

Travel and Tourism

Advanced Subsidiary GCE

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

Mark Scheme for January 2011

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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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Testing of Quality of Written Communication

The quality of written communication will be assessed in questions that are indicated accordingly (*). Marks will be awarded for spelling, punctuation and grammar, use of appropriate form and style of writing, and for organising work clearly and coherently.

In this external assessment the assessment of QWC will take place in Question 5 which is a level of response question and carries 12 marks.

Marks are embedded within this question for assessing the quality of written communication. The following criteria are embedded within the levels of response for Question 5.

Level 1: Ability to communicate 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.

[1 mark representing the appropriate level of written communication is embedded in this level of response].

Level 2: 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.

[2 marks representing the appropriate level of written communication are embedded in this level of response].

Level 3: Ability to present 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.

[3 marks representing the appropriate level of written communication are embedded in this level of response].

Please note answers which are assessed as a L1, L2 and L3 from the individual unit mark scheme criteria may be awarded an additional mark for the quality of written communication if the standard is above the embedded criteria for the quality of written communication.

Question	Expected Answer	Additional Guidance																						
<p>1(a) Identify and describe three different services provided by Sussex by the Sea Visitor Information Centres (VICs). [6 marks] [1+1]*3</p>	<p>One mark for each correct service up to a maximum of three services, plus an additional one mark for each of three descriptions.</p> <table border="1" data-bbox="595 341 1352 1137"> <thead> <tr> <th data-bbox="595 341 976 373">Service</th> <th data-bbox="976 341 1352 373">Description</th> </tr> </thead> <tbody> <tr> <td data-bbox="595 373 976 445">Accommodation booking</td> <td data-bbox="976 373 1352 445">Local and national hotels, etc found for visitors</td> </tr> <tr> <td data-bbox="595 445 976 616">Provide transport information</td> <td data-bbox="976 445 1352 616">Local details of all methods of transport/timetables for National Express and Eurolines</td> </tr> <tr> <td data-bbox="595 616 976 719">Sell transport tickets/bookings</td> <td data-bbox="976 616 1352 719">Money saving tickets/for National Express and Eurolines</td> </tr> <tr> <td data-bbox="595 719 976 791">Sell guide books/maps</td> <td data-bbox="976 719 1352 791">Allow visitors to purchase these</td> </tr> <tr> <td data-bbox="595 791 976 863">Sell tickets</td> <td data-bbox="976 791 1352 863">For local concerts and events</td> </tr> <tr> <td data-bbox="595 863 976 895">Provide audio tours</td> <td data-bbox="976 863 1352 895">Guided tour of Arundel</td> </tr> <tr> <td data-bbox="595 895 976 967">Sell harbour dues</td> <td data-bbox="976 895 1352 967">For boating on the River Arun at Littlehampton</td> </tr> <tr> <td data-bbox="595 967 976 999">Provide event information</td> <td data-bbox="976 967 1352 999">Local listings</td> </tr> <tr> <td data-bbox="595 999 976 1070">Provide attraction information</td> <td data-bbox="976 999 1352 1070">Provide details of where to go and what to see</td> </tr> <tr> <td data-bbox="595 1070 976 1137">Collect Holiday@Home PrivilageCard</td> <td data-bbox="976 1070 1352 1137">Discount card for locals and VFR</td> </tr> </tbody> </table>	Service	Description	Accommodation booking	Local and national hotels, etc found for visitors	Provide transport information	Local details of all methods of transport/timetables for National Express and Eurolines	Sell transport tickets/bookings	Money saving tickets/for National Express and Eurolines	Sell guide books/maps	Allow visitors to purchase these	Sell tickets	For local concerts and events	Provide audio tours	Guided tour of Arundel	Sell harbour dues	For boating on the River Arun at Littlehampton	Provide event information	Local listings	Provide attraction information	Provide details of where to go and what to see	Collect Holiday@Home PrivilageCard	Discount card for locals and VFR	<p>Be mindful of repetition in services/descriptions, eg do not accept 'sell tickets' twice if referring to transport and then concerts; or 'provide information' for transport and then attractions. DO NOT accept souvenirs.</p> <p>MAX of 2 marks per service.</p> <p>If identification does not contain verb the description must identify the service.</p>
Service	Description																							
Accommodation booking	Local and national hotels, etc found for visitors																							
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<p>1(b)(i) Identify and explain one benefit to local attractions of the Holiday@Home Privilege Card scheme. [2 marks] [1+1]</p>	<p>One mark for naming benefit.</p> <p>More visitors (✓) encourage locals to make repeat visits (✓).</p> <p>One mark for explanation.</p> <p>Greater income (✓) good method of advertising (✓).</p>																							

Question	Expected Answer	Additional Guidance
<p>1(b)(ii) Identify and explain one benefit to local residents of the Holiday@Home Privilege Card scheme. [2 marks] [1+1]</p>	<p>One mark for naming benefit.</p> <p>Discount (✓) special offers (✓) place to take VFR (✓).</p> <p>One mark for explanation.</p> <p>Reduced price for resident as well as visitor (✓) somewhere to take visitors (✓).</p>	
<p>1(c)</p> <p>Using the statistics in Document 2, draw valid conclusions about visitor expenditure in Sussex by the Sea. [12 marks] Levels</p>	<p>Levels of response marking.</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-4 marks] Candidate identifies/describes statistics. Information may be in the form of a list. There is little or no attempt to evaluate.</p> <p>Level 2: [5-8 marks] Candidate describes a number of statistics. Candidates will show an understanding of the question and include explanations of a number of statistics which may be evaluated with some success. The evaluation 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: [9-12 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the statistics. Candidate effectively evaluates a range of statistics. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p>	<p>Do NOT credit answers using statistics from Figs 3 & 4.</p> <p>Level 1: List – maximum 2 marks. 2 identifications of relevant statistics plus one description – 2 or 3. 3 identifications of relevant statistics and unsupported judgement – 4 marks.</p> <p>Level 2: No list – must be at least ‘describe’. Description only of relevant statistics – 5 marks. Explanation/analysis of relevant statistic[s] – 6 or 7 marks. Evaluative comment (because.... means that....) – 8 marks.</p> <p>Level 3: MUST use £ and % to reach this level. Identification/description implied/assumed. Explanation/analysis/comparison of more than one statistic/both sides – 9 or 10 marks. An evaluation/judgement without overall conclusion/prioritisation – 11 or 12 marks.</p>

Question	Expected Answer	Additional Guidance
	<p>Statistics – Indicative content: [all Figs in £s million].</p> <p>Fig. 1 – Analysis by sector of expenditure. 2009</p> <ul style="list-style-type: none"> • £28.3m spent on accommodation. • £31.2m spent on food and drink. • £9.7m spent on recreation. • £34.0m spent on shopping. • £13.0m spent on transport. • £42.3m indirect expenditure. <p>Fig. 2 – Revenue by category of visitor 2009</p> <ul style="list-style-type: none"> • £72.5m spent in serviced accommodation. • £11.0m spent in non-serviced accommodation. • £18.1m spent SFR. • £77.2m spent by day visitors. <p>Analysis to include such comments as:</p> <ul style="list-style-type: none"> • day visitors spend the most, this would be on food and drink, shopping; • SFR expenditure low as do not pay for accommodation. <p>Exemplar response:</p> <p>Accommodation counts for a total of £28.3m of visitor expenditure in 2009. The greatest expenditure is on serviced accommodation, but this has seen a drop in total expenditure between 2007-9. Non-serviced accommodation has less total expenditure, as visitors do not pay for the daily clean of rooms or the provision of food. Sussex by the Sea should try to encourage more visitors to stay in serviced accommodation to further increase expenditure in this area (L3).</p>	

Question	Expected Answer	Additional Guidance								
<p>2(a) Describe what is meant by each of the following:</p> <ul style="list-style-type: none"> • rural area; • tourism industry; • accommodation provider. <p>[6 marks] [1+1]*3</p>	<p>Up to two marks for meaning.</p> <p>Countryside (✓) not urban area (✓) tourist activity which takes place, eg farm tourism; countryside events; nature trails (✓), eg South Downs National Park (✓).</p> <p>Up to two marks for meaning.</p> <p>Range of components which make up tourism (✓) accommodation, transportation, catering, attractions, etc which provide services for visitors (✓) leisure; business; VFR make up industry (✓).</p> <p>Up to two marks for meaning.</p> <p>Provision of somewhere to stay for tourists (✓) organisation/business which has hotels/motels/cottages/caravans etc (✓) staying VFR (✓).</p>	<p>Vague response – maximum one mark. Example can be credited with second mark.</p> <p>DO NOT award full marks if they just list components eg copy from case study (Document 3).</p> <p>Vague response – maximum one mark. Example can be credited with second mark.</p> <p>Vague response – maximum one mark. Example can be credited with second mark.</p>								
<p>2(b) Name three socio-economic factors which have led to the growth of the travel and tourism industry. For each, give one example of how it impacts on Sussex by the Sea.</p> <p>[6 marks] [1+1]*3</p>	<p>One mark for each correct factor up to a maximum of three factors plus an additional one mark for each of three impacts.</p> <table border="1" data-bbox="595 970 1424 1418"> <thead> <tr> <th data-bbox="595 970 958 1005">SE factor</th> <th data-bbox="958 970 1424 1005">Impact on Sussex by the Sea</th> </tr> </thead> <tbody> <tr> <td data-bbox="595 1005 958 1114">Car ownership [increase]</td> <td data-bbox="958 1005 1424 1114">Private car main mode of travel for tourist/strain on area/congestion/parking/pollution</td> </tr> <tr> <td data-bbox="595 1114 958 1249">Leisure time [increase]/increase in paid holidays/early retirement</td> <td data-bbox="958 1114 1424 1249">More time outside paid employment so more time to visit/retired more leisure time hence age profile of visitors</td> </tr> <tr> <td data-bbox="595 1249 958 1418">Disposable income [increase]</td> <td data-bbox="958 1249 1424 1418">Amount of money left after household and personal expenses paid/more so greater amount of visitors/spending in area</td> </tr> </tbody> </table>	SE factor	Impact on Sussex by the Sea	Car ownership [increase]	Private car main mode of travel for tourist/strain on area/congestion/parking/pollution	Leisure time [increase]/increase in paid holidays/early retirement	More time outside paid employment so more time to visit/retired more leisure time hence age profile of visitors	Disposable income [increase]	Amount of money left after household and personal expenses paid/more so greater amount of visitors/spending in area	<p>Answers must reflect the context of the question.</p> <p>Be mindful of repetition (especially in impacts sections and national economy).</p> <p>DO NOT award impact if SE factor is wrong.</p> <p>If candidate scores zero for one sub-section, DO NOT award more than ONE mark for other sub-sections.</p>
SE factor	Impact on Sussex by the Sea									
Car ownership [increase]	Private car main mode of travel for tourist/strain on area/congestion/parking/pollution									
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Disposable income [increase]	Amount of money left after household and personal expenses paid/more so greater amount of visitors/spending in area									

Question	Expected Answer		Additional Guidance															
	National economy/recession/credit crunch	Boom times – more expenditure on day trips/short breaks Bust times – less trips taken/more long holidays in UK as cheaper than abroad																
<p>2(c) Compare and contrast the products, facilities and services of Harbour Park and The Flying Fortress. [10 marks] Levels</p>	<p>Levels of response marking.</p> <p>Level 1: [1-6 marks] Candidate identifies/describes the products, facilities and services of Harbour Park and The Flying Fortress. Information may be in the form of a list of points. There is only an attempt to compare and contrast products in relation to Harbour Park or The Flying Fortress.</p> <p>Level 2: [7-10 marks] Candidate will show a clear understanding of the question and include detailed comparison and contrast of products, facilities and services in relation to Harbour Park and The Flying Fortress. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Products, facilities, services – Indicative content:</p> <table border="1" data-bbox="595 1026 1420 1394"> <thead> <tr> <th></th> <th>Harbour Park</th> <th>Flying Fortress</th> </tr> </thead> <tbody> <tr> <td>Product</td> <td>Situated in Littlehampton</td> <td>On Ford Airfield</td> </tr> <tr> <td>Facility</td> <td>Plenty of easy parking</td> <td>Plenty of parking, additional parking at weekend if Ford market open</td> </tr> <tr> <td>Service</td> <td>Open weekends and holidays from Easter to end October</td> <td>Open 7 days week; all year</td> </tr> <tr> <td>Service</td> <td>Maps and directions</td> <td>Maps and directions</td> </tr> </tbody> </table>			Harbour Park	Flying Fortress	Product	Situated in Littlehampton	On Ford Airfield	Facility	Plenty of easy parking	Plenty of parking, additional parking at weekend if Ford market open	Service	Open weekends and holidays from Easter to end October	Open 7 days week; all year	Service	Maps and directions	Maps and directions	<p>Level 1: List – maximum 2 marks. Description of products, facilities or services in relation to HP or FF – up to 3 marks. Description of products, facilities or services in relation to both HP and FF – up to 4 marks.. Comparison or contrast of products, facilities or services in relation to HP and FF – 5 or 6 marks.</p> <p>Level 2: Comparison and contrast of one area (products, facilities or services) in relation to HP and FF – 7 marks. Comparison and contrast of two areas (products, facilities or services) in relation to HP and FF – 8 marks. Comparison and contrast of all areas (products, facilities and services) in relation to HP and FF – 9 or 10 marks.</p> <p>Note: for 7 marks or more candidates need to use comparative (both, similar) and contrasting (whereas, however, on the other hand, the only one to) language.</p> <p>If candidate does not attempt to compare and contrast products, facilities and services – cannot move beyond 6 marks.</p>
	Harbour Park	Flying Fortress																
Product	Situated in Littlehampton	On Ford Airfield																
Facility	Plenty of easy parking	Plenty of parking, additional parking at weekend if Ford market open																
Service	Open weekends and holidays from Easter to end October	Open 7 days week; all year																
Service	Maps and directions	Maps and directions																

Question	Expected Answer			Additional Guidance
	Service	Some areas open all year round		
	Service	Birthday parties and special events catered for	Private hire for meetings/events/parties	
	Service	Website/telephone	Website/telephone	
	Facility	On line discounts		
	Product	Free entry	Range of rates for different ages/classes of party	
		Harbour Park	Flying Fortress	
	Product	Family amusement park	Family entertainment centre	
	Product	'New England' fishing visit setting	Airport/airplane theme	
	Product	Indoor and outdoor attraction	Indoor attraction	
	Product	Variety of rides	Variety of activities	
	Facility	Restaurant/cafe/kiosks	Serves a range of food	
	Facility	Gift shop		
	Exemplar response:	<p>Both have car parking facilities. Both are for families/children, but FF more a play area and HP an amusement park. FF charges admission, HP free entry but will need to pay to go on rides. Both have catering, both cater for special functions. HP has a shop, whereas FF does not have a shop. FF more open over the year and week than HP (L2).</p>		

Question	Expected Answer	Additional Guidance
<p>3(a) Name:</p> <ul style="list-style-type: none"> • the London airport with a regular rail service to Bognor Regis; • the Marina. <p>[2 marks] [2*1]</p>	<p>For one mark.</p> <p>Gatwick (✓).</p> <p>For one mark.</p> <p>Littlehampton (✓).</p>	<p>No other possible answers accepted.</p>
<p>3(b)(i) Explain two benefits to the overseas visitor of using sea transport if they are travelling to Sussex by the Sea.</p> <p>[4 marks] [1+1]*2</p>	<p>One mark for each correct benefit up to a maximum of two benefits, plus an additional one mark for each of two explanations.</p> <p>Accessible (✓) Portsmouth and Newhaven 30 mins + away (✓). Convenient (✓) plenty of means of transport to get to Sussex from ports (✓). Can take as much luggage as wish (✓) take car on ferry (✓). Time (✓) ferries turn round time less than at airports (✓). Bring own boat marina in Littlehampton (✓) accommodation included (save money). Cheaper when a group travelling with a car (✓). Unable to travel by air (✓) phobia of flying/pregnant (✓).</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>

Question	Expected Answer	Additional Guidance
<p>3(b)(ii) Explain two benefits to the overseas visitor of using air transport if they are travelling to Sussex by the Sea. [4 marks] [1+1]*2</p>	<p>One mark for each correct benefit up to a maximum of two benefits, plus an additional one mark for each of two explanations.</p> <p>Quick (✓) flying to Gatwick faster than other methods of transport (✓). Cheap/value for money (✓) budget airlines (✓). Long haul travellers only real suitable method of travel (✓) other methods of transport too slow (✓). International airports close by (✓) easy access from Gatwick by public transport (✓). Easy to travel (✓) by direct train service (✓). Unable to travel by sea (✓) suffer from seasickness (✓).</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>

Question	Expected Answer	Additional Guidance
<p>3(c) Evaluate how effectively the facilities of The White Swan Hotel and The Royal Norfolk Hotel meet the needs of business visitors. [12 marks] Levels</p>	<p>Levels of response marking.</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-4 marks] Candidate identifies/describes facilities of the White Swan/Royal Norfolk suitable for business visitors. Information may be in the form of a list of facilities. There is little or no attempt to evaluate.</p> <p>Level 2: [5-8 marks] Candidate describes a number of facilities at the White Swan and Royal Norfolk suitable for business visitors. The candidate will show an understanding of the question and include explanations of a number of suitable facilities which may be evaluated with some success. The evaluation 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: [9-12 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the facilities available for business visitors at the White Swan/Royal Norfolk. Candidate effectively evaluates a range of different facilities available for business visitors. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p>	<p>Level 1: List – maximum 2 marks. 2 facilities identified plus one description – 2 or 3. 3 identifications [for both White Swan & Royal Norfolk] and unsupported judgement – 4 marks.</p> <p>Level 2: No list – must be at least ‘describe’. Description only of facilities at the White Swan or Royal Norfolk – 5 marks. Explanation/analysis of the facilities at the White Swan or Royal Norfolk – 6 or 7 marks. Evaluative comment (because.... means that....) – 8 marks.</p> <p>Level 3: Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides ie both the White Swan & Royal Norfolk – 9 or 10 marks. An evaluation/judgement without overall conclusion/prioritisation – 11 marks. With overall supporting conclusion – 12 marks.</p>

Question	Expected Answer	Additional Guidance
	<p>Facilities – Indicative content specific for business visitors:</p> <p>White Swan</p> <ul style="list-style-type: none"> • 3 conference and banqueting suites to seat up to 120. • Packages to suit guests requirements. • Free wi-fi access in all public areas. • Ample free parking. • Restaurant/bar. • En suite bedrooms. • 24 hour room service. <p>Royal Norfolk</p> <ul style="list-style-type: none"> • Special rate for groups. • Ample car parking. • Conference venue. • Restaurant/bar. • En suite bedrooms. • Trouser press. <p>Exemplar response:</p> <p>Both state they have conference facilities which would suit business groups, can cater for large groups in respect of restaurant facilities. Both have plenty of free parking, most business visitors travel using their own or a company car. The close car parking means business guests would not waste time looking for parking and would not have far to transport luggage/other equipment needed for presentations, etc (L3).</p>	
<p>4(a) Identify:</p> <ul style="list-style-type: none"> • the location of the Festival Theatre; • the price of a room at The White Swan Hotel. <p>[2 marks] [2*1]</p>	<p>For one mark.</p> <ul style="list-style-type: none"> • Chichester (✓). • <i>From</i> £75 (✓). 	<p>No other response possible to this question.</p>

Question	Expected Answer	Additional Guidance
<p>4(b) Discuss the benefits of accommodation grading schemes to visitors. [8 marks] Levels</p>	<p>Levels of response marking.</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-4 marks] Candidate identifies/describes some possible benefit(s) to the visitor of accommodation grading schemes. Information may be in the form of a list of benefits. Candidate will include explanations of the benefits which may be discussed with some success. The discussion is in the most part accurate, if not a little underdeveloped. 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 2: [5-8 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible benefits to visitors of accommodation grading schemes. Candidate effectively discusses a range of possible benefits to visitors. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Benefit of accommodation grading schemes - Indicative content:</p> <ul style="list-style-type: none"> • Quality assurance. • Consistency of accommodation. • Shows level of service. • Indicates quality of guest care. • Progressively higher standards with higher grades/stars. • Independent assessment/unbiased. 	<p>Please note – must be benefit to visitors not accommodation provider.</p> <p>Level 1: List of points – maximum 1 mark. Description – up to 2 marks. Explanation – up to 3 marks. Unsupported judgements/limited discussion – up to 4 marks.</p> <p>Level 2: Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 5-6 marks. An evaluation/judgement without overall conclusion/prioritisation – 7 marks. With overall supporting conclusion – 8 marks.</p>

Question	Expected Answer	Additional Guidance
	<p>Exemplar response:</p> <p>Encourages visitors people will use the accommodation as they will be assured of its quality. Visitors know it is an unbiased opinion and will have confidence in the grading. Knows standards to expect, reassures visitors about the quality. There is a range of accommodation grading schemes, eg AA stars. The amount of stars indicates the quality of the accommodation. Visitors who want to be assured of high quality service should look for accommodation with 4+ stars. This will, of course, be more expensive (L3).</p>	
<p>4(c) Discuss the benefits of the growth in the short break holiday market to accommodation providers. [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 benefit(s) to accommodation providers of the growth in short breaks. Information may be in the form of a list of benefits. Candidates will include explanations of possible benefits which may be discussed with some success. The discussion in the most part is accurate, if not a little underdeveloped. 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 2: [4-6 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible benefits to accommodation providers of the growth in the short break market. Candidate effectively discusses a range of possible benefits to accommodation providers. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</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. An evaluation/judgement without overall conclusion/prioritisation – 5 marks. With overall supporting conclusion – 6 marks.</p>

Question	Expected Answer	Additional Guidance
	<p>Indicative Content:</p> <ul style="list-style-type: none"> • Usually of 2-4 nights; often over a weekend. • Means greater occupancy level (at weekends). • Drop in long stay holidays counteracted by increase in short breaks. • Grey market/couples - more disposable income. <p>Exemplar response:</p> <p>Short breaks of 2-4 nights have increased in popularity. This means accommodation is often full at the weekend which is when business visitors would not be using hotels. This would increase the occupancy rates/income of the accommodation (L2).</p>	
<p>4(d) Discuss the benefits of visiting friends and relatives (VFR) tourism to the visitor. [6 marks]</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 benefit(s) to the visitor of VFR. Information may be in the form of a list of benefits. Candidates will include explanations of possible benefits which may be discussed with some success. The discussion in the most part is accurate, if not a little underdeveloped. 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 2: [4-6 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible benefits to the visitor of VFR. Candidate effectively discusses a range of possible benefits to the visitor. There is sound and</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. An evaluation/judgement without overall conclusion/prioritisation – 5 marks. With overall supporting conclusion – 6 marks.</p>

Question	Expected Answer	Additional Guidance
	<p>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"> • Cheap form of accommodation. • Chance to spend time with relatives/friends. <p>Exemplar response:</p> <p>VFR means that you will travel and stay with a friend/relative. This means that if you are staying, accommodation is free/cheaper than a hotel. Overall this will allow more expenditure on other leisure activities, such as going to attractions (L2).</p>	
<p>5* Evaluate the impact of the decline in the domestic long stay holiday market on seaside destinations such as Sussex by the Sea. [12 marks] Levels</p>	<p>Levels of response marking</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-4 marks] Candidate identifies/describes impact(s) of the decline in domestic long stay holidays. Information may be in the form of a list of benefits. There is little or no attempt to evaluate. 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>Level 2: [5-8 marks] Candidate describes a number of possible impacts on seaside destinations of the decline in the domestic long stay holiday. Candidates will show an understanding of the question and include explanations of a number of the possible impacts which may be evaluated with some success. The evaluation in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts</p>	<p>This is the question assessing QWC</p> <p>Level 1: List – maximum 2 marks. 2 identifications plus one description – 2 or 3. 3 identifications and unsupported judgement – 4 marks.</p> <p>Level 2: 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 3: Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 9 or 10 marks. An evaluation/judgement without overall conclusion/prioritisation – 11 marks. With overall supporting conclusion – 12</p>

Question	Expected Answer	Additional Guidance
	<p>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>Level 3: [9-12 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible impacts on seaside resorts of the decrease in the domestic long stay holiday market. Candidate effectively evaluates a range of possible impacts to seaside 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>Impact of the decline in the long stay holiday market – Indicative content:</p> <ul style="list-style-type: none"> • Long stay low cost accommodation. • Long stay self catering. • Mainly in Butlins and camp and caravan sites. • Created high volume of bed nights. • Visitor spend spread throughout the economy. • Highly seasonal. • Fall of 30% in last 20 years. • Fallen in Sussex by the Sea due to lack of investment. 	marks.

Question	Expected Answer	Additional Guidance
	<p>Exemplar response:</p> <p>Long stay visitors use low cost self catering accommodation. If this accommodation not used for tourist, will become another use/left empty.</p> <p>Fall of 20% in last 30 years due to competition from overseas sun resorts/packages.</p> <p>Seaside resorts no longer meet needs of visitors, too many outdoor attractions which are weather dependent.</p> <p>Seaside resorts such as Sussex by the Sea used to depend on the long stay domestic tourist. The numbers taking this type of holiday have declined due to the increase in cheap overseas packages where tourists can be assured of sun. The decline has led to a huge drop in income for seaside resorts, although most of these types of tourist were low spending. Sussex by the Sea needs to develop new indoor attractions to meet the needs of more discerning visitors, especially those on short breaks (L3).</p>	

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