

Travel and Tourism

Advanced Subsidiary GCE

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

Mark Scheme for June 2011

OCR (Oxford Cambridge and RSA) is a leading UK awarding body, providing a wide range of qualifications to meet the needs of pupils of all ages and abilities. OCR qualifications include AS/A Levels, Diplomas, GCSEs, OCR Nationals, 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 2011

Any enquiries about publications should be addressed to:

OCR Publications
PO Box 5050
Annesley
NOTTINGHAM
NG15 0DL

Telephone: 0870 770 6622
Facsimile: 01223 552610
E-mail: publications@ocr.org.uk

Question	Expected Answer	Additional Guidance
<p>1(a) With reference to Fig. 1, identify the four improvements which passengers say will enhance their experience of airports. [4 marks] [4*1]</p>	<p>One mark for each correct identification up to a maximum of four identifications.</p> <ul style="list-style-type: none"> • More seating areas (✓). • More toilets (✓). • Better flight information (✓). • More baggage carousels open at busy times (✓). 	<p>Compulsory annotation: ✓ X</p> <p>No other possible answers accepted.</p>
<p>1(b) Explain three functions of the Civil Aviation Authority (CAA). [6 marks] [1+1]*3</p>	<p>Likely approach: One mark for each correct identification up to a maximum of three identifications, plus up to an additional one mark for each of three explanations.</p> <ul style="list-style-type: none"> • Regulates the finances and fitness of travel organisers (✓) making sure that they are fit for purpose (✓). • Manages the Air Travel Organisers' Licensing (ATOL) (✓) making sure passengers are protected against failure or collapse (✓). • Licenses UK airlines (✓) meaning that passengers are safe (✓). • Enforces European Council requirements (✓) including Denied Boarding, Cancellation and Delay schemes operate (✓). 	<p>Compulsory annotation: ✓ X</p> <p>Correct ideas include economic regulation, airspace policy, safety regulation and consumer protection.</p> <p>Only valid identification from stimulus material is 'environmental obligations'.</p>
<p>1(c) Assess the main reasons for the recent increase in VFR (visiting friends and relatives) travel to and from the UK. [6 marks] Levels</p>	<p>Levels of response marking.</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-3 marks] Candidate identifies/describes some valid reason(s) for the recent increase in VFR travel to and from the UK. Information may be in the form of a list of reasons. There is little or no attempt to assess.</p>	<p>Compulsory annotation L1 or L2 at end of response.</p> <p>Level 1: List of points – maximum 1 mark. Description – up to 2 marks. Explanation/unsupported judgements/limited discussion – up to 3 marks.</p>

Question	Expected Answer	Additional Guidance
	<p>The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>Level 2: [4-6 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible reasons for the recent increase in VFR travel to and from the UK. Candidate effectively assesses a range of possible reasons. There is sound and frequent evidence of thorough detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Indicative content:</p> <p>Reasons for VFR</p> <ul style="list-style-type: none"> • Changes in GDP – purchasing power. • Consumer expenditure – disposable income. • Changes in the supply of air services – fare levels and route networks. • Accessibility. • The existence of a friend or relative in locations. • Migration. • Second-home ownership. <p>Exemplar response:</p> <p>Between 2000 and 2007, whilst total passengers to and from the UK grew by one-third, those travelling for the purpose of VFR increased by over three quarters. Key factors in explaining this growth are population migration, the increase in second home ownership and the expansion of budget airline routes. In recent years migration has increased, particularly between the UK and the EU (in both directions). The proximity of these migrants to their</p>	<p>Level 2: Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 4 marks. An evaluation/judgement without overall conclusion/prioritisation – 5 marks. With overall supporting conclusion – 6 marks.</p>

Question	Expected Answer	Additional Guidance
	<p>home country means that they have a bigger impact on VFR traffic through more frequent trips, on average, than migrants with links further afield. The increasing level of second-home ownership is closely related to growth in migration and VFR travel. Although people travelling to and from their second-home are not categorised as travelling for VFR, friends or relatives travelling to visit them are. However, the most significant factor has been the freedoms to work and move throughout the EU has meant that the potential market for VFR travel has grown and the means of servicing it has become cheaper and more accessible (L2).</p>	
<p>1(d)* Many UK leisure travellers going on long-haul package holidays choose to upgrade their seat on payment of a supplement. With reference to one charter airline with which you are familiar, discuss the main benefits to passengers of such an upgrade. [9 marks] Levels</p>	<p>Levels of response marking.</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-3 marks] Candidate identifies/describes some of the benefits to passengers of such an upgrade. Information may be in the form of a list of benefits. 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. <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>Level 2: [4-6 marks] Candidate describes a number of possible benefits to passengers of such an upgrade. Candidate will show an understanding of the question and include explanations of a number of the possible benefits 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 understanding of concepts and principles with some use of specialist vocabulary.</p>	<p>This is the question assessing QWC.</p> <p>Compulsory annotation L1, L2 or L3 at end of response.</p> <p>Level 1: List – maximum 2 marks. 2 identifications plus one description – 3 marks. 2 identifications and unsupported judgement – 3 marks.</p> <p>Level 2: No list – must be at least ‘describe’ Description only – 4 marks. Explanation/analysis – 5 marks. Evaluative comment (because.... means that....) – 6 marks.</p> <p>Level 3: Identification/description implied/assumed Explanation/analysis/comparison of more than one point/both sides – 7 marks. An evaluation/judgement without overall conclusion/prioritisation – 8 marks.</p>

Question	Expected Answer	Additional Guidance
	<p><i>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.</i></p> <p>Level 3: [7-9 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible benefits to passengers of such an upgrade. Candidate effectively discusses a range of possible benefits. 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>Indicative content:</p> <p>Benefits of upgrade</p> <ul style="list-style-type: none"> • At least 36" seat pitch as standard (more room). • Wide leather seats with head support (comfort). • Luxury pampering pack. • 9" widescreen seatback TV (better). • Entertainment on demand with 'play', 'pause' and 'rewind' function. • Up to 16 movies – 8 each way. • Up to 7 TV channels and 10 audio channels. 	<p>With overall supporting conclusion – 9 marks.</p> <p>Candidates are expected to have studied this and many are likely to be familiar with the Thomson service which is available for £139-£179 supplement.</p> <p>This is NOT about business class and the candidate is expected to select a long-haul carrier that offers an upgraded version of standard economy for an additional payment. Vague or inappropriate business class answers should stay within Levels 1/2.</p> <p>Five marks maximum for inappropriate choice.</p>

Question	Expected Answer	Additional Guidance
	<ul style="list-style-type: none"> • Up to 10 interactive games. • Complimentary noise-reduction headsets. • Dedicated cabin crew. • Priority check-in and boarding. • Free drinks (not including Champagne) including a drink before take-off. • Choice of four-course meal and a snack before landing, inspired by celebrity chef Aldo Zilli in summer 2009. • Free fun kids' meals. <p>Exemplar response:</p> <p>e.g. Thomson – Long-haul journeys are in excess of 5 hours and comfort on such flights is very important to passengers. Thomson offers a premium cabin upgrade so that passengers can get more space, comfort and attention. The 36" seat pitch gives more leg room than standard and leather seats give greater comfort. Personal TV screens are bigger than in standard so they are more easily viewed and there are also more channel options to keep passengers entertained. A higher cabin crew ratio means that service is more attentive and passengers enjoy a better level of service. As well as free drinks, 'premium' passengers enjoy speedy check-in and boarding procedures which is of great benefit to most people as it reduces the waiting time. Passengers will pay extra for this better standard of treatment because it makes their holiday more enjoyable (L3).</p>	

Question	Expected Answer	Additional Guidance
<p>2(a) With reference to Fig. 2, identify each of the following:</p> <ul style="list-style-type: none"> • the top 12 destination with the lowest percentage growth in business passengers; • the top 12 destination with the second largest percentage growth in business passengers; • the two Asian destinations in the top 12 with the largest number of business passengers. <p>[4 marks] [4*1]</p>	<p>One mark for each correct identification up to a maximum of four identifications.</p> <ul style="list-style-type: none"> • Lowest % growth = Tokyo (✓). • Second largest % increase = Houston (✓). • Two Asian destinations = Hong Kong (✓) and Tokyo (✓). 	<p>Compulsory annotation: ✓ X</p> <p>No other possible answers accepted.</p>
<p>2(b) Discuss the view that Heathrow (LHR) is the UK's most important airport for long-haul international business travellers.</p> <p>[6 marks] Levels</p>	<p>Levels of response marking.</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-3 marks] Candidate identifies/describes some possible reasons why Heathrow (LHR) is the UK's most important airport for long-haul international business travellers. Information may be in the form of a list of reasons. 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>Level 2: [4-6 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible reasons why Heathrow (LHR) is the UK's most important airport for</p>	<p>Compulsory annotation L1 or L2 at end of response.</p> <p>Level 1: List of points – maximum 1 mark. Description – up to 2 marks. Explanation/unsupported judgements/limited discussion – up to 3 marks.</p> <p>Level 2: Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 4 marks.</p>

Question	Expected Answer	Additional Guidance
	<p>long-haul international business travellers. Candidate effectively discusses a range of possible reasons. There is sound and frequent evidence of thorough detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • Heathrow is the world's busiest international airport. Regarded as the hub of the aviation world, over 90 airlines have made Heathrow their base. • Heathrow offers flights to over 180 destinations by some 90 airlines. • Heathrow has attracted all the recent long-haul business growth (three million passengers), increasing its market share of long-haul business traffic from 82% in 1996 to 87% in 2007. • In both percentage and number terms, LHR dominates. • BA long-haul hub. • Major world city destination. <p>Exemplar response:</p> <p>Heathrow today is the busiest international airport in the world. It handles 67.5 million passengers a year and serves 90 airlines flying to over 180 destinations. It is also operates the only UK direct air links to the major emerging economic destinations of Mumbai, Shanghai and Sao Paulo. These facts help explain why the airport has attracted all the recent long-haul business growth (three million passengers), increasing its market share of long-haul business traffic from 82% in 1996 to 87% in 2007 (L2).</p>	<p>An evaluation/judgement without overall conclusion/prioritisation – 5 marks. With overall supporting conclusion – 6 marks.</p> <p>Note: Question is reasons for – NOT features of LHR!</p>

Question	Expected Answer	Additional Guidance
<p>2(c) Explain three ways in which accommodation providers can ensure the safety and security of lone female travellers. [6 marks] [1+1]*3</p>	<p>Likely approach: One mark for each correct identification up to a maximum of three identifications, plus up to an additional one mark for each of three explanations.</p> <ul style="list-style-type: none"> • Female only floor (✓) – reduces mixing (✓). • Extra lighting (✓) – improved visibility in car park and other areas (✓). • Double locks (✓) – extra security feature (✓) Side tables in restaurant (✓) – not being placed at centre of attention (✓). 	<p>Compulsory annotation: ✓ X</p> <p>The emphasis here is on lone female and so at least ONE way must be gender-specific – otherwise four max.</p> <p>Many candidates may not appreciate such issues so we will also credit all appropriate other accommodation security services subject to the above proviso about four max.</p>
<p>2(d) Discuss the ways in which large international hotels use new technology to improve their operational efficiency. [9 marks] Levels</p>	<p>Levels of response marking.</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-3 marks] Candidate identifies/describes some possible ways in which large international hotels use new technology to improve their operational efficiency. Information may be in the form of a list of ways. 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>Level 2: [4-6 marks] Candidate identifies/describes a number of possible ways in which large international hotels use new technology to improve their operational efficiency. Candidate will show an understanding of the question and include explanations of a number of the possible ways 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 understanding of concepts and principles with some use of specialist vocabulary.</p>	<p>Compulsory annotation L1, L2 or L3 at end of response.</p> <p>Level 1: List – maximum 2 marks. 2 identifications plus one description – 3 marks. 2 identifications and unsupported judgement – 3 marks.</p> <p>Level 2: No list – must be at least ‘describe’ Description only – 4 marks. Explanation/analysis – 5 marks. Evaluative comment (because.... means that....) – 6 marks.</p> <p>Level 3: Identification/description implied/assumed Explanation/analysis/comparison of more than one point/both sides – 7 marks. An evaluation/judgement without overall conclusion/prioritisation – 8 marks.</p>

Question	Expected Answer	Additional Guidance
	<p>Level 3: [7-9 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible ways in which large international hotels use new technology to improve their operational efficiency. Candidate effectively discusses a range of possible ways. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Indicative content:</p> <p>The changing technology used by staff</p> <ul style="list-style-type: none"> • Internet and booking systems. • Stock control & purchasing systems. • Communication technology. • Interactive information points. • Touch-screen access systems. <p>Exemplar response:</p> <p>Most travel and tourism organisations have adopted developments in ICT to aid the efficient running of their business operations. The last 10 years have seen the rapid expansion of Internet-based service provision and this 24/7 availability has transformed customer interaction with hotels. Many hotels make use of new technology to streamline their operating procedures within and between various departments and these have resulted in improvements to both customer service and profitability. There are a range of applications, depending on the nature of the particular hotel department, but it is common to see the following. A website allows online booking and acts as a marketing tool. Similarly, databases aid direct marketing and finance systems help to streamline payments, accounts and stock control. Such applications increase efficiency in both front and back of house situations and allow organisations to become more competitive.</p>	<p>With overall supporting conclusion – 9 marks.</p> <p>Candidates should be aware that hotels make use of new technology to improve the quality of the visitor experience and to make their overall operation more efficient.</p>

Question	Expected Answer	Additional Guidance
	This benefits customers as well as staff. Customers like the ease of Internet booking, instant reservation/payment confirmation and the 24/7 availability. The adoption of new technology has great benefits for both producer and consumer (L3).	
<p>3(a) Mercury Direct offers holidays to both long-haul and short-haul destinations. With reference to Fig. 3, identify the following: one long-haul destination; one short-haul destination. [2 marks] [2*1]</p>	<p>One mark for each correct identification up to a maximum of two identifications.</p> <ul style="list-style-type: none"> • Long-haul = Sri Lanka (✓), Kerala (✓), Bali (✓), Mauritius (✓) and Australia (✓). • Short-haul = Malta (✓), Cyprus (✓), Madeira (✓), Algarve (✓), Tenerife (✓) and Costa del Sol (✓). 	<p>Compulsory annotation: ✓ X</p>
<p>3(b) Identify and explain two ways in which the advertised offer for the Soreda Aparthotel will appeal to UK grey-market customers. [4 marks] [1+1]*2</p>	<p>One mark for each correct identification up to a maximum of two identifications, plus up to an additional one mark for each of two explanations.</p> <ul style="list-style-type: none"> • Qawra resort is in Malta (✓) – a traditional short haul destination for UK ‘grey’ visitors (✓). • Only £399 for 3 weeks HB (✓) – good value for OAPs on limited income (✓). • Free week offer only winter season (✓) – long stays popular with OAPs to avoid UK cold (✓). • 14 UK departure points (✓) – OAPs will not have to travel too far (✓). • Resort Rep available (✓) – to provide help etc (✓). • Transfers included (✓) – escort convenient (✓). 	<p>Compulsory annotation: ✓ X</p>

Question	Expected Answer	Additional Guidance
<p>3(c) Identify and explain two ways in which the advertised offer for The Palms in Beruwala will represent good value for money. [4 marks] [1+1]*2</p>	<p>One mark for each correct identification up to a maximum of two identifications, plus up to an additional one mark for each of two explanations.</p> <ul style="list-style-type: none"> • All-inclusive (✓) – meals/drinks/activities provided in advance (✓). • £70 pppn (✓) – excellent value (✓). • 2 free massages (✓) – not usually included (✓). 	<p>Compulsory annotation: ✓ X</p>
<p>3(d) Holidaymakers may be visiting an overseas destination for the first time. Explain three ways in which a local tourist board can make information available to visitors once they have arrived. [6 marks] [1+1]*3</p>	<p>Likely approach: One mark for each correct identification up to a maximum of three identifications, plus up to an additional one mark for each of three explanations.</p> <ul style="list-style-type: none"> • A network TICs (✓) – these are positioned in key tourist areas giving easier visitor access (✓). • Mobile services in some destinations eg Singapore (✓) at various venues to cater for visitors (✓). • A 24/7 touristline (✓) – is available to address visitor enquiries on demand very convenient/accessible (✓). • Internet website (✓) – world wide 24/7 availability stores much info (✓). 	<p>Compulsory annotation: ✓ X</p> <p>Credit all valid reasoning including references to leaflets in hotels, local adverts and signage.</p> <p>The explanation must relate to the way or method that has been identified – i.e. why does the tourist board use this?</p>
<p>3(e) Tour operators are introducing new and exotic overseas destinations to the UK leisure travel market. Discuss the appeal of such destinations to UK leisure travellers. [9 marks] Levels</p>	<p>Levels of response marking.</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-3 marks] Candidate identifies/describes some possible reasons why new and exotic overseas destinations appeal to UK leisure travellers. Information may be in the form of a list of reasons. 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>Compulsory annotation L1, L2 or L3 at end of response.</p> <p>Level 1: List – maximum 2 marks. 2 identifications plus one description – 3 marks. 2 identifications and unsupported judgement – 3 marks.</p>

Question	Expected Answer	Additional Guidance
	<p>Level 2: [4-6 marks] Candidate identifies/describes a number of the possible reasons why new and exotic overseas destinations appeal to UK leisure travellers. Candidate will show an understanding of the question and include explanations of a number of the possible 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 understanding of concepts and principles with some use of specialist vocabulary.</p> <p>Level 3: [7-9 marks] Candidates will show a clear understanding of the question and include detailed identification and explanation of particular new/exotic destinations, clearly indicating the relative appeal. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • Cost and value for money. • Accessibility – flights/transfers. • Climate – seasonal appeal e.g. winter sun. • Physical environment – beach versus scenery. • Built environment – resorts and attractions. • Type of package e.g. eco-tourism, special interest, sporting etc. <p>Exemplar response:</p> <p>New and exotic destinations are promoted to the UK leisure market by a variety of operators to meet the needs of both the general and specialised traveller. For example, Dominica is marketed as both a cruise destination and as an eco-destination. A Caribbean island with a tropical climate makes it a perfect winter sun destination for UK leisure tourists.</p>	<p>Level 2: No list – must be at least ‘describe’ Description only – 4 marks. Explanation/analysis – 5 marks. Evaluative comment (because.... means that....) – 6 marks.</p> <p>Level 3: Identification/description implied/assumed Explanation/analysis/comparison of more than one point/both sides – 7 marks. An evaluation/judgement without overall conclusion/prioritisation – 8 marks. With overall supporting conclusion – 9 marks.</p> <p>This is set in the context of trends and candidates are expected to interpret “new and exotic” in an appropriate manner – reflecting the current state of the UK leisure travel market. We should NOT award credit for any consideration or development of the traditional mass market destinations such as Mediterranean & Orlando!</p> <p>To progress into Level 2 there should be some precise reference to identifiable ‘new’ or ‘exotic’ destination(s).</p>

Question	Expected Answer	Additional Guidance
	<p>It boasts a range of natural attractions such as the Soufriere and Watten Waven Sulphur Springs or Trafalgar Falls. Roseau has the Old Market Museum and several duty free shops. Visitors walk through the city to see the quaint Creole architecture that reflects the Island's intriguing colonial past. The fact that the island has not been extensively developed does make Dominica an excellent eco-tourism destination. The island is 29 miles long and is 16 miles wide. It is volcanic in origin and ruggedly beautiful, with towering green mountains covered with dense tropical forests, deep valleys and countless streams providing magnificent scenic views. Dominica's physical features have created a unique selling point that helps to set it apart from other Caribbean island destinations. The island has now become established as a Caribbean destination because of the quality of its managed physical environment. The strategy has clearly worked and visitor arrivals have increased from 47 000 to 63 000+ over recent years (L3).</p>	
<p>4(a) With reference to Fig. 4, identify three types of insurance policy available from ABTASure. [3 marks] [3*1]</p>	<p>One mark for each correct identification up to a maximum of three identifications.</p> <ul style="list-style-type: none"> • Single trip policy (✓). • Annual multi-trip policy (✓). • Long stay policy (✓). 	<p>Compulsory annotation: ✓ X</p> <p>No other possible answers accepted.</p>

Question	Expected Answer	Additional Guidance
<p>4(b) Other than insurance, state three ancillary services usually on sale in travel agencies. [3 marks] [3*1]</p>	<p>One mark for each correct identification up to a maximum of three identifications.</p> <ul style="list-style-type: none"> • Foreign exchange (✓). • Excursions (✓). • Car hire (✓). • Airport transfers (✓). • Coach tickets (✓). • Rail tickets (✓). • Airport parking (✓). • Airport/Port hotel bookings (✓). • Theme park tickets (✓). • Theatre tickets (✓). • Guide books and guiding services (✓). • Sight-seeing tours etc (✓). 	<p>Compulsory annotation: ✓ X</p>
<p>4(c) State three risks to holidaymakers which could be included in any of the above categories and explain how the holidaymaker might minimise each risk. [6 marks] [1+1]*3</p>	<p>One mark for each correct identification up to a maximum of three identifications, plus up to an additional one mark for each of three explanations.</p> <p>Examples just for ACCOMMODATION might include:</p> <ul style="list-style-type: none"> • Theft (✓) – keep doors/windows locked (✓). • Falling (✓) – never leave children alone on balcony (✓). • Fire (✓) – never leave cooker unattended when in use (✓). 	<p>Compulsory annotation: ✓ X</p> <p>Candidates may have been expecting something along H&S lines or even the FCO's Know Before You Go – this question is simply risk assessment set in the ABTA leaflet context. Any risk and solution is valid as long as it fits in with one of the question's stated categories and it is quite valid to mention just accommodation risks etc.</p>
<p>4(d) Describe the role of a: • travel agent; • tour operator. [4 marks] [2+2]</p>	<p>Up to two marks for each of two descriptions.</p> <ul style="list-style-type: none"> • Travel agent = retailer (✓) – selling travel products & ancillary services (✓). • Tour operator = producer (✓) – puts holiday packages together for sale (✓). • Both are in chain of distribution (✓) – some are vertically integrated to achieve economies of scale (✓). 	<p>Compulsory annotation: ✓ X</p>

Question	Expected Answer	Additional Guidance
<p>4(e) Discuss the reasons for the growth in the popularity of European city break holidays. [9 marks] Levels</p>	<p>Levels of response marking.</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-3 marks] Candidate identifies describes some possible reasons for the growth in popularity of European city break holidays. Information may be in the form of a list of reasons. 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>Level 2: [4-6 marks] Candidate describes a number of possible reasons for the growth in the popularity of European city break holidays. Candidate will show an understanding of the question and include explanations of a number of the possible 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 understanding of concepts and principles with some use of specialist vocabulary.</p> <p>Level 3: [7-9 marks] Candidates will show a clear understanding of the question and include detailed identification and explanation of the possible reasons for the growth in the popularity of European city break holidays. Candidate effectively discusses a range of possible reasons. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p>	<p>Compulsory annotation L1, L2 or L3 at end of response.</p> <p>Level 1: List – maximum 2 marks. 2 identifications plus one description – 3 marks. 2 identifications and unsupported judgement – 3 marks.</p> <p>Level 2: No list – must be at least ‘describe’ Description only – 4 marks. Explanation/analysis – 5 marks. Evaluative comment (because.... means that....) – 6 marks.</p> <p>Level 3: Identification/description implied/assumed Explanation/analysis/comparison of more than one point/both sides – 7 marks. An evaluation/judgement without overall conclusion/prioritisation – 8 marks. With overall supporting conclusion – 9 marks. European city tourism is growing faster than any other area of the European economy, according to European Cities Marketing (‘ECM’), the association that represents more than one hundred European cities, tourist boards and convention bureaus.</p>

Question	Expected Answer	Additional Guidance
	<p data-bbox="577 209 831 236">Indicative content</p> <p data-bbox="577 276 1406 339">The city break boom started in 2000 and a variety of factors have encouraged this growth</p> <ul data-bbox="577 347 1458 651" style="list-style-type: none"> <li data-bbox="577 347 1458 443">• Low-cost airlines opened new routes across Europe, causing the city break market to grow at unprecedented levels, and with a rise in the average length of stay for a city break. <li data-bbox="577 451 1458 547">• The key European destinations – Berlin, Barcelona and Prague – have collectively seen an annualised increase of 550,000 room nights per annum. <li data-bbox="577 555 1458 651">• Ease of access (rail & air) and heavy hitting marketing campaigns have helped these and other cities to establish their leading position in Europe’s city break market. <p data-bbox="577 691 857 718">Exemplar response:</p> <p data-bbox="577 758 1447 1297">UK leisure travellers like to take several short breaks a year, reflecting the fact that many individuals are ‘cash rich, time poor’. Key factors stimulating demand for city breaks include the range of destinations available, easy access via budget airlines and Eurostar, a range of specialist tour operators and 24/7 Internet access. The internet has revolutionised the planning and booking of city breaks, allowing individuals to book transport and accommodation at their convenience. Hotel rates tend to be lower at weekends and thus cheap 2/3 night stays are readily available throughout the year. The fact that carriers such as Ryanair and easyJet fly to European destinations from all UK regions means that demand is evenly spread and travellers can take advantage of a short break whenever they wish. The trend has grown beyond Europe and mini-breaks to New York and Dubai have become popular, indicating that travel time has become less of an issue (L3).</p>	

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

OCR Customer Contact Centre

14 – 19 Qualifications (General)

Telephone: 01223 553998

Facsimile: 01223 552627

Email: general.qualifications@ocr.org.uk

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 2011