to the place the student has studied.
Students **must** say how the media impacts of the perception of place, e.g. negatively, positively, inaccurately etc.
Students **must** say something of their personal opinions or feelings about the place.
Students may choose to refer to:
- Social media
 - News stories
 - Television shows
 - Advertising
11. Answers will be specific to the place the student has studied.
Students may choose to refer to:
- Historical sources give a different perception due to processes of development.
 - Historical sources give a similar perception due to maintained customs/cultures.
 - Oral sources have a similar perception due to being friends/family.
 - Oral sources have different perceptions due to different experiences in that place.
 - Maps provide a different perception because they imply no emotional attachment.
 - Census data provides a similar perception because students are aware of wealthy/poorer areas or ethnic enclaves.
 - Census data provides a different perception because the student is not exposed to such a diverse range of people in real life.
 - Stories/films provide a different perspective because they are idealised or fictional.

Test 5 – Overview

1. Places are tied to a specific meaning, whereas space is just a physical area [1].
2. Endogenous factors refer to internal factors of the place itself [1], such as the location, physical geography or demographics of the population. Exogenous factors on the other hand refer to external factors [1] such as the flows of people/money/investment/resources [1].
3. Some suggested answers include:
 - The religions [1]; beliefs [1]; languages [1]; personalities [1]; dialects of the students/teachers/staff.
 - The systems [1]; rituals [1]; customs [1]; rules [1] of the school.
 - The characteristics of the natural environment in which it is set [1].
 - The role it plays in the wider community [1].
4. Three of the following points:
 - Flows of investment [1]
 - Flows of money [1]
 - Flows of commodities [1]
 - Flows of people [1]
 - Flows of resources [1]
 - Flows of information [1]
5. Two of the following points:
 - Insider has a greater understanding of the place [1]
 - Insider has a greater emotional attachment to the place [1]
 - Perspectives may be influenced by bias [1]
 - Different experiences of the place [1]
6. **Cultural characteristics:**
 - Increased cultural diversity [1]
 - Increased cultural conflict [1]
 - Sharing/blending of cultures [1]
 - Adoption of new cultures [1]**Social inequalities (possible answers):**
 - Increased inequality [1]
 - Ethnic inequality [1]
 - Inequality concentrated in certain areas [1]
 - Displaced people, for example with the arrival of middle-class people due to gentrification [1]
7. Suggested answer:

The meaning of a place is different for different stakeholders [1], they will therefore want the place to develop in different and sometimes contrasting ways [1]. The national government, for example, will encourage TNC investment as this will encourage economic growth [1]. Some residents may also support TNC investment as this could bring the opportunity for improved services and infrastructure [1]. Other stakeholders, for example heritage associations, may oppose TNC investment as they see this as erosion of the identity of the place [1].
8. a. **Economic change (three of the following):**
 - More industrial activity in the past [1]
 - More tourism in the present [1]
 - Observations of the types of boats [1]
 - Observations of the men working [1]
 - Observations of building developments [1]**Cultural and demographic characteristics (three of the following):**
 - Observations of population growth [1]
 - Changing occupations of the population [1]
 - Maintaining of culture/traditions evidenced by the masts of on an old ship seen in the photo [1]

- b. Some suggested answers:
- Both are subjective [1], although the painting is perhaps more so [1].
 - Both show a limited picture of Bristol as a whole [1].
 - Both are taken with a specific perspective [1].
 - No knowledge of the context in which the sources were created [1].
9. Three of the following points:
- They can make the reader feel as though they are in a specific place even if they are not [1].
 - They are an opportunity to uncover the meaning of a place to that particular author [1].
 - A descriptive passage can portray the 'feel' of a place better than statistical information [1].
 - Gives the reader the opportunity to gain an insider's perspective [1].
 - Could provide information about the sense of a place in the past, rather than in the present [1].
10. People may have developed a negative perspective of the place [1] and so rebranding involves replacing these negative perspectives with more positive perspectives to make the place seem more desirable [1].
11. Up to a maximum of 6 marks:
- Advantages:**
- The people within the community know the meaning of the place [1].
 - It can prevent conflict or resistance [1].
 - They have an insider's perspective [1].
 - They are the people who will be affected most by the changes [1].
 - It is difficult to rebrand/regenerate a place if you do not have an understanding of the place to work from [1].
- Limitations:**
- People within the community may be more resistant to change [1].
 - People within the community have a biased view of the place [1].
 - People with an insider's perspective may find it hard to see the 'bigger picture' [1].

Extension Questions

12. Some suggested answers:

- Chain stores spread, often replacing independent stores [1]
- Increasing similarity of consumption patterns [1]
- Loss of individual character [1]
- Loss of uniqueness [1]
- Loss of individual identity [1]
- Lack of diversity [1]
- Lack of originality [1]
- Spread of culture [1]
- Could argue for a merging of cultures/identities [1]

13. Answers will be specific to the place the students have studied.
Students **must** discuss evidence of both continuity and change.
Students **must** draw on qualitative and quantitative data as evidence.
Students **must** mention place meaning.

Some suggested answers may include:

- Changing employment patterns
- Changing ethnic diversity evidenced
- Changing population structure evidenced
- Changing patterns of wealth evidenced
- Changing/continued land use evidenced
- Changing economic activity
- Changing perception of place – rebranding
- Continued culture, e.g. dialect, customs, beliefs

Data sources may include:

- Census data
- Maps
- Interviews
- Oral sources
- Photographs
- Paintings
- Social media
- Diverse media
- Novels and poems

Effect on place meaning:

- Changing place meaning evidenced through oral accounts / interviews / surveys
- How place meaning has changed personally for that student