

**GCE**

**Travel and Tourism**

Unit **G723**: Unit 4 – International Travel

Advanced Subsidiary GCE

**Mark Scheme for June 2014**

OCR (Oxford Cambridge and RSA) is a leading UK awarding body, providing a wide range of qualifications to meet the needs of candidates of all ages and abilities. OCR qualifications include AS/A Levels, Diplomas, GCSEs, Cambridge Nationals, Cambridge Technicals, Functional Skills, Key Skills, Entry Level qualifications, NVQs and vocational qualifications in areas such as IT, business, languages, teaching/training, administration and secretarial skills.

It is also responsible for developing new specifications to meet national requirements and the needs of students and teachers. OCR is a not-for-profit organisation; any surplus made is invested back into the establishment to help towards the development of qualifications and support, which keep pace with the changing needs of today's society.

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.

OCR will not enter into any discussion or correspondence in connection with this mark scheme.

© OCR 2014

1. These are the annotations, (including abbreviations), including those used in scoris, which are used when marking

Annotation	Meaning of annotation
	Blank Page – this annotation must be used on all blank pages within an answer booklet (structured or unstructured) and on each page of an additional object where there is no candidate response.
	Unclear
	Benefit of doubt
	Cross
	Ignore
	Level 1
	Level 2
	Level 3
	Not answered question
	Benefit of doubt not given
	Repeat
	Noted but no credit given
	Tick
	Development of point
	Vague

Question		Answer	Mark	Guidance
1	a	<p>Points marking</p> <p>Award one mark for each of four correct identifications from:</p> <ul style="list-style-type: none"> <li>• <b>Check-in desks</b> (1)</li> <li>• <b>Shop</b> (1)</li> <li>• <b>Bureau de change</b> (1)</li> <li>• <b>Toilets</b> (1)</li> <li>• <b>Cafe &amp; Bar</b> (1)</li> <li>• <b>Costa Coffee</b> (1)</li> <li>• <b>Lifts</b> (1)</li> <li>• <b>Seating</b> (1)</li> <li>• <b>Viewing deck</b> (1)</li> </ul>	4	

Question		Answer	Marks	Guidance	
				Content	Levels of response
	b	<p><b>Exemplar response:</b></p> <p>On longer services such as Plymouth to Santander or Hull to Zeebrugge the vessels offer cruise style facilities. For example Brittany Ferries' Pont-Aven offers passengers 650 en-suite cabins and a host of leisure features to pass the time on overnight crossings. The vessel has a superb pool and leisure area, a wrap around promenade for pleasant deck strolls, and a dramatic five deck high atrium with panoramic views from the lifts. Dining facilities include an a la carte restaurant, cocktail piano bar and 2-storey lounge bar and entertainment area. There are two cinemas, children areas, a spa and two shops. The aim is to make passengers as comfortable as possible and give a choice of activities during the crossing. In this respect, such services clearly mirror the facilities found on cruise ships and it is fair to say that</p>	6	<p><b>Indicative content</b></p> <ul style="list-style-type: none"> <li>• Brittany Ferries' vessel Pont-Aven boasts cruise-style facilities. Carrying up to 2,400 passengers and 650 cars</li> <li>• The Pont-Aven is Brittany Ferries' flagship, and the largest within their fleet.</li> <li>• Regularly serving the Plymouth to Roscoff, Santander and Cork routes</li> <li>• Pont-Aven offers superb crossing times to both France and northern Spain, reaching Santander from Plymouth in just 20½ hours.</li> </ul> <p>The ship itself boasts stunning features including:</p> <ul style="list-style-type: none"> <li>• a superb pool and leisure area,</li> <li>• a wrap around promenade for pleasant deck strolls</li> <li>• a dramatic five deck high atrium with panoramic views from the lifts</li> </ul>	<p><b>Compulsory annotation L1 or L2 at end of response.</b></p> <p><b>Level 2: [4-6 marks]</b> Candidate will show a clear understanding of the question and include detailed identification and explanation of the ways in which some ferry services resemble a mini-cruise. Candidate effectively discusses a range of aspects. There is sound and frequent evidence of thorough detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><b>Identification/description implied/assumed.</b></p> <p><b>Explanation/analysis/comparison of more than one point/both sides – 4</b></p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
		such crossings are mini-cruises. (L2)		<ul style="list-style-type: none"> <li>dining facilities include an a la carte restaurant, cocktail piano bar and 2-storey lounge bar and entertainment area</li> <li>a choice of 650 cabins - all of which are en-suite and air conditioned - plus a number of reserved lounge seats</li> <li>also a number of cabins adapted for disabled passengers.</li> </ul>	<p><b>marks.</b>  <b>An evaluation/judgement without overall conclusion/prioritisation – 5 marks.</b>  <b>With overall supporting conclusion – 6 marks.</b></p> <p><b>Level 1: [1-3 marks]</b>  Candidate identifies/describes some valid features of UK ferry services. Information may be in the form of a list. There is little or no attempt to justify. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p><b>List of points – maximum 1 mark.</b>  <b>Description – up to 2 marks.</b>  <b>Explanation/unsupported judgements/limited justification – up to 3 marks.</b>  <b>0 marks</b>  No response worthy of credit.</p>

Question		Answer	Mark	Guidance
	C	<p><b>Indicative content:</b></p> <ul style="list-style-type: none"> <li>Convenience (1) – plan own itinerary/route (1)</li> <li>Cost effective for families/groups (1) – cheaper than public transport (1)</li> <li>Door-to-door journeys (1) – no need to transfer or wait for services (1)</li> <li>Luggage easily carried (1) – no 20kg limits (1)</li> <li>Tour remote areas (1) - ability to sightsee at will etc (1).</li> </ul>	6	Award <b>one</b> mark for the identification of each of three valid advantages and award a second <b>one</b> mark for an appropriate explanatory development of each. Credit all valid reasoning.



Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p><b>An evaluation/judgement without overall conclusion/prioritisation - 8 marks.</b>  <b>With overall supporting conclusion – 9 marks.</b></p> <p><b>Level 2: [4-6 marks]</b>  Candidate describes a number of possible reasons for Eurolines' appeal and will show an understanding of the question and include explanations of UK international leisure traveller choices. For example, a number of service features may be assessed with some success. The assessment in the most part is accurate and relevant but exemplification may lack depth or be inappropriate. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.  <i>Candidate has a limited ability to organise relevant material. Some appropriate terminology used.</i>  <i>Sentences are not always relevant with material presented in a way that does not always address the question.</i>  <i>There may be noticeable errors of grammar, punctuation and spelling.</i>  <i>No list – must at least 'describe'.</i>  <i>Description only – 4 marks.</i>  <i>Explanation/analysis – 5 marks.</i>  <i>Evaluative comment (because...means that....) – 6 marks.</i></p> <p><b>Level 1: [1-3 marks]</b>  Candidate identifies/describes some of</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p>the features of the Eurolines service and their appeal to UK travellers. 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. <i>Candidate communicates at least one point using some appropriate terminology. 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.</i></p> <p><b>List – maximum 2 marks.</b>  <b>2 identifications plus one description – 2 marks.</b>  <b>2 identifications and unsupported judgement – 3 marks.</b>  <b>0 marks</b>            No response worthy of credit.</p>

Question			Answer	Mark	Guidance
2	a		Award one mark for the correct identification of each of: <ul style="list-style-type: none"> <li>• Number of 2011 holiday visits = <b>12.964 million</b> (1)</li> <li>• The % increase in business visits = <b>3%</b> (1)</li> <li>• The % increase to West Midlands = <b>6%</b> (1)</li> <li>• Liverpool's ranking = <b>5<sup>th</sup></b> (1)</li> </ul>	4	

Question		Answer	Marks	Guidance	
				Content	Levels of response
	b	<p><b>Exemplar response:</b> Such tours are popular because they take visitors to the main tourist sites and the big windows and open top allow photographs to be taken easily. Passengers get a good view of the main city sights. The service allows you to hop on and off at will as the ticket price allows all day travel. Visitors can thus explore at will. There is a commentary, some in foreign languages, so it is easy to understand and ask questions. Open top buses are particularly good for sightseeing in hot weather and if visitors have limited free time they know that the itinerary covers the major attractions. <b>(L2)</b></p>	6	<p><b>Indicative content:</b> Sightseeing tours by open top bus appeal to visitors because the service offers:</p> <ul style="list-style-type: none"> <li>• Hop-on/hop-off flexibility</li> <li>• One fare all day</li> <li>• Covers main attraction sites</li> <li>• Guide &amp; commentary (many with foreign language option)</li> <li>• Good views</li> <li>• Pleasant in good weather (open air)</li> </ul>	<p><b>Compulsory annotation L1 or L2 at end of response.</b></p> <p><b>Level 2: [4-6 marks]</b> Candidate will show a clear understanding of the question and include detailed identification and explanation of the ways in which such tours appeal to international visitors. Candidate effectively discusses a range of aspects. There is sound and frequent evidence of thorough detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. Identification/description implied/assumed.</p> <p><b>Explanation/analysis/comparison of more than one point/both sides – 4 marks.</b> <b>An evaluation/judgement without overall conclusion/prioritisation – 5 marks.</b> <b>With overall supporting conclusion – 6 marks.</b></p> <p><b>Level 1: [1-3 marks]</b> Candidate identifies/describes some valid features of tours such as Fig. 3 to international visitors. Information may be in the form of a list. There is little or no attempt to justify. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						vocabulary.  <i>List of points – maximum 1 mark.</i> <i>Description – up to 2 marks.</i> <i>Explanation/unsupported judgements/limited justification – up to 3 marks.</i>  <b>0 marks</b> <b>No response worthy of credit.</b>

Question		Answer	Mark	Guidance
	c	<b>Indicative content:</b> <ul style="list-style-type: none"> <li>• Maps &amp; directions (1) – so that visitors can find their way e.g. routes for self-drivers (1)</li> <li>• Timetables (1)– plan journey effectively (1)</li> <li>• Attraction details/leaflets (1) – give full details of all products and services to be found at destination of visitor interest (1)</li> <li>• Accommodation details &amp; booking service (1) – convenience of BABA (1)</li> <li>• Staff knowledge can answer questions (1) - give advice (1)</li> <li>• Touch screen displays (1) – images/data in convenient format, no need to queue etc (1).</li> </ul>	6	Award one mark for the correct identification of each of three valid TIC services and award a second one mark for an appropriate explanatory comment about each.  Credit all valid reasoning.

Question		Answer	Marks	Guidance	
				Content	Levels of response
	d	<p><b>Exemplar response:</b>  VisitBritain statistics show that international visitors to the UK are increasingly travelling outside of London for both business and leisure. The route networks of both Ryanair and easyJet mean that many destinations within the UK are now accessible to European travellers. The 15% increase in Liverpool's international visitors can be explained by the ease with which flights to LPL can be accessed. For example 15 Spanish destinations are served. A similar situation applies to the UK's other regional airports. Furthermore, many business travellers attending meetings outside of London will make use of the low cost flights to fly direct to the North and Midlands to get better accessibility and save on overall costs. This means that more destinations within the UK are seeing their share of the international visitor market increase. However, the fact that 44% of visits to the UK included a night in England outside London does suggest that many of these regional visits might be overnight trips undertaken as a tour or excursion from London or part of a self-drive holiday to the UK. The full significance of low cost flights to regional airports is therefore variable in explaining visitor numbers (L3).</p>	9	<p>The figures quoted by the VisitBritain survey suggest a correlation as follows</p> <ul style="list-style-type: none"> <li>• Visits to the North West (up 10%) – Manchester and Liverpool, in particular Liverpool which had a 15% rise in foreign visitors – both are established low cost hubs</li> <li>• North East (up 5%) – Newcastle's easyJet and Ryanair services</li> <li>• Yorkshire and Humberside (up 7%) both grew. Leeds Bradford's services (Ryanair, Monarch, Jet2 and Flybe) help explain this growth as does Doncaster Robin Hood with Flybe, Ryanair and Wizz Air services</li> <li>• West Midlands (up 6%) growth related to Birmingham Airport. Travellers will find everything from 'full service' to 'no frills' airlines available and with seven low-cost airlines, Birmingham International Airport is the Midlands low-cost capital. Birmingham has more seats, more destinations, more airlines, more frequency than any other airport in the region.</li> <li>• Visits to the East Midlands (up 8%) and Nottinghamshire's 10% increase, reflects the East Midlands Airport's increased services from Ryanair, Monarch, Jet2 and Flybe.</li> </ul>	<p>Compulsory annotation L1, L2 or L3 at end of response.</p> <p><b>Level 3: [7-9 marks]</b>  Candidates will show a clear understanding of the question and include detailed identification and explanation of the role played by budget carriers in explaining the trends indicated in Fig. 2. Candidate effectively assesses a range of circumstances. 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/comparison of more than one point/both sides – 7 marks.</i></p> <p><i>An evaluation/judgement without overall conclusion/prioritisation - 8 marks.</i></p> <p><i>With overall supporting conclusion - 9 marks.</i></p> <p><b>Level 2: [4-6 marks]</b>  Candidate identifies/describes a number of aspects of low cost air travel. Candidate will show an understanding of the question and include explanations of a number of circumstances which may be discussed with some success. The assessment in the most part is accurate and relevant. The answer is relevant and</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p>accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p><b><i>No list – must at least ‘describe’. Description only – 4 marks. Explanation/analysis – 5 marks. Evaluative comment (because...means that....) – 6 marks.</i></b></p> <p><b>Level 1: [1-3 marks]</b> Candidate identifies/describes some aspects of low cost air travel. Information may be in the form of a list of different aspects. There is little or no attempt to assess in the context of the statistics. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p><b><i>List – maximum 2 marks. 2 identifications plus one description – 2 marks. 3 identifications and unsupported judgement – 3 marks.</i></b></p> <p><b>0 marks</b> No response worthy of credit.</p>

Question		Answer	Mark	Guidance
3	a	<ul style="list-style-type: none"> <li>Italian port 1 = <b>Venice</b> (1)</li> <li>Italian port 2 = <b>Bari</b> (1)</li> <li>No. of passengers = <b>3,000</b> (1)</li> <li>Size of Spa = <b>19,680 sq ft</b> (1)</li> </ul>	4	Award one mark for each correct identification:
	b	<p><b>Exemplar responses:</b></p> <ul style="list-style-type: none"> <li>the Amarcord Atrium with its theatrical grandeur and its series of diamond-shaped chandeliers (1) – creates a sense of opulence and luxury (1)</li> <li>Lido with raised whirlpool tubs, waterfalls and other attractions (1) – open air luxury facility (1)</li> <li>five restaurants featuring the finest Italian and international cuisine (1) – quality &amp; choice (1)</li> <li>art collection featuring specially commissioned original works and copies by contemporary artists (1) – quality public areas on board (1)</li> <li>Samsara Spa (1) offering a range of exclusive services and treatments (1)</li> <li>Samsara cabins and suites with direct spa access (1) - including six veranda suites with their own Jacuzzi and spacious balconies, plus relaxation amenities (1)</li> </ul>	6	Award one mark for the identification of each of three valid facilities shown in Fig. 4 and award a second one mark for an appropriate explanatory development about each. Candidate has to focus on the LUXURY aspects, as indicated on Fig. 4 descriptions
	c	<p><b>Exemplar responses:</b></p> <ul style="list-style-type: none"> <li>Digi Mobile platform (1) – allows passengers to access the ship's system for bookings (1)</li> <li>refer to travel blogs and other postings on the Internet (1) - speed and convenience of getting current information is very important (1)</li> <li>social media channels like Facebook, Twitter, YouTube, and Podcasts (1) - for their information and inspiration (1)</li> <li>actually witness personal experiences through photos, reading stories, watching videos, listening to podcasts (1) - get tips and advice from other travellers who have already 'been there and done that' (1)</li> <li>"do-it-yourself" bookings (1) - cost savings, convenience and immediate confirmation of arrangements (1)</li> <li>access the shipboard interactive TV system in their cabins (1) - book programmes and services (1)</li> </ul>	6	Award one mark for the identification of each of three valid uses and award a second one mark for an appropriate explanatory development about each. This is about the use of a smartphone/tablet for ANY international travel purpose Credit all valid reasoning.

Question		Answer	Marks	Guidance	
				Content	Levels of response
	d	<p><b>Exemplar response:</b>            Many resort hotels have introduced spa facilities to help attract customers. It has become common to see major resort properties throughout the world developing Spas as part of their leisure facilities and clients usually have a range of options including massage, body scrub or wrap, aromatherapy, hydrotherapy treatment and movement classes (e.g. yoga). Spa travellers tend to agree on the most important factors to consider when choosing a spa vacation destination are the quality of the accommodation, personalised service, cost/value for money and the type and range of spa treatments available. The current trend for health and wellbeing means that many guests will expect a range of facilities. The more facilities offered, the greater the potential appeal of the resort and so income generation will increase. These circumstances largely explain the recent trend in the spa industry of linking golf/spa and ski/spa as sought-after leisure travel combinations. <b>(L3)</b></p>	9	<p><b>Indicative content:</b></p> <ul style="list-style-type: none"> <li>• To meet strong demand from the leisure travelling public</li> <li>• Customers adopting a more health-conscious lifestyle and who</li> <li>• Such customers are prepared to spend large amounts of money on personal wellbeing – profitable guests</li> <li>• Many resort hotels have introduced spa facilities to help attract customers</li> <li>• The current trend for health and wellbeing means that many guests will expect a range of facilities.</li> <li>• The more facilities offered, the greater the potential appeal of the resort and so income generation will increase.</li> <li>• As well as beauty and health treatments, sport and recreation opportunities will be available allowing visitors more choice of leisure activity.</li> </ul>	<p><b>Compulsory annotation L1, L2 or L3 at end of response.</b></p> <p><b>Level 3: [7-9 marks]</b>            Candidates will show a clear understanding of the question and include detailed identification and explanation of Spa provision. Candidate effectively discusses a range of reasons. 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/comparison of more than one point/both sides – 7 marks.</i></p> <p><i>An evaluation/judgement without overall conclusion/prioritisation - 8 marks.</i></p> <p><i>With overall supporting conclusion - 9 marks.</i></p> <p><b>Level 2: [4-6 marks]</b>            Candidate identifies/describes a number of aspects. Candidate will show an understanding of the question and include explanations of a number of reasons which may be discussed with some success. The discussion in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p>understanding of concepts and principles with some use of specialist vocabulary.</p> <p><b>No list – must at least ‘describe’.</b>  <b>Description only – 4 marks.</b>  <b>Explanation/analysis – 5 marks.</b>  <b>Evaluative comment (because...means that....) – 6 marks.</b></p> <p><b>Level 1: [1-3 marks]</b>  Candidate identifies/describes some aspects of Spa provision in the range of leisure options available to guests. Information may be in the form of a list of different aspects. 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><b>List – maximum 2 marks.</b>  <b>2 identifications plus one description – 2 marks.</b>  <b>3 identifications and unsupported judgement – 3 marks.</b></p> <p><b>0 marks</b>  No response worthy of credit.</p>

Question		Answer	Mark	Guidance
4	a	<p><b>Exemplar responses:</b></p> <p><b>Conflict in Middle East</b> = To obtain FCO's travel advice– is it safe to travel to the area (1), due to an increased risk of terrorism or other violence (1) etc</p> <p><b>Iceland volcano</b> = To obtain ABTA's advice on flight disruption – is there an ash cloud risk (1), should alternative plans be made (1), will insurance cover change (1) etc</p>	4	<p>Award one mark for the correct identification of a valid aspect or area of concern and award a second mark for an appropriate explanatory development or amplification of each.</p> <p>In BOTH cases, the concern can be safety and/or travel disruption BUT comments must be appropriate to chosen context.</p>
	b	<ul style="list-style-type: none"> <li>• must give you accurate information (1)</li> <li>• must give you guidance about any health requirements (1)</li> <li>• special requests concerning a disability must be dealt with properly and confidentially (1)</li> <li>• must tell you the passport and visa requirements for your travel arrangements (1)</li> <li>• must tell you if the FCO has issued advice about your destination (1)</li> <li>• must give you information about travel insurance (1)</li> </ul>	6	<p>Award one mark for each correct identification:</p>
	c	<p><b>Indicative content:</b></p> <ul style="list-style-type: none"> <li>• Accessibility (1) – city centres well served with routes for staff &amp; customers (1)</li> <li>• High pedestrian flows (1) – potential customers (1)</li> <li>• Comparison shoppers (1) – can compete with rival firms (1)</li> <li>• Take advantage of impulse buyers (1) – window display offers (1)</li> <li>• Convenient for both shoppers &amp; workers (1) – can combine with other activities (1)</li> </ul>	6	<p>Award one mark for the identification of each of three valid advantages and award a second one mark for an appropriate explanatory development about each</p> <p>Credit all valid reasoning.</p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
	d	<p><b>Exemplar response:</b> Destination choice varies with a variety of factors but age profile clearly has a part to play. Young children are entirely dependent on their parent or guardian. However, families with young children will tend to go on traditional sea and sand holidays. They seek seaside or inland resorts with facilities for young children such as are commonplace in Mediterranean France and Spain. This has the advantage of being short haul travel, as children tire easily and can make travelling difficult.</p> <p>Young adults have many options available ranging from ‘sunlust’ 18-30 trips to Ibiza and Aiyu Napa to activity-based ‘gap year’ travel in South East Asia and Australia. Such trips are high on adventure experiences.</p> <p>“Empty nesters” children have left home and the parent(s) now have increased freedom and spending power. Destination choices can be quite wide ranging but these individuals now have a higher disposable income to take more expensive ‘explorer’ holidays to places like New Zealand and Costa Rica as well as more frequent second breaks to cities like Paris, Rome and even New York.</p> <p>Companies such as Saga offer the over 50s a range of choices, from luxury cruises to adventure breaks. The fully retired may only have a fixed income but more they have more time available. Old age no longer a barrier to travel. <b>(L3)</b></p>	9	<p><b>Indicative content:</b> Destination choice reflects <u>the following</u> age profiles:</p> <p><b>Early childhood</b> Entirely dependent on parent or guardian. Traditional sea and sand holidays. Seeking seaside or inland resorts with facilities for young children.</p> <p><b>Early teenage</b> More influence on decision-making but still dependent on parent(s). Resort-based holidays with entertainment, nightlife and activities. Some use of youth hostels and semi-independent activity holidays. Group-based holidays.</p> <p><b>Young person</b> Young, single and often not living at home. Taking holidays dependent on time and resources. Many options available ranging from ‘sunlust’ to activity-based. High on adventure, backpacking and experiences.</p> <p><b>Partnership stage</b> Couples living together with busy lifestyles. Time is a major barrier to travel. Wide ranging with more short breaks to fit it with dual careers.</p> <p><b>Family stage – early</b> Financial and school constraints are important factors. The trend is to seek family-centred holidays. Includes single parents and separated partners. Key interest in a main holiday and for visiting friends and relatives at other times.</p> <p><b>Family stage – late</b> Still major restraints regarding education</p>	<p><b>Compulsory annotation L1, L2 or L3 at end of response.</b></p> <p><b>Level 3: [7-9 marks]</b> Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible relationships between age at date of travel and destination choice for UK travellers. Candidate effectively discusses a range of possible/likely implications in terms of UK outbound international leisure travel, providing valid exemplifications. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. <b>Identification/description implied/assumed.</b></p> <p><b>Explanation/analysis/comparison of more than one point/both sides - 7 marks.</b> <b>An evaluation/judgement without overall conclusion/prioritisation - 8 marks.</b> <b>With overall supporting conclusion – 9 marks.</b></p> <p><b>Level 2: [4-6 marks]</b> Candidate describes a number of possible relationships and will show an understanding of the question and include explanations of UK international leisure traveller choices. For example, a number of possible links between age and destination choice may be discussed with some success. The discussion in the most</p>

Question			Answer	Marks	Guidance		
					Content	Levels of response	
					<p>(cost and term dates). Holiday-taking patterns start to break up. Mix of holidays and children seeking semi-independence.</p> <p><b>Empty nest</b> Children leave home and parent(s) have increased freedom and spending power. Wide ranging but higher disposable income to take more expensive 'explorer' holidays and second breaks.</p> <p><b>Retired</b> One person or one partner retired; income fixed but more time available. Continued search for quality. As age increases seeking more passive holidays. Old age no longer a barrier to travel.</p>		<p>part is accurate and relevant but exemplification may lack depth or be inappropriate. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p><b>No list – must at least 'describe'. Description only – 4 marks. Explanation/analysis – 5 marks. Evaluative comment (because...means that....) – 6 marks.</b></p> <p><b>Level 1: [1-3 marks]</b> Candidate identifies/describes some of the types of relationship between age and destination choice. 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. <b>List – maximum 2 marks. 2 identifications plus one description – 2 marks. 2 identifications and unsupported judgement – 3 marks. 0 marks</b> No response worthy of credit.</p>

**OCR (Oxford Cambridge and RSA Examinations)**  
1 Hills Road  
Cambridge  
CB1 2EU

**OCR Customer Contact Centre**

**Education and Learning**

Telephone: 01223 553998

Facsimile: 01223 552627

Email: [general.qualifications@ocr.org.uk](mailto:general.qualifications@ocr.org.uk)

[www.ocr.org.uk](http://www.ocr.org.uk)

For staff training purposes and as part of our quality assurance programme your call may be recorded or monitored

**Oxford Cambridge and RSA Examinations**  
is a Company Limited by Guarantee  
Registered in England  
Registered Office; 1 Hills Road, Cambridge, CB1 2EU  
Registered Company Number: 3484466  
OCR is an exempt Charity

**OCR (Oxford Cambridge and RSA Examinations)**  
Head office  
Telephone: 01223 552552  
Facsimile: 01223 552553

© OCR 2014

