

Travel and Tourism

Advanced Subsidiary GCE

Unit **G720**: Unit 1 – Introducing Travel and Tourism

Mark Scheme for June 2013

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This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by examiners. It does not indicate the details of the discussions which took place at an examiners' meeting before marking commenced.

All examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the report on the examination.

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Annotations

Annotation	Meaning
	Benefit of doubt
	Cross
	Level 1
	Level 2
	Level 3
	Repeat
	Tick
	Vague
	Not answered question
	Noted but no credit given

Question		Answer	Marks	Guidance																				
1	(a)	<p>TIC Facility offering (information) on a range of local/national tourist attractions/events/transport/accommodation (1) play a vital role in marketing local area (1) some offer extra services such as BABA, accommodation booking, local guides (1) sell a range of tourist products such as maps (1).</p> <p>hire car Rented private transport (1) often used by overseas visitors who pick them up at airport of arrival (1) allow flexibility of transport (1) an ancillary service (1) relevant example such as Hertz (1).</p>	4	<p>Compulsory annotation: ✓ X</p> <p>Up to two marks for each of two descriptions/explanations</p> <p>Vague response – maximum one mark.</p> <p>Example can be credited with second mark.</p> <p>Example only/incorrect meaning of correct example - zero marks.</p>																				
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Question		Answer	Marks	Content	Guidance
	(c)	<p>Exemplar Response: There were 2.5 million visitors to Stratford; split equally between touring, overnight and day visitors. A large percentage of leisure day trip visitors from the UK came from the local area; but there are also a substantial number of visitors from outside the normal catchment area for day trips. This is because of the association with Shakespeare, which attracts many people who wish to see where he lived. Overseas visitors from the USA are the biggest overseas market with 43%. This is due to a number of reasons. Many Americans are interested in the works of Shakespeare. They also like visiting Stratford as there is no language barrier; the same is true of the Australians who make up 16% of overseas visitors. The worldwide importance of Shakespeare is indicated in the fact that overseas visitors do not just come from English speaking countries; with 3% from Japan and 8% from Germany. Stratford is an immensely popular place to visit as shown by the amount of repeat visitors (60%). People from the local area visit regularly for its history, its theatre, shopping and general atmosphere.</p>	12	<p>Statistics – indicative content:</p> <ul style="list-style-type: none"> • 2.5m visitors p.a • 34% day; 33% touring; 33% overnight • Origin of UK day visitors: West Midlands 27%; Warwickshire 15%; Hereford and Worcestershire 11% • Overseas visitors: 28% of all visitors, of which: 43% USA; 16% Australia • Repeat visitors at 60%; 16% more than once in past 5 years • Few children in groups (except school groups) • Demographics: 65+ 12.7%; more than 70% in ABC1 socio-economic groups • Transport: 66% private car; 17% coach; 51% travel direct from home 22% have holiday base elsewhere; 27% en route • Coach travel: 51% touring; 30% day trips 19% overnight stays in Stratford 	<p>Compulsory annotation: L1, L2 or L3 at end of response</p> <p>0 marks – no response or no response worthy of credit</p> <p>Level 3 (9–12 marks) Candidate will show a clear understanding of the question and include accurate detailed identification and explanation of a number of key statistics from the document. Candidate effectively draws valid conclusions about the data presented to them. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Detailed and thorough identification/description implied/assumed</p> <p>Explanation/analysis/ comparison of more than one statistic/both sides – 9 or 10 marks</p> <p>An evaluation of more than one statistic/both sides – 11 or 12 marks</p> <p>Level 2 (5–8 marks) Candidate describes a number of statistics in document. Candidate will show an understanding of the question and include explanations relating to a number of key statistics with valid conclusions made with</p>

Question			Answer	Marks	Content	Guidance
						Levels of response
			The majority of visitors tend to be more mature adults without children in the party. This is probably due to the types of attractions available in Stratford, such as the theatre which will be more appealing to these age groups. (L3)			<p>some success. The drawing of valid conclusions in the most part is accurate and relevant. The answer is relevant and accurate with all units being correctly used (% , millions) and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>No list – must be at least ‘describe’ Description only – 5 marks Explanation/analysis – 6 or 7 marks Evaluative comment (because....means that...) – 8 marks</p> <p>Level 1 (1–4 marks) Candidate identifies/describes some of the statistics in document. Information may be in the form of a list of information. There is little or no attempt to draw valid conclusions. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>List – maximum 2 marks 2 identifications plus one description – 2 or 3 marks 3 identifications and unsupported judgment – 4 marks</p>

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2	(a)	<p>International airport Flights to/from destinations outside UK (1) (example from case study) Birmingham (1) complex of buildings and runways which handle civil aircraft flying in and out of the country (1)</p> <p>En-suite bedroom Accommodation which includes bathroom facilities attached to sleeping accommodation (1) private bathroom facilities (1) (bedroom) with connecting bathroom (1) don't have to share with others (1)</p> <p>Timeshare apartment Self catering accommodation (1) purchase a couple of weeks a year to use for own personal use (1) Practice of buying a period of time in a holiday facility (1) occupier does not own the apartment outright (1)</p>	6	<p>Compulsory annotation: ✓ X</p> <p>Up to two marks for each of the two descriptions</p> <p>Vague response – maximum one mark.</p> <p>Example can be credited with second mark. Example only/incorrect meaning of correct example - zero marks.</p>																				
	(b)	<table border="1"> <thead> <tr> <th>Identification</th> <th>Description</th> </tr> </thead> <tbody> <tr> <td>Spa</td> <td>Range of treatments for health and beauty</td> </tr> <tr> <td>Health club</td> <td>Swimming pool, gym</td> </tr> <tr> <td>Swimming (pool)</td> <td>Relaxation, swimming</td> </tr> <tr> <td>Gym</td> <td>State of the art fitness equipment</td> </tr> <tr> <td>Golf</td> <td>18 hole championship course</td> </tr> <tr> <td>Tennis (court)</td> <td>All weather courts</td> </tr> <tr> <td>Outdoor pursuits and activities</td> <td>Set within 157 acres; walking</td> </tr> <tr> <td>Selection of treatments</td> <td>Clarins and Elemis treatments</td> </tr> <tr> <td>External vitality pool</td> <td>Outdoor refreshing pool facility</td> </tr> </tbody> </table>	Identification	Description	Spa	Range of treatments for health and beauty	Health club	Swimming pool, gym	Swimming (pool)	Relaxation, swimming	Gym	State of the art fitness equipment	Golf	18 hole championship course	Tennis (court)	All weather courts	Outdoor pursuits and activities	Set within 157 acres; walking	Selection of treatments	Clarins and Elemis treatments	External vitality pool	Outdoor refreshing pool facility	6	<p>Compulsory annotation: ✓ X</p> <p>One mark for each correct identification up to a maximum of three identifications, plus an additional one mark for each of three descriptions.</p> <p>Be mindful of repetition (especially in description sections).</p> <p>If candidate scores zero for one sub-section DO NOT award more than two marks for each other sub-section.</p>
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	(c)	<p>Exemplar response: Both the Holiday Inn and Broadlands Guest House are serviced accommodation in the private sector; but Holiday Inn is part of a multinational hotel chain, whereas Broadlands Guest House is a guest house unique to Stratford. This is reflected in the differences in the total number of rooms – Holiday Inn has 259 bedrooms, the Broadlands Guest House obviously has fewer as it is in a terraced house. The rooms in both are all en-suite; Broadlands Guest House states that it also has complimentary toiletries, TV, wi-fi, refreshment tray and hairdryer available in the rooms. Although Holiday Inn does not state that these are available, it is the norm for this type of hotels to provide all of the same types of products for their guests. Both have parking; Holiday Inn has 350 parking spaces; primarily as there are also conference facilities available. Broadlands Guest House has free off road parking, obviously fewer spaces and it has no conference facilities available. Broadlands Guest House only provides breakfast, but Holiday Inn has two restaurants and bars, so it will offer a wider range of hospitality. [L2]</p>	10	<p>Products, facilities, services – indicative content:</p> <table border="1"> <thead> <tr> <th>Holiday Inn</th> <th>Broadlands Guest House</th> </tr> </thead> <tbody> <tr> <td>value for money breakfast</td> <td>Full English or vegetarian</td> </tr> <tr> <td>259 bedrooms</td> <td>En-suite rooms with complimentary toiletries flat screen TV, free wi-fi refreshment tray, ironing facilities on request, hairdryer</td> </tr> <tr> <td>modern building</td> <td>Victorian house built in 1901; refurbished</td> </tr> <tr> <td>5 acres of landscape</td> <td></td> </tr> <tr> <td>private mooring on Avon</td> <td></td> </tr> <tr> <td>350 car parking spaces</td> <td>Off road parking</td> </tr> <tr> <td>health and fitness club</td> <td></td> </tr> <tr> <td>2 restaurants</td> <td></td> </tr> <tr> <td>bars</td> <td></td> </tr> <tr> <td>14 air conditioned conference rooms</td> <td></td> </tr> <tr> <td>conference office</td> <td></td> </tr> <tr> <td>international chain</td> <td>Traditional B & B</td> </tr> <tr> <td>loyalty programme</td> <td></td> </tr> </tbody> </table>	Holiday Inn	Broadlands Guest House	value for money breakfast	Full English or vegetarian	259 bedrooms	En-suite rooms with complimentary toiletries flat screen TV, free wi-fi refreshment tray, ironing facilities on request, hairdryer	modern building	Victorian house built in 1901; refurbished	5 acres of landscape		private mooring on Avon		350 car parking spaces	Off road parking	health and fitness club		2 restaurants		bars		14 air conditioned conference rooms		conference office		international chain	Traditional B & B	loyalty programme		<p>Compulsory annotation: L1 or L2 at end of response</p> <p>Level 2 (6–10 marks) Candidate will show a clear understanding of the question and include detailed comparison and contrast of products, facilities and services in relation to Holiday Inn and Broadlands. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Compare or contrast of products, facilities and services in relation to Holiday Inn or Broadlands – 6 marks. Comparison and contrast of one area (products, facilities or services) in relation to Holiday Inn and Broadlands – 7 marks Comparison and contrast of two areas (products, facilities or services) in relation to Holiday Inn and Broadlands – 8 marks Comparison and contrast of all area (products, facilities or services) in relation to Holiday Inn and Broadlands – 9 or 10 marks</p>
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						<p>Level 1 (1–5 marks) Candidate identifies/describes the products, facilities and services of the Holiday Inn and Broadlands Information may be in the form of a list. There is little or no attempt to compare and contrast products or facilities or services in relation to the Holiday Inn and Broadlands. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>List – maximum 2 marks <i>Description of products , facilities or services in relation to Holiday Inn or Broadlands – up to 3 marks</i> <i>Description of products , facilities or services in relation to both Holiday Inn and Broadlands – 4 or 5 marks</i></p> <p>0 marks – no response or no response worthy of credit</p>

Question		Answer	Marks	Guidance
3	(a)	Location of grave – Holy Trinity Church Canal – Stratford upon Avon (Canal)	2	Compulsory annotation: ✓ X One mark for each correct identification No other possible answers accepted
	(b)	Indicative content: <ul style="list-style-type: none"> • Planning authority (1) gives permission for travel & tourism businesses to develop (1) • Licensing authority (1) for bars and restaurants (1) • Provides info/research/TICs (1) tourism info on the area for visitors/provision of tourism officers (1) • Service provider (1) car parks (1)/signage (1)/street cleaning (1) • Promotion of area (1) to attract more visitors (1) • Provide jobs (1) boost local economy (1) • Preservation/Protection (1) of local areas/buildings of interest (1) 	4	Compulsory annotation: ✓ X One mark for each correct role up to a maximum of two roles, plus an additional one mark for each of two explanations. Answers must reflect the context of the question. Be mindful of repetition. If candidate scores zero for one sub-section DO NOT award more than TWO marks for other sub-section.
	(c)	Indicative content: <ul style="list-style-type: none"> • Pick up from station (1) easy location to access/find (1) • Range of short break lengths (1) from two days to a week / special honeymoon breaks (1) choice of length of stay (1) • Crew cater for visitor (1) will take care of all and live on accompanying boat (1) • Allows time for sightseeing and a trip to the theatres (1) sights of Stratford Upon Avon • Overnight stay near RSC (1) Opportunity to go to theatre (1) 	4	Compulsory annotation: ✓ X One mark for each benefit identified up to a maximum of two benefits, plus an additional one mark for each of two explanations. Answers must reflect the context of the question. Be mindful of repetition. If candidate scores zero for one sub-section DO NOT award more than TWO marks for other sub-section.

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	(d)	<p>Exemplar Response: Bancroft Cruisers offers a range of pre-bookable cruises which groups can book. This means that groups can be assured that the boat will be available when they arrive at the landing stage at the Holiday Inn. The process is clearly given for hour and half hour rates, which means a group will be able to work out its budget accurately. There is a dedicated phone number and e-mail for group organisers to contact, so that they can get specialist advice and quotations for their groups.</p> <p>For school groups there are special rates for a range of tours lasting 30 minutes to 1 hour. These are for pre-16 students, but means that the school can plan the costings carefully. The Bancroft Cruisers states it specialises in packages for group travel organisers, which means that the group will know they will be getting a good service. Bancroft Cruisers also provides catering and a bar, so that these can be offered to the group whilst on the cruise. This would mean that a group will not have to book catering from another establishment, making it more straightforward for them.</p> <p>Both of the boats can cater for large parties, groups often have a full coach</p>	12	<p>Indicative content:</p> <ul style="list-style-type: none"> • Well established family business • Operated from Holiday Inn Hotel • Specialises in custom made packages • All year round cruises • Covered boats • Provide catering and bar • 10% discount • Special school rates • Zero VAT rate • Pre booking 	<p>Compulsory annotation: L1 or L2 at end of response</p> <p>Level 3 (9–12 marks) Candidate will show a clear understanding of the question and include detailed identification and explanation relating to the advantages of groups booking with Bancroft Cruises. Candidate effectively assesses the advantages. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><i>Identification/description implied/assumed</i></p> <p><i>Explanation/analysis/of more than one point – 9 or 10 marks</i> <i>An evaluation/judgment without overall conclusion/prioritisation – 11 marks</i> <i>With overall supporting conclusion – 12 marks</i></p> <p>Level 2 (5–8 marks) Candidate describes the ways in which Bancroft Cruises provides for group. Candidate will show an understanding of the question and include explanations of a number of points relating to the group travel, assessed with some success. The assessment is in the most part accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p>

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		<p>of about 50 people. These can fit on both boats, so that the whole party can get on the same cruise which makes organisation easier and less likely that a customer will be lost. Whether it is a leisure group; private functions or school groups, Bancroft Cruisers can cater for all and provide specialist assistance to the organiser, especially as there are discounts. (L3)</p>			<p>No list – must be at least ‘describe’ Description only – 5 marks Explanation/analysis – 6 or 7 marks Evaluative comment (because....means that....) – 8 marks</p> <p>Level 1 (1–4 marks) Candidate identifies/describes the ways in which Bancroft provides for groups. Information may be in the form of a list. There is little or no attempt to assess. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>List – maximum 2 marks 2 identifications plus one description – 2 or 3 marks 3 identifications and unsupported judgement – 4 marks</p> <p>0 marks – no response or no response worthy of credit</p>

Question		Answer	Marks	Guidance
4	(a)	<p>Time – up to one hour</p> <p>Height – 32m</p> <p>Area – Vale of Evesham OR the Cotswolds</p> <p>Price – £11.50</p>	4	<p>Compulsory annotation: ✓ X</p> <p>One mark for each correct identification, up to a maximum of four identifications</p> <p>Answers must be taken from document and must be precise.</p> <p>No other responses possible to this part of question.</p>
	(b)	<p>Indicative content:</p> <ul style="list-style-type: none"> • website/internet (1) online booking of tickets (1) shopping • mp3 player download (1) guided tour from website (1) hire from shop (1) • free wi-fi available (1) throughout the building (1) 	4	<p>Compulsory annotation: ✓ X</p> <p>One mark for each correct identification up to a maximum of two, plus an additional one mark for each of two descriptions.</p> <p>Answers must reflect the context of the question.</p> <p>Be mindful of repetition.</p> <p>If candidate scores zero for one sub-section DO NOT award more than TWO marks for other sub-sections.</p>
	(c)	<p>Indicative content:</p> <ul style="list-style-type: none"> • Seat up to 24 (1) can fit entire meeting in (1) • Unique setting (1) for business looking for different settings (1) • Advanced booking (1) dedicated telephone number (1) • Circular dining room/private dining (1) intimate but business-like venue (1) not disturbed by others (1) • Other facilities of RST available (1) guided tour (1) wi-fi (1) • Catering/food available (1) full service provision (1) 	4	<p>Compulsory annotation: ✓ X</p> <p>One mark for each correct advantage up to a maximum of two advantages, plus an additional one mark for each of two explanations.</p> <p>Answers must reflect the context of the question.</p> <p>Be mindful of repetition especially in description.</p> <p>If candidate scores zero for one sub-section DO NOT award more than TWO marks for the other sub-section.</p>

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	(d)	<p>Exemplar Response: Arden Hotel is situated directly across from the theatres, so it is easy for theatre goers to get to once they have seen a performance. This is of benefit to the customers as they do not have far to travel. The RSC document also gives a direct phone number for the hotel which makes it easy for customers to book. The Arden hotel is also recommended, which assures the customer that it is going to be a quality experience. The Arden Hotel will benefit from this arrangement as it is likely to get more customers because of the recommendation from the RSC. This will increase occupancy rates and, hence, profitability. [L3]</p>	10	<p>Indicative content:</p> <ul style="list-style-type: none"> • Arden Hotel recommended by RSC • Hotel situated directly opposite RST • Close location to stay • Advertise hotel in RSC publications • RSC advertised in hotel • Reduced costs for promotion for both organisations. 	<p>Compulsory annotation: L1, L2 or L3 end of response</p> <p>Level 3 (8–10 marks) Candidate will show an understanding of the question and include detailed identification and explanation of advantages to businesses and customers. Candidate effectively discusses the advantages to businesses and customers of the RSC recommending the Arden Hotel. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><i>Evaluation of benefits in relation to customers and benefits to businesses – 8 or 9 marks</i></p> <p><i>With overall supporting conclusion – 10 marks</i></p> <p>Level 2 (5–7 marks) Candidate describes the advantages to businesses and customers of the RSC recommending the Arden Hotel. Candidates will show an understanding of the question and include explanations of a number of advantages. The discussion is in the most part accurate and relevant and show reasonable knowledge and understanding of concepts and principles with some of the specialist vocabulary.</p>

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						<p>No list – must be at least ‘describe’</p> <p>Description only of at least one benefit to customers and at least one benefit to business– 5 marks</p> <p>Explanation/analysis of at least one benefit to customers and at least one benefit to business – 6 marks</p> <p>Evaluation of at least one benefit to customers and at least one benefit to business – 7 marks</p> <p>Level 1 (1–4 marks) Candidate identifies/describes the advantages to businesses and/or customers of the RSC recommending the Arden Hotel. Information may be in the form of a list. There is little or no attempt to discuss. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>List – maximum 2 marks Two identification of benefits plus one description – 2 or 3 marks Three identifications with an unsupported judgement – 4 marks</p> <p>0 marks – no response or no response worthy of credit</p>

Question		Answer	Marks	Content	Guidance
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5*		<p>Exemplar Response: There are many changing socio-economic factors that influence tourist destinations. In recent years there has been a huge increase in car ownership. 66% of visitors to Stratford used their own car; this is due to the fact that most people now have one. People also have more leisure time available. This is due to a variety of factors, such as an increase in paid holiday entitlement and early retirement leading to a growth in the grey market. This is reflected in the demographic make up of visitors to Stratford. 12.7% of visitors are above 65; by which age the majority have retired, and another 16.7% are aged 55-64 which can include people who have retired early. These people also have more disposable income, as they are unlikely to have dependent children at home. Destinations such as Stratford should encourage this age group, as they are likely to spend more money and also out of peak season as they are not tied to school holidays and weekends to travel. The socio-economic factor which is probably the most important is the economy and the impact of recession or boom. Recession may encourage UK domestic tourists to visit places like Stratford, as it is considered cheaper than holidaying abroad; on the other hand this may reduce the number of overseas visitors to Stratford, as they cannot afford to holiday in the UK. [L3]</p>	12	<p>Indicative content: Socio-economic factors include:</p> <ul style="list-style-type: none"> • changes in car ownership • increase in leisure time • increase in disposable income • impact of the national economy <p>Accept demographic changes</p>	<p>This is the question assessing QWC.</p> <p>Compulsory annotation: L1, L2 or L3 at end of response</p> <p>Level 3 (9–12 marks) Candidate will show a clear understanding of the question and include detailed identification and explanation relating to the importance of socio-economic factors to tourist destinations. Candidate effectively evaluates the importance of changing socio-economic factors to tourism destinations. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. Candidate presents relevant material in a well-planned and logical sequence. Material clearly structured using appropriate terminology confidently and accurately. Sentences, consistently relevant are well structured in a way that directly answers the question. There will be few, if any, errors of grammar, punctuation and spelling.</p> <p>Identification description implied/assumed</p> <p>Explanation/analysis/comparison of more than one point/both sides – 9 or 10 marks</p> <p>An evaluation without overall conclusion/prioritisation – 11 marks</p> <p>With overall supporting conclusion – 12 marks</p>

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						<p>Levels of response</p> <p>Level 2 (5–8 marks) Candidate describes the importance of changing socio-economic factors to tourism destinations. Candidates will show an understanding of the question and include explanations of a number of different socio-economic factors evaluated with some success. The evaluation is in the most part accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary. Candidate has a limited ability to organise relevant material. Some appropriate terminology used. Sentences are not always relevant with material presented in a way that does not always address the question. There may be noticeable errors of grammar, punctuation and spelling.</p> <p>No list – must be at least ‘describe’ Description only – 5 marks</p> <p>Explanation/analysis – 6 or 7 marks Evaluative comment (because....means that....) – 8 marks</p> <p>Level 1 (1–4 marks) Candidate identifies/describes the importance of changing socio-economic factors to tourism destinations. Information may be in the form of a list. There is little or no attempt to evaluate. The answer is basic</p>

Question			Answer	Marks	Content	Guidance
						Levels of response
						<p>and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</p> <p>List – max 2 marks 2 identifications plus one description – 2, or 3 marks 3 identifications and unsupported judgment – 4 marks</p> <p>0 marks – no response or no response worthy of credit</p>

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