

Travel and Tourism

Advanced Subsidiary GCE

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

Mark Scheme for January 2012

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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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Annotations

| Annotation | Meaning |
|---|-----------------------|
|  | Correct response |
|  | Incorrect response |
|  | Vague |
|  | Repeat |
|  | Benefit of doubt |
|  | Level 1 |
|  | Level 2 |
|  | Level 3 |
|  | Not answered question |

Subject Specific Marking Instructions**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 | | Answer | Mark | Guidance |
|----------|-----|---|------------|---|
| 1 | (a) | Coach tour: <ul style="list-style-type: none"> (Land transport) for a group (✓) travelling around seeing sites (✓) staying/stopping in different locations (✓) tour guide on board (✓). Motel: <ul style="list-style-type: none"> (Serviced) accommodation (✓) often road side location (✓) Travelodge (✓) cheap and basic (✓) break the journey (✓). | 4 2+2 | Up to two marks for each definition. Compulsory annotation: ✓ ✗ Vague response – maximum one mark. Example can be credited with second mark. Example only/incorrect meaning correct example zero marks. |
| | (b) | <ul style="list-style-type: none"> Holiday/leisure (✓) - for leisure (✓). Business (✓) – corporate/work (✓). VFR/Visits to Friends and Relatives (✓) – staying with brother (✓). Study (✓) – language school (✓). UK tourists (✓) – domestic (✓). Overseas/inbound (✓) – from countries outside UK (✓). Other (✓) – eg ancestral, adventure (✓). | 6 1+1*3 | One mark for each correct identification up to a maximum of three identifications, plus up to an additional one mark for each of three descriptions. Compulsory annotation: ✓ ✗ Be mindful of repetition (especially in description sections). If candidate scores zero for one sub-section DO NOT award more than one mark for other sub-sections. |

| Question | | Answer | Marks | Guidance | |
|----------|-----|---|-------|--|---|
| | | | | Content | Levels of response |
| | (c) | There were 2.48 million trips made by overseas visitors to Scotland in 2008, these visitors spent a total of 19.34 nights (an average length of stay of 7.8 nights). This length of stay is double that of domestic tourists, because overseas visitors have further to travel and are more likely to visit Scotland for a long holiday rather than a short break | 12 | Statistics – indicative content: <ul style="list-style-type: none"> 17% of tourism trips. 65% taken April-September. EU biggest market. 6 of top 10 use Euro. USA biggest/21% overseas spend. 75% air travel. 25% sea and tunnel. 7.8 nights average length of stay. £498 spend per trip. | Compulsory annotation L1, L2 or L3 at end of response. 0 marks No response or no response worthy of credit. Level 1: (1-4 marks) Candidate identifies/describes statistics. Information may be in the form of a list. There is little or |

| Question | Answer | Marks | Guidance | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|----------|--|----------------|---|---------------|---------------|--------|---|------|-----|-----|-------|-------|-----|-------|----------------|----------------|----------------|---------------|---------------|-------|--------|---------------|---------------|----------------|---------------|---------------|--------|-------|----------------|----------------|----------------|---------------|--------------|--------|---|
| | <p>(L1).</p> <p>.....Overseas visitors from the USA are the biggest overseas market with a total of 340 000 trips, spending 2.75 million nights and spending £260 million. This is due to a number of reasons. Many Americans have roots in Scotland, so will be coming to see where their ancestors are from. They also like visiting Scotland as there is no language barrier, and there are world famous attractions for them to visit such as Edinburgh Castle (L2).</p> <p>.....Overseas visitors are vitally important to the economy of Scotland. Although they account for just 17% of tourism trips their total spend makes up nearer 25%. This is mainly because they have a longer length of stay, so the money is spent in accommodation; with an average spend per night of £64. Although this is lower than the average spend of £73 by English tourists, the longer length of stay means the total expenditure is greater. VisitScotland should continue to</p> | | Content | | | | Levels of response | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | <ul style="list-style-type: none"> £64 average spend per night. | | | | <p>no attempt to evaluate. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | <table border="1"> <thead> <tr> <th></th> <th>Hols</th> <th>Bus</th> <th>VFR</th> <th>Study</th> <th>Other</th> <th>Tot</th> </tr> </thead> <tbody> <tr> <td>Trips</td> <td>1.16m (47%)</td> <td>0.39m (16%)</td> <td>0.79m (32%)</td> <td>0.03m (1%)</td> <td>0.11m (4%)</td> <td>2.48m</td> </tr> <tr> <td>Nights</td> <td>7.7m (40%)</td> <td>1.78m (9%)</td> <td>6.68m (36%)</td> <td>1.63m (8%)</td> <td>1.37m (7%)</td> <td>19.34m</td> </tr> <tr> <td>Spend</td> <td>£640m (52%)</td> <td>£166m (13%)</td> <td>£279m (23%)</td> <td>£52m (45%)</td> <td>£98m (8%)</td> <td>£1235m</td> </tr> </tbody> </table> | | | | | Hols | Bus | VFR | Study | Other | Tot | Trips | 1.16m (47%) | 0.39m (16%) | 0.79m (32%) | 0.03m (1%) | 0.11m (4%) | 2.48m | Nights | 7.7m (40%) | 1.78m (9%) | 6.68m (36%) | 1.63m (8%) | 1.37m (7%) | 19.34m | Spend | £640m (52%) | £166m (13%) | £279m (23%) | £52m (45%) | £98m (8%) | £1235m | <p>List – maximum 2 marks. 2 identifications of relevant statistics plus one description – 2 or 3 marks. 3 identifications of relevant statistics and unsupported judgement – 4 marks.</p> |
| | Hols | Bus | VFR | Study | Other | Tot | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Trips | 1.16m (47%) | 0.39m (16%) | 0.79m (32%) | 0.03m (1%) | 0.11m (4%) | 2.48m | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Spend | £640m (52%) | £166m (13%) | £279m (23%) | £52m (45%) | £98m (8%) | £1235m | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | <ul style="list-style-type: none"> Details of top origins/trips/night from table. Accommodation used from table. | | | | <p>Level 2: (5-8 marks) Candidate describes a number of statistics. Candidate 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>No list – must be at least ‘describe’. Description only of relevant statistics – 5 marks. Explanation/analysis of relevant</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| Question | | | Answer | Marks | Guidance | |
|----------|--|--|---|-------|----------|--|
| | | | | | Content | Levels of response |
| | | | tap into this huge market to encourage more overseas visitors, especially as there are now many budget flights available from the EU, and the majority of overseas visitors travel to Scotland by air (L3). | | | <p>statistic(s) – 6 or 7 marks. Evaluative comment – (because....means that....) – 8 marks.</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>Must use specialist vocabulary 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 | | Answer | Mark | Guidance |
|----------|-----|--|------------|--|
| 2 | (a) | <p>Loch:</p> <ul style="list-style-type: none"> Scottish lake (✓) used for water sports/leisure (✓) Loch Morlich (✓). <p>Funicular railway:</p> <ul style="list-style-type: none"> Mountain railway (✓) train/transport (✓) not mass public transport (✓) land transport to inaccessible area (✓). <p>Visitor centre:</p> <ul style="list-style-type: none"> Built attraction (✓) provides information on area (✓) interpretation (✓) tourist information materials (leaflets/maps) (✓). | 6 3*2 | <p>Up to two marks for each definition.</p> <p>Compulsory annotation: ✓ ✗</p> <p>Vague response – maximum one mark.</p> <p>Example can be credited with second mark. Example only/incorrect meaning correct example zero marks.</p> |
| | (b) | <ul style="list-style-type: none"> Climbing (✓) – classic routes (✓)/local guiding services (✓). Sightseeing the stunning scenery (✓) – spectacular mountain panorama from viewing terrace at Ptarmigan top station (✓). Bird watching (✓) – famous bird life resident or migratory (✓). Explore/discover natural habitat (✓) visit garden to admire flora (✓) Walks/Walking (✓) – network of footpaths (✓)/self guided trails (✓)/guided walks (✓). Cycling (✓) – using roads and trails (✓)/mountain biking (✓). Geocaching (✓) collecting clues (✓) Camping (✓) staying overnight in the forest (✓) | 6 1+1*3 | <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 descriptions.</p> <p>Compulsory annotation: ✓ ✗</p> <p>Be mindful of repetition (especially in description sections).</p> <p>If candidate scores zero for one sub-section DO NOT award more than one mark for other sub-sections.</p> |

| Question | | Answer | Marks | Guidance | | | | | | | | | | | | | | | | | | | |
|---|---|---|-------|---|-------------------------|--------------------------------|---|-----------------------------------|--------------------------|--------------------------------------|---|--|------------------|--------------------|---|------------------------------------|----------------------|-----------|------------------------|--|------------------------------------|---|---|
| | | | | Content | Levels of response | | | | | | | | | | | | | | | | | | |
| | (c) | The products, facilities and services at EC and TSP have some similarities and differences. Both places offer guided tours although EC the price of the guided tour is included in the price of the ticket, whereas at TSP the guided tour is an additional cost of £6 for an adult and £3 for a child. The disabled facilities are different at both places. EC has disabled toilets but TSP has been designed with disability access in mind. Both places offer café / restaurant facilities. The admission price to both locations is very different, at EC you can get an Explorer Pass (costing £21), whereas TSP has free access. The opening days are different at both places, EC is open 7 days a week, whereas TSP is closed on Sundays. EC has historical items on display, whereas TSP has a political exhibition. TSP has a crèche service, whereas EC does not offer this service. In addition both EC and TSP have shops. (L3) | 10 | <table border="1"> <tr> <td>Edinburgh Castle</td> <td>The Scottish Parliament</td> </tr> <tr> <td>Public sector ownership/historic Scotland</td> <td>Public sector ownership/political</td> </tr> <tr> <td>Residence and stronghold</td> <td>Seat of devolved Scottish Government</td> </tr> <tr> <td>Guided tour included with ticket/audio guides in 8 languages (for hire)</td> <td>Guided tour available on non-business days</td> </tr> <tr> <td>Children's trail</td> <td>Creche/baby change</td> </tr> <tr> <td>Courtesy vehicle for those with mobility problems/reasonable wheelchair access/disabled toilets</td> <td>Designed with full disabled access</td> </tr> <tr> <td>3 gift shops/2 cafes</td> <td>Shop/café</td> </tr> <tr> <td>Green tourism award 5*</td> <td></td> </tr> <tr> <td>Parking for disabled visitors only</td> <td>Some disabled parking reserved close/advise use public transport/coach drop off point</td> </tr> </table> | Edinburgh Castle | The Scottish Parliament | Public sector ownership/historic Scotland | Public sector ownership/political | Residence and stronghold | Seat of devolved Scottish Government | Guided tour included with ticket/audio guides in 8 languages (for hire) | Guided tour available on non-business days | Children's trail | Creche/baby change | Courtesy vehicle for those with mobility problems/reasonable wheelchair access/disabled toilets | Designed with full disabled access | 3 gift shops/2 cafes | Shop/café | Green tourism award 5* | | Parking for disabled visitors only | Some disabled parking reserved close/advise use public transport/coach drop off point | <p>Compulsory annotation L1 or L2 at end of response.</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: (1-6 marks) Candidate identifies products, facilities and services of Edinburgh Castle and The Scottish Parliament.</p> <p>List – maximum 2 marks. Description of products, facilities and services in relation to EC or TSP – up to 3 marks. Description of products, facilities and services in relation to both EC and TSP – up to 4 marks. Comparison or contrast of products, facilities or services in relation to EC and TSP - 5 or 6 marks.</p> <p>Level 2: (7-10 marks) Candidate compares and contrast products, facilities and services of Edinburgh Castle and The Scottish Parliament.</p> |
| Edinburgh Castle | The Scottish Parliament | | | | | | | | | | | | | | | | | | | | | | |
| Public sector ownership/historic Scotland | Public sector ownership/political | | | | | | | | | | | | | | | | | | | | | | |
| Residence and stronghold | Seat of devolved Scottish Government | | | | | | | | | | | | | | | | | | | | | | |
| Guided tour included with ticket/audio guides in 8 languages (for hire) | Guided tour available on non-business days | | | | | | | | | | | | | | | | | | | | | | |
| Children's trail | Creche/baby change | | | | | | | | | | | | | | | | | | | | | | |
| Courtesy vehicle for those with mobility problems/reasonable wheelchair access/disabled toilets | Designed with full disabled access | | | | | | | | | | | | | | | | | | | | | | |
| 3 gift shops/2 cafes | Shop/café | | | | | | | | | | | | | | | | | | | | | | |
| Green tourism award 5* | | | | | | | | | | | | | | | | | | | | | | | |
| Parking for disabled visitors only | Some disabled parking reserved close/advise use public transport/coach drop off point | | | | | | | | | | | | | | | | | | | | | | |

| Question | | | Answer | Marks | Guidance | | |
|----------|--|--|--------|-------|---|--|---|
| | | | | | Content | | |
| | | | | | | Levels of response | |
| | | | | | Open all year, 7 days a week (closed Xmas day and Boxing day) | Open different days times depending if parliament in session/all year on Sat and public holidays | <p>Comparison and contrast of one area (products, facilities or services) in relation to EC or TSP – 7 marks.</p> <p>Comparison and contrast of two areas in relation to EC or TSP – 8 marks.</p> <p>Comparison and contrast of all areas in relation to EC or TSP – 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> |
| | | | | | 3 military museums/display on history | Exhibition | |
| | | | | | Live costumed performers | Watch committee or full meeting debates | |
| | | | | | Explorer pass £21 | Free access to building/pay for guided tour | |

| Question | | Answer | Mark | Guidance |
|----------|-----|--|------------|--|
| 3 | (a) | Shoulder Months: <ul style="list-style-type: none"> • April (and/.) September (✓). Accommodation Type: <ul style="list-style-type: none"> • Camping (✓). | 2 2*1 | One mark for each correct identification up to a maximum of two identifications. Compulsory annotation: ✓ ✗ No other possible answers accepted. |
| | (b) | <ul style="list-style-type: none"> • Tailored package (✓) provide individual activities as well as accommodation and meals (✓). • Ease of booking (✓) company will organise all aspects (✓). • Provision of transport, accommodation and ancillary service (✓) tour operator will take care of all (✓). • Professional/expert help (✓) ensure safety (✓) • Cheaper (due to economies of scale) (✓) fixed price (✓) • Provide a range of activities (✓) taste a variety of activities (✓) | 4 1+1*2 | One mark for each correct identification up to a maximum of three identifications, plus up to an additional one mark for each of two explanations. Compulsory annotation: ✓ ✗ Be mindful of repetition (especially in description sections). If candidate scores zero for one sub-section DO NOT award more than two marks for other sub-sections. |

| Question | | Answer | Marks | Guidance | | | | | | | | | | | | | | | | | | | | | | | | | |
|----------|---------|--|---------|--|--|--|--|--|--------------------|---------|---------|---------|---------|---------|----|----|----|----|----------|----|----|----|----|-------|----|----|----|----|--|
| | | | | Content | | | | | Levels of response | | | | | | | | | | | | | | | | | | | | |
| | (c) | <p>The majority of domestic holiday visits are in summer when the weather is better and it is the school summer holidays. There is less seasonality in business visits compared with holiday trips (L1).</p> <p>..... This means that visitors can participate in outdoor activities and attractions. There is less seasonality in business visits compared with holiday trips, this may be due to promotions by hotels in the off season in order to attract business visitors, and traditionally the conference season is Easter/October (L2).</p> | 8 | <table border="1"> <thead> <tr> <th>%</th> <th>Jan-Mar</th> <th>Apr-Jun</th> <th>Jul-Sep</th> <th>Oct-Dec</th> </tr> </thead> <tbody> <tr> <td>Holiday</td> <td>17</td> <td>24</td> <td>36</td> <td>23</td> </tr> <tr> <td>Business</td> <td>22</td> <td>28</td> <td>26</td> <td>24</td> </tr> <tr> <td>Total</td> <td>21</td> <td>24</td> <td>33</td> <td>22</td> </tr> </tbody> </table> | | | | | % | Jan-Mar | Apr-Jun | Jul-Sep | Oct-Dec | Holiday | 17 | 24 | 36 | 23 | Business | 22 | 28 | 26 | 24 | Total | 21 | 24 | 33 | 22 | <p>Compulsory annotation L1 or L2 at end of response.</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: (1-4 marks) Candidate identifies/describes some key patterns of seasonality in domestic visits to Scotland. Information may be in the form of a list. There is little or no attempt to discuss. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>List 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: (5-8 marks) Candidate will show a clear understanding of the question and include detailed identification and explanation of key patterns of seasonality in domestic visits to Scotland. Candidate effectively discusses a range of patterns.</p> |
| % | Jan-Mar | Apr-Jun | Jul-Sep | Oct-Dec | | | | | | | | | | | | | | | | | | | | | | | | | |
| Holiday | 17 | 24 | 36 | 23 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Business | 22 | 28 | 26 | 24 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total | 21 | 24 | 33 | 22 | | | | | | | | | | | | | | | | | | | | | | | | | |

| Question | | Answer | Marks | Guidance | |
|----------|-----|--|-------|---|--|
| | | | | Content | Levels of response |
| | | | | | <p>There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>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> |
| | (d) | <p>The voluntary sector is important in providing travel and tourism products and services. The Royal Yacht Britannia is preserved and cared for by a Trust, which is a self funding charity. This ensures that the ship is available for the public to visit, and any profit made from entrance fees and secondary spend is fed back into the maintenance of the attraction (L1).</p> <p>..... The voluntary sector also runs a lot of other travel and tourism organisations. Tourism Concern is an example of one; this is a membership organisation that looks at sustainability</p> | 8 | <ul style="list-style-type: none"> Charities/examples such as NT/Royal Yacht Britannia. Provide, maintain and run tourist attractions (natural and built). Social aspect – Duke of Edinburgh’s Award (adventure tourism activities). YHA provides affordable accommodation. Meeting stakeholder expectations. Meeting needs of community. | <p>Compulsory annotation L1 or L2 at end of response.</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: (1-4 marks) Candidate identifies/describes aspects of the role of voluntary sector organisations in the travel and tourism industry. 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</p> |

| Question | | | Answer | Marks | Guidance | |
|----------|--|--|---|-------|----------|--|
| | | | | | Content | Levels of response |
| | | | <p>issues of tourism around the world. These organisations are vital as they often cover areas of travel and tourism which are outside the remit of the public sector and are not considered profitable enough for private sector involvement (L2).</p> | | | <p>understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>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: (5-8 marks) Candidate will show a clear understanding of the question and include detailed identification and explanation of aspects of the role of voluntary sector organisations in the travel and tourism industry. Candidate effectively assesses various aspects of the role. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 5 or 6 marks. An evaluation/judgement without overall conclusion/prioritisation – 7 marks. With overall supporting conclusion – 8 marks.</p> |

| Question | | Answer | Mark | Guidance |
|----------|-----|--|------------|---|
| 4 | (a) | <p>Paid Attraction:</p> <ul style="list-style-type: none"> Burns National Heritage Park (✓). <p>Percentage employed:</p> <ul style="list-style-type: none"> 9.2% (✓). <p>Attraction:</p> <ul style="list-style-type: none"> World Famous Old Blacksmith's Shop Centre (✓). <p>Annual Spend:</p> <ul style="list-style-type: none"> £4 047 million/over £4 billion (✓). | 4 4*1 | <p>One mark for each correct identification up to a maximum of four identifications.</p> <p>Compulsory annotation: ✓ ✗</p> <p>No other possible answers accepted.</p> |
| | (b) | <ul style="list-style-type: none"> Making potential visitors aware of destination (✓) producing brochures (✓). Persuading potential visitors to visit (✓) offering incentives (✓) free entry/prize draws (✓). Providing information (✓) about accommodation (✓)/attractions (✓)/events (✓) producing leaflets /websites (✓). Enhance image of destination (✓) advertise positive points/events (✓). Maximising tourism's contribution to economy (✓) creating wealth/jobs (✓). Collection/collation of tourism stats (✓) production of reports (✓). Advising government/trade bodies (✓) submitting research results (✓). Encourage domestic visitors (✓) TV advertisements (✓) Encourage inbound/overseas tourists (✓) provide foreign language training for providers (✓) website Encouraging sustainable tourism (✓) green tourism awards (✓) | 6 1+1*3 | <p>One mark for each correct role up to a maximum of three identifications, plus up to an additional three marks for each of three explanations.</p> <p>Maximum of 2 marks for marketing related activities 1+1</p> <p>Compulsory annotation: ✓ ✗</p> <p>Be mindful of repetition (especially in description sections).</p> <p>If candidate scores zero for one sub-section DO NOT award more than two mark for other sub-sections.</p> |

| Question | | Answer | Mark | Guidance |
|----------|-----|---|------------|--|
| | | <ul style="list-style-type: none"> Quality assurance (✓) star rating of hotels (✓) inspection (✓) Training/improving standards (✓) welcome host (✓) | | |
| | (c) | <ul style="list-style-type: none"> Free parking at Ocean Terminal/blue car park level E easiest. Brown road signs easy to find. Post code given for satnav easy to find. Road directions given accessible from all directions. Flexibility, no scheduled departure time. Convince for a variety of customers e.g disabilities, families | 4 1+1*2 | <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 descriptions.</p> <p>Compulsory annotation: ✓ ✗ Be mindful of repetition (especially in description sections).</p> <p>If candidate scores zero for one sub-section DO NOT award more than two marks for other sub-sections.</p> |

| Question | | Answer | Marks | Guidance | |
|----------|-----|---|-------|--|---|
| | | | | Content | Levels of response |
| | (d) | <p>Businesses may wish to use RYB for corporate events as it is a unique venue in a unique location. This would be an ideal place for promotional events, such as dinners and receptions in a high quality environment, which would show the business is also high quality to its potential or existing customers (L1).</p> <p>.....RYB has a dedicated events team, which would organise every aspect of a corporate event. This would ensure that it would run smoothly and present a good image of the company (L2).</p> | 8 | <ul style="list-style-type: none"> Exclusive dinners. Receptions. Unique location. Dedicated events team. Free parking at Ocean Terminal. 15 minutes from city centre. 'most excellent dedicated venue UK 2009' | <p>Compulsory annotation L1 or L2 at end of response.</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: (1-4 marks) Candidate identifies/describes advantages to businesses of using the Royal Yacht Britannia as a venue for corporate entertaining. 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</p> |

| Question | | | Answer | Marks | Guidance | |
|----------|--|--|--------|-------|----------|---|
| | | | | | Content | Levels of response |
| | | | | | | <p>specialist vocabulary.</p> <p>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: (5-8 marks) Candidate will show a clear understanding of the question and include detailed identification and explanation of advantages to businesses of using the Royal Yacht Britannia as a venue for corporate entertaining. Candidate effectively discusses advantages to businesses. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>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 | | Answer | Marks | Guidance | |
|----------|--|--|-------|--|--|
| | | | | Content | Levels of response |
| 5* | | <p>There are many external factors that influence adventure tourism in Scotland. The weather is the main one, and is seen as an attractor for some tourists. It is also essential to have snow for the ski industry, with many dropping existing commitments at short notice to enjoy snowfall (L1).</p> <p>.....Climate change could even provide greater opportunities for adventure tourism in Scotland. Longer summers or milder winters could extend tourism activities that are not snow based. As temperature increases in Mediterranean areas, overseas visitors may look to Scotland as a welcome and cooler destination for adventure tourism activities such as hiking and mountain biking (L2).</p> <p>..... Other external factors that are important to adventure tourism in Scotland are currency fluctuations. Changes in exchange rate, and the pound being weaker than the Euro could encourage visitors to take part in skiing in Scotland rather than the more expensive areas on the European mainland. This would lead to an increase in this niche market, which is growing especially among the younger age group and families (L3).</p> | 12 | <ul style="list-style-type: none"> • Legislation (Holidays with Pay Act; Countryside and Rights of Way Act; Development of Tourism Act; EU Directive on Package Holidays; Disability Discrimination Act; Health and Safety at Work Act; Adventure Activities; Licensing Activities). • Role of local authorities and government. • Fluctuations in currency / economy • Climatic change / climate • Weather • Natural disasters. • War, civil unrest, terrorism and crime. • Competition | <p>This is the question assessing QWC.</p> <p>Compulsory annotation L1, L2 or L3 at end of response.</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: (1-4 marks) Candidate identifies/describes external factors and their importance to adventure tourism. Information may be in the form of a list. There is little or no attempt to evaluate. 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>List – maximum 2 marks. 2 identifications plus 1 description – 2 or 3 marks.</p> |

| Question | | | Answer | Marks | Guidance | |
|----------|--|--|--------|-------|----------|--|
| | | | | | Content | Levels of response |
| | | | | | | <p>3 identifications and unsupported judgement – 4 marks.</p> <p>Level 2: (5-8 marks) Candidate describes a number of external factors and their importance to adventure tourism. Candidate will show an understanding of the question and include explanations of the ways in which external factors are important to adventure tourism in Scotland 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. <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>No list – must be at least 'describe'. Description only – 5 marks.</p> |

| Question | | | Answer | Marks | Guidance | |
|----------|--|--|--------|-------|----------|---|
| | | | | | Content | Levels of response |
| | | | | | | <p>Explanation/analysis - 6 or 7 marks.</p> <p>Evaluative comment – (because....means that....) – 8 marks.</p> <p>Level 3: (9-12 marks) Candidate will show a clear understanding of the question and include detailed identification and explanation of external factors and their importance to adventure tourism. Candidate effectively evaluates the ways in which external factors are important to adventure tourism in Scotland. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. <i>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.</i></p> |

| Question | | | Answer | Marks | Guidance | |
|----------|--|--|--------|-------|----------|--|
| | | | | | Content | Levels of response |
| | | | | | | <p><i>Identification/description implied/assumed.</i></p> <p><i>Explanation/analysis/comparison of more than one point – 9 or 10 marks.</i></p> <p><i>An evaluation/judgement without overall conclusion/prioritisation – 11</i></p> <p><i>With overall supporting conclusion – 12 marks</i></p> |

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