

Travel & Tourism

Advanced GCE A2 H589/H789

Advanced Subsidiary GCE AS H189/H389

Mark Schemes for the Units

June 2009

H189/H589/MS/R/09

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Mark schemes should be read in conjunction with the published question papers and the Report on the Examination.

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G720 Introducing travel and tourism

Question	Expected Answer	Additional Guidance
<p>1(a) Explain each of the following terms: tourist attraction; 2 marks [2*1]</p>	<p>Up to two marks for explanation.</p> <p>Visitor facilities that are open to the public (can be natural or artificial) (✓) place people visit (✓)..... allow development/exemplification point or accurate example for second mark e.g. Portsmouth Historic Dockyard (✓)/ often the main reason why visitors decide to venture out (✓).</p>	<p>Compulsory annotation ✓/x</p> <p>Vague response – maximum one mark. Do not accept repetition of the word tourist/tourism/attraction.</p> <p>Example can be credited with second mark.</p> <p>N.B. correct example can be credited if description is incorrect.</p>
<p>1(b) Explain each of the following maritime heritage. 2 marks [2*1]</p>	<p>Up to two marks for explanation.</p> <p>Historic facilities relating to the sea (✓).....allow development point/exemplification or accurate example for second mark e.g. the Royal Naval Museum (✓) / generally found in coastal areas and relating to specific local history (✓).</p>	<p>Compulsory annotation ✓/x</p> <p>Vague response – maximum one mark. Do not accept repetition of the word heritage.</p> <p>Example can be credited with second mark and must be specifically maritime heritage.</p> <p>N.B. correct example can be credited if description is incorrect.</p>

Question	Expected Answer	Additional Guidance
<p>1(b) Identify and describe three services provided by Visitor Information Centres in Portsmouth. 6 marks [2+2+2]</p>	<p>One mark for each correct identification up to a maximum of three identifications plus a further one mark for each of three descriptions.</p> <p>Identification of service:</p> <ul style="list-style-type: none"> • foreign exchange facilities (✓); • accommodation (booking) (✓); • discount admission to attractions (✓); • theatre ticket sales (✓); • additional services (✓); • deal with enquires (✓); • provide information e.g. maps, leaflets (✓) credit only once; • provide tourism literature (✓) credit only once. <p>Explanation of service:</p> <ul style="list-style-type: none"> • currency exchange (✓) for overseas visitors arriving in the UK by ferry from France (✓). Accommodation booking (✓) recommendations for guests with specific needs (✓). Theatre ticket sales (✓) discounted booking through the VIC. 	<p>Candidates need to state the service for one mark – maximum three.</p> <p>There should be a description of the service for the second mark. DO NOT award second mark if just a repetition of the service.</p> <p>2 marks can be awarded if answer is integrated in either 'Service' or 'Description'.</p> <p>If candidate scores zero for one sub-section DO NOT award more than TWO marks for other sub-sections.</p> <p>DO NOT accept shopping/souvenirs.</p>

Question	Expected Answer	Additional Guidance
<p>1c Using the statistics in Document 1b, draw valid conclusions about the types of visitor to Portsmouth 12 marks [Levels]</p>	<p>Level 1: (1-4 marks) The candidate identifies/describes particular data/statistics relating to the types of visitor to Portsmouth.</p> <p>Level 2: (5-8 marks) The candidate analyses particular data/statistics relating to the types of visitor to Portsmouth. Analysis must be more significant than greater, less than, most, more or least etc.</p> <p>Level 3: (9-12 marks) The candidate evaluates data/statistics making valid conclusions relating to the types of visitor to Portsmouth.</p> <p>Data/statistics – Indicative Content: Doc 1b:</p> <ul style="list-style-type: none"> • staying visitors make 766 409 trips staying 2 476 424 nights; • day visitors make 4 934 934 trips; • 68% are leisure / holiday; • 13% VFR; • 13% special shopping trip; • 1% business trip; • 1% language student; • (may also be data/statistics relating to the average length of stay in different accommodation, duration of visit for day visitors & forms of transport used). <p>Analytical comment: The vast majority of visitors are on <u>day trips (L1)</u> who will spend an <u>average of 5 hours (L1)</u>, in Portsmouth These day trip visitors will visit attractions in Portsmouth (L2).</p> <p>Evaluative comment: <u>Day visitors (L1)</u> spending, although in total greater than <u>staying visitors</u>, is proportionately less per head as accommodation will be a great part of the expenditure of staying visitors (L2). Greater expenditure of they stay in serviced hotels e.g. B&B and have to pay for evening meals (L3). Evaluative comments must directly relate to document 1b, award top level marks for quality of evaluation and conclusions reached.</p>	<p>STATISTICS ALONE DO NOT GET CREDIT IT MUST BE INKED TO VISITOR TYPES</p> <p>Evaluation should demonstrate that the candidate can reach some conclusions relating to the data/statistics.</p> <p>DO NOT credit self catering, it is not the most popular option it just has greatest length of stay.</p> <p>DO NOT credit any reference made to increase in number of visitors/jobs at L1 or L2.</p>

Question	Expected Answer	Additional Guidance
<p>2(a) Identify each of the following: a ferry port in Spain with links from Portsmouth; a ferry port in France with links from Portsmouth; a world-class shopping and leisure development in Portsmouth; the seaside resort of Portsmouth. 4 marks [4*1]</p>	<p>One mark for each correct identification up to a maximum of four identifications.</p> <p>Bilbao (✓). Caen/Le Havre/Cherbourg/St Malo (✓). Gunwharf quays (✓). Southsea (✓).</p>	<p>No other response possible to these questions.</p>
<p>2(b) Explain each of the following terms in the context of travel and tourism: public sector; private sector; public and private partnership. 6 marks [2+2+2]</p>	<p>Up to two marks for each of three explanations.</p> <p>Public sector: Local or national government assistance / provision in T&T (✓) provision of service (✓) allow development point/exemplification or accurate example for second mark e.g. Portsmouth City Council (✓) provides the marketing & Tourism Team / aim for community benefit – non-profit making (✓).</p> <p>Private sector: Organisations with the main purpose of profit maximisation in T&T (✓) business (✓)..... allow development point/exemplification or accurate example for second mark e.g. Gunwharf Quays shopping (✓) / aim to maximise income for stakeholders by providing T&T for public (✓).</p> <p>Public and private partnership: Local / national gov. working alongside commercial organisations in T&T (✓) joint/working together (✓)..... allow development point/exemplification or accurate example for second mark e.g. Portsmouth City Council (✓) working with developers of Spinnaker Tower – council will provide capital funding to ensure attraction developed, which will then be managed by a private company (✓).</p>	<p>Vague response – maximum one mark.</p> <p>Example can be credited with second mark.</p> <p>Can get full credit if not in context of T&T.</p>

Question	Expected Answer	Additional Guidance
<p>2(c) Identify and explain three ways in which Gunwharf Quays appeals to day visitors. 6 marks [2+2+2]</p>	<p>One mark for each correct identification up to a maximum of three identifications plus an additional one mark for each of three explanations.</p> <p>Identification of way:</p> <ul style="list-style-type: none"> • easy accessibility by road (✓); • directly next to rail station with direct line services (✓); • bus interchange 5 min walk away with National Express (✓); • coach parking drop off point at bus interchange 5 mins away (✓); • ferries from Gosport & IOW 5 min away (✓); • IOW car ferry 5 min drive away (✓); • designer shopping outlet (✓); • bars & restaurants (✓); • entertainment venues e.g. casino, cinema etc (✓) credit only once; • art gallery (✓); • events e.g. carnival, French markets etc (✓) credit only once; • open all year & late evenings/bank holidays (✓) credit only once; • wide range of activities (✓); • free entry (✓). <p>Explanation of way: Range of designer discount shops (✓) means there are plenty of opportunities to spend a day shopping (✓). Easy access by a wide range of public transport (✓) means that it is accessible for all (✓).</p>	<p>Accept answers only from case study.</p> <p>Answers must reflect the context of the question.</p> <p>2 marks can be awarded if answer is integrated in either 'Way' or 'Explanation'.</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>2(d) Discuss other accommodation types available in Portsmouth. 6 marks [Levels]</p>	<p>Level 1: (1-2 marks) The candidate identifies other types of accommodation in Portsmouth.</p> <p>Level 2: (3-4 marks) The candidate explains other types of accommodation in Portsmouth.</p> <p>Level 3: (5-6 marks) The candidate evaluates other types of accommodation in Portsmouth.</p> <p>Indicative Content:</p> <ul style="list-style-type: none"> • motel; • B&B /Guest house /pub/inn; • home of friend/relative; • rented self –catering. <p>Evaluative comment: Portsmouth has a seaside resort (Southsea), so B&B (L1) and guest houses (L1) are more common than in other (non sea side) cities (L2) and perceived as more family friendly (L3). Home of friend/relative (L1) seen as a ‘cheaper’ option (L2) this is because they do not have to pay for the accommodation (L3).</p> <p>Exemplar response Other accommodation in Portsmouth besides Holiday Inn Hotel. Such as rented self catering (L1), whereby visitors rent a place to stay and provided with cooking facilities (L2). This gives guests more flexibility than staying in a hotel (L3).</p>	<p>DO NOT accept any comments about hotel/s.</p> <p>N.B. Self catering, it is not the most popular option it just has greatest length of stay.</p>

Question	Expected Answer	Additional Guidance
<p>3(a) Identify and describe three visitor attractions at Portsmouth Historic Dockyard. 6 marks [2+2+2]</p>	<p>One mark for each correct identification up to a maximum of three identifications plus an additional one mark for each of three descriptions.</p> <ul style="list-style-type: none"> • HMS Victory (✓) – flagship of Nelson (✓). • Royal Naval Museum (✓) exhibitions about Trafalgar & Nelson (✓). • Mary Rose (✓) – Henry VIII's flagship (✓). • HMS Warrior (✓) – first iron hulled battleship (✓). • Harbour Tours (✓) 45 min boat ride (✓). • Action stations (✓) interactive RN showcase (✓). 	<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> <p>2 marks can be awarded if answer is integrated in either 'Attraction' or 'Description'.</p> <p>DO NOT accept Trafalgar Sail.</p>
<p>3(b) Identify and explain three services which Portsmouth Historic Dockyard offers to meet the needs of business visitors. 6 marks [2+2+2]</p>	<p>One mark for each correct identification up to a maximum of three identifications plus an additional one mark for each of three explanations.</p> <p>Identification of service:</p> <ul style="list-style-type: none"> • conferences (✓); • team challenges (✓); • meetings (✓); • product launch (✓); • dinner parties (✓); • corporate events (✓). <p>Explanation of service: Conference rooms available, ideal location for showing/ releasing a new product.</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> <p>2 marks can be awarded if answer is integrated in either 'Service' or 'Explanation'.</p> <p>DO NOT accept reference to group rates/food and drinks/accessibility/telephone/website.</p>

Question	Expected Answer	Additional Guidance
<p>3(c) Compare and contrast the products, facilities and services of the Royal Marines Museum and Fort Nelson. 10 marks [Levels]</p>	<p>Level 1: (1-5 marks) The candidate identifies/describes products, facilities and services of TRMM and FN.</p> <p>Level 2: (6-10 marks) At the lower end the candidate only compares or contrasts.</p> <p>Products, facilities, services – Indicative Content: <u>The Royal Marines Museum:</u></p> <ul style="list-style-type: none"> • admission charge; • group discount; • special events; • interactive displays; • tea rooms; • picnic area; • shop; • free parking for special access; • coach drivers free admission; • free entry for assistants of those with special access; • wheelchair accessible; • facilities for those with visual / hearing impairment; • open daily all year (except Xmas). <p><u>Fort Nelson:</u></p> <ul style="list-style-type: none"> • free entry; • charge for events; • special events; • costumed actors; • Victorian fort; • part of national museum; • hand held talking guide; • person led guided tour; • gun firing every day; • licensed café; • gift shop; • free parking; • • complimentary refreshments for coach driver; • meal deals for groups; 	<p>Only accept reference to transport links / access if refers to information provided by attraction.</p>

Question	Expected Answer	Additional Guidance
<p>4(a)(i) Explain one advantage to the attraction of providing these services. 3 marks [3*1]</p>	<p>Up to three marks for explanation.</p> <p>One mark for the advantage:</p> <p>secondary spend for attractions (✓); dwell time increased for customers (✓).</p> <p>Up to two marks for explanation/development of the advantage such as:</p> <p>secondary spend important for attractions (✓), as increase income for attraction (✓), improving the facilities offered by the attraction (✓).</p>	<p>Answers must reflect the context of the question.</p> <p>Note: Candidates may indicate (e.g.) with an arrow that the answers should be switched. Marks should be allocated to the appropriate sub question.</p>
<p>4(a)(ii) Explain one advantage to visitors of the provision of these services. 3 marks [3*1]</p>	<p>Up to three marks for explanation.</p> <p>One mark for the advantage:</p> <p>provision of service for visitors (✓); better convenience for customers (✓).</p> <p>Up to two marks for explanation/development of the advantage such as:</p> <p>provision of service for visitors (✓), souvenirs for visitors (✓), perceived as part of the visitor experience (✓).</p>	<p>Answers must reflect the context of the question.</p>

Question	Expected Answer	Additional Guidance
<p>4(b) Evaluate the extent to which the city's publicity materials meet the needs of different visitors. 8 marks [Levels]</p>	<p>Level 1: (1-3 marks) The candidate identifies/describes various publicity materials.</p> <p>Level 2: (4-6 marks) The candidate explains/analyses the city's publicity materials in relation to the needs of different visitors.</p> <p>Level 3: (7-8 marks) The candidate evaluates the city's publicity materials in relation to the needs of different visitors.</p> <p>Indicative Content:</p> <ul style="list-style-type: none"> • official visitor guide; • mini guide; • official group travel guide; • conference brochure; • accessible Portsmouth – guide for visitors with disabilities; • languages - English, French, German, Spanish, Dutch and Japanese; • also available in large print; • some tape and Braille. <p>Analytical comment: Relating to one or two different publicity materials e.g. needs of group organisers (L2) met with group guide (L1); disabled visitors (L2) catered for with accessible Portsmouth guide (L1)</p> <p>Evaluative comment: How the publicity details meet the needs of different visitors e.g. specific access guides (L1) for disabled (L2) would ensure full awareness of facilities available prior to visiting (L3).</p> <p>Exemplar Response The literature is available in large print, braille or tape (L1). This provides for elderly people who may have sight problems (L2), showing good customer service by providing for everyone (L3).</p>	<p>DO NOT accept reference to internet and/or other distribution methods.</p> <p>Features of a Level 2 response: Candidate needs to have accurately identified a way in which publicity material meets needs to get to Level 2.</p> <p>Features of a Level 3 response: Candidate draws evaluative conclusion, e.g. "a range of brochures would give specific information to the visitor rather than giving them information they would not need".</p>

Question	Expected Answer	Additional Guidance
<p>4(c) Discuss the accessibility of Gunwharf Quays to visitors. 8 marks [Levels]</p>	<p>Level 1: (1-3 marks) The candidate identifies key points relating to accessibility.</p> <p>Level 2: [4-6 marks] The candidate analyses the accessibility of Gunwharf Quays to visitors.</p> <p>Level 3: [7-8 marks] The candidate evaluates the accessibility of Gunwharf Quays to visitors.</p> <p>Indicative Content:</p> <ul style="list-style-type: none"> • by road; • by rail; • by bus/coach; • by sea; • contact details (address/phone/web site). <p>Analytical comment: These local transport options are going to encourage people to visit.</p> <p>Evaluative comment: Conclusions relating to accessibility e.g. very good road network (L1) with brown signs to Gunwharf Quays (L2) for the day visitor they will be able to visit GQ easier and quicker (L3)</p> <p>Exemplar Response With tourism it attracts people to the city meaning more spending (L1), meaning more profit and income (L2) which allows the city to then expand, improve and develop more attractions on a yearly basis (L3).</p>	<p>N.B. Credit long opening times and disability access if supplementary to geographical accessibility.</p> <p>Features of a Level 2 response: Candidate needs to have analysed <u>how</u> Gunwharf Quays is easy to get to.</p> <p>Note: Only the Gosport ferry and the Wightlink FastCat terminals are 5 mins walk from Gunwharf Quays.</p> <p>Do not award above L1 for direct copying from case study.</p>

Question	Expected Answer	Additional Guidance
<p>5 Evaluate the importance of tourism to Portsmouth 12 marks [Levels]</p>	<p>Level 1: (1-4 marks) The candidate identifies/describes the importance of tourism to Portsmouth.</p> <p>Level 2: (5-8 marks) The candidate analyses the importance of tourism to Portsmouth.</p> <p>Level 3: [9-12 marks] The candidate evaluates the importance of tourism to Portsmouth.</p> <p>Indicative Content:</p> <ul style="list-style-type: none"> • decline in shipbuilding; • loss of employment; • excess ex RN land; • natural tourist advantages – seaside location; • renaissance of harbour; • lottery millennium funding; • retraining workforce; • increasing popularity with overseas visitors; • day trip market growth; • 2002 5.7 m visitors; • £241m spending; • 2002 - 7190 jobs supported. <p>Analytical comment: Comments relating to the importance of tourism to Portsmouth e.g. consistent growth in the number of jobs (L1) supported by tourism, which assists in replacing jobs loss to reduction in RN (L2).</p> <p>Evaluative comment: Well reasoned judgments and recommendations e.g. jobs in tourism (L1) has presented opportunity for retraining workforce (L2), use of local skill sand economic devolvement vital in a city where the main employer has cut significant jobs (L3) , but jobs in tourism very different from those in the Dockyard (part time / low skilled / customer service orientated) (L3).</p>	<p>Do not award above L1 for copying from case study.</p>

G723 International travel

Question	Expected Answer	Additional Guidance
<p>1(a) Identify each of the following: The route on which the menu was served. The cost of champagne in economy class. The evidence that the food served on Emirates flights conforms to certain cultural/religious requirements. 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"> • Man/Dxb (✓). • \$ 8 US (✓). • Meals are Halal (✓). 	
<p>1(b) Complete the table below by identifying a passenger type requiring each service. 3 marks [3*1]</p>	<p>One mark for each correct identification up to a maximum of three identifications.</p> <p>Escorted on the ground and seated in view of cabin crew = unescorted minors (✓).</p> <p>Called first for boarding and provided with a bassinet = (passengers with) infants (✓).</p> <p>Transport provided within the terminal building to departure gate = elderly/disabled (✓).</p>	
<p>1(c)</p>	<p>One mark for each correct identification up to a</p>	

Question	Expected Answer	Additional Guidance
<p>State four advantages which passengers flying in business class will usually have over those travelling in economy class. 4 marks [4*1]</p>	<p>maximum of four identifications. Do not credit vague generalisations such as more/better services.</p> <ul style="list-style-type: none"> • Bigger seats (✓). • More legroom (✓). • Increased baggage allowance (✓). • Quicker check-in (✓). • Early boarding (✓). • Lounge access (✓). • Better choice of meals & drinks (✓). • Complimentary champagne (✓). • Computer points/net access (✓). 	
<p>1(d) Identify three different methods of booking flights and for each state an advantage to the customer. 6 marks [1+1]*3</p>	<p>One mark for each correct identification up to a maximum of three identifications plus up to a further one mark for each of three developments.</p> <ul style="list-style-type: none"> • Internet (✓) – available 24/7 (✓). • Phone (✓) – convenience (✓) and can get clarification/confirmation (✓). • Travel agent (✓) – face to face (✓) many customers prefer this (✓). • Airlines direct (✓) – can pre-assign seats and offer other services (✓). • Airport (✓) last minute/standby (✓). 	
1(e)	Level 1: (1-3 marks)	The question is quite specific and instructs

Question	Expected Answer	Additional Guidance
<p>With reference to one UK international airport, assess the services and facilities which are available for family groups. 9 marks [Levels]</p>	<p>The candidate identifies/describes the different services and/or facilities of use to family members e.g. shops, F&B outlets, duty free, entertainment, group check-in, baby change.</p> <p>Level 2: (4-6 marks) The candidate explains/analyses the usefulness of one (at lower end of the range) or more facilities/services.</p> <p>Level 3: (7-9 marks) The candidate assesses/evaluates the advantages/disadvantages of service/facility provision from the family member perspective reaching a justifiable conclusion for full marks.</p> <p>Indicative Content:</p> <p>We will allow all services provided by the airport as indicated above but NOT the hotels. Thus inter-terminal transfers are OK but not dropping at airport.</p> <p>Exemplar Response:</p> <p>Manchester offers a range of family-friendly services and facilities for its passengers. Mothers have access to baby-change facilities (L1) and a range of shops selling extras such as nappies and baby items (L1). This is important if something has been forgotten (L2). While parents shop in duty free (L1) older children can browse or be entertained in the arcade (L2). If departure is late the family can eat at one of the restaurants so that children do not get too hungry and feel unwell (L2). The fact that there is plenty of seating means that the family can wait together easily – this is most important so that children will not get lost (L3) and parents can easily keep the children in view at all times.</p>	<p>candidates to assess service provision from the family perspective (either as a group or for individual members) within a chosen UK airport. This will include those both land and air-side. This requires clear evaluative comment for the top level and we should expect all answers to indicate some good and bad points.</p>
2(a)	One mark for each correct identification up to a	

Question	Expected Answer	Additional Guidance
<p>Identify four of the current top growth destinations for British travellers. 4 marks [4*1]</p>	<p>maximum of four identifications.</p> <ul style="list-style-type: none"> • Cyprus (✓). • China (✓). • Dubai (✓). • New Zealand (✓). • Maldives (✓). 	
<p>2(b) Discuss the view that the 'grey market' will represent an increasingly important UK travel market segment. 6 marks [Levels]</p>	<p>Level 1: (1-2 marks) The candidate identifies valid travel characteristics of the grey market.</p> <p>Level 2: (3-4 marks) The candidate analyses valid characteristics of the grey market.</p> <p>Level 3: (5-6 marks) The candidate evaluates this segment's importance.</p> <p>Indicative Content:</p> <ul style="list-style-type: none"> • more people living longer; • retired have more free time; • empty nesters have less domestic responsibilities/ties; • disposable income level high; • adventure seeking; • demand for health, fitness, medical treatment etc. <p>Exemplar Response: The UK has an ageing population (L1) and a higher percentage reaches old age than ever before (L1). This means that many travellers are now likely to be retired (L2) and fund their trips abroad out of retirement income (L2). They are likely to have paid for their house and so have disposable income which they can now spend on travel (L3). This is increasingly likely as winter is low season in the Mediterranean – prices are low and the elderly can escape the cold UK weather (L3).</p>	<p>Here, we are inviting candidates to make observations about the nature of the UK's "grey market" – and its market potential/importance.</p>
<p>2(c)</p>	<p>Level 1: (1-2 marks)</p>	<p>The candidate should be aware that the FCO offers</p>

Question	Expected Answer	Additional Guidance
<p>Discuss the types of help and support which the Foreign and Commonwealth Office (FCO) provides for British gap year travellers. 6 marks [Levels]</p>	<p>The candidate identifies valid types of help/support.</p> <p>Level 2: (3-4 marks) The candidate analyses valid services.</p> <p>Level 3: (5-6 marks) The candidate evaluates services from the gap year traveller perspective.</p> <p>Indicative Content:</p> <ul style="list-style-type: none"> • issuing replacement passports; • providing information about transferring funds; • providing appropriate help if you have suffered rape or serious assault, are a victim of other crime, or are in hospital; • helping people with mental illness; • providing details of local lawyers, interpreters, doctors and funeral directors; • doing all we properly can to contact you within 24 hours of being told that you have been detained; • offering support and help in a range of other cases, such as child abductions, death of relatives overseas, missing people and kidnapping; • contacting family or friends for you if you want; • making special arrangements in cases of terrorism, civil disturbances or natural disasters. <p>Exemplar Response:</p> <p>The FCO provides help, support and advice for all UK travellers. Gap year travellers will benefit from the “Know before you go” (L1) campaign because they will find out if their destination is safe (L2). They would also need to make use of the replacement passport service (L1) if they were to have their own stolen (L2). This is vital if they are to return to the UK and pass through immigration (L3).</p>	<p>help which is appropriate to the individual circumstances of each case.</p>
2(d)	Level 1: (1-3 marks)	We should expect candidates to consider how large

Question	Expected Answer	Additional Guidance
<p>With reference to examples with which you are familiar, assess the ways in which large hotels provide products, services and facilities to meet the needs of international business travellers.</p> <p>9 marks [Levels]</p>	<p>The candidate identifies/describes the different services and/or facilities of use to meetings, incentives, conferences and event delegates.</p> <p>Level 2: (4-6 marks) The candidate explains/analyses the usefulness of one (at lower end of the range) or more facilities/services.</p> <p>Level 3: (7-9 marks) The candidate assesses/evaluates the service/facility provision from the hotel/delegate perspective reaching a justifiable conclusion for full marks.</p> <p>Indicative Content:</p> <ul style="list-style-type: none"> • help with the choice of room appropriate to the scale of the event; • supporting visual material (eg promotional leaflets/brochures to help sell the venue); • costed bids (to help secure a booking); • range of accommodation options, if required; • transport/transfers to make visitor/delegate movement easier; • audio-visual and stage/set quotations arranged to meet organiser's specification; • arrange social and partners programmes to ensure visitors/delegates enjoy their stay and will want to return; • provide support services (eg business and communication facilities). 	<p>hotels provide products, services and facilities to meet the needs of such business customers. It is to be expected that many individual hospitality providers will try and maximise their business tourism receipts by having a suitable range of products, services and facilities to cater for these activities. Many large hotels now have a dedicated member of staff to supply the event organiser with a specialist customer service package.</p> <p>We can credit all products and services that are AIMED at business travellers. However, do NOT credit LEISURE facilities. Generalised services such as 24/7 room service can be credited if stated in business travel need context.</p>

Question	Expected Answer	Additional Guidance
	<p>Exemplar Response:</p> <p>In 2005 the \$3 billion Emirates Palace opened in Abu Dhabi. Guests in the hotel's 394 bedrooms get a handheld computer to interact with the television, stereo and 30 separate lights in each room. The hotel boasts an unbroken bubble of wireless Internet access (L1) on its 250-acre (100-hectare) grounds. This means that business guests can work virtually at will (L2). The Hotel's Conference Centre is the most luxurious and technologically advanced meeting facility in the region (L1). This gives it a clear comparative advantage within the local business tourism market (L2). For example, the conference facilities include an auditorium with seating for 1200 guests, a main ballroom that can accommodate up to 2800 persons and an extensive range of 48 meeting rooms including a Media Centre and Business Centre (L1). In addition, six large terraces and a variety of pre-function areas provide many possibilities for use during meeting breaks, cocktail receptions and banquets (L2). Set on 100 hectares of beautifully landscaped park with several open lawns, Emirates Palace offers spectacular outdoor venues for gala dinners and creative events. Thus, any MICE-related function can be staged at the property (L3). Transfers from Abu Dhabi (AUH) international airport take less than an hour and this makes the venue attractive to the global business travel market (L3).</p>	

Question	Expected Answer	Additional Guidance
3(a)(i) State the total time taken for the journey from London to Venice. You should show your workings. 2 marks [2*1]	Award: one mark for the correct identification of start & finish times D = 11.15 A = 18.12 (✓). and award one mark for 30 hrs 57 mins (allow 31) (✓).	If answer correct award 2 marks provided there is some evidence of “working”, regardless of what it shows. If answer wrong, only one mark for identification of start & finish – otherwise zero.
3(a)(ii) State the total cost for a couple making a one-way trip. [1 mark] [1]	Award: one mark for \$5660 (✓).	
3(b) Identify three natural landscape attractions to be seen during the journey. 3 marks [3*1]	One mark for each correct identification up to a maximum of three identifications. <ul style="list-style-type: none"> • Kent countryside (✓). • Swiss Alps (✓). • Italian Dolomites (✓). • Brenner Pass (✓). • Venetian Lagoon (✓). 	
3(c) With reference to Fig.3 and/or your own knowledge, identify and explain three ways in which the Orient Express offers luxury international rail travel. 6 marks [1+1]*3	One mark for each correct identification up to a maximum of three identifications plus up to a further one mark for each of three explanations. <ul style="list-style-type: none"> • Detail of carriages (✓) – quality (✓). • Detail of personal service (✓) – attention/pampering personal steward (✓). • Detail of food (✓) – quality (✓). • Detail of train facilities (✓) – cocktails/piano bar etc (✓). 	It is important to remember that the identification mark is to be awarded for the stating of a valid Orient Express service. The explanation mark is to be awarded ONLY if the candidate explains (or makes a valid attempt to clearly indicate) why this is LUXURIOUS.

Question	Expected Answer	Additional Guidance
<p>3(d) Suggest and explain two ways in which the Data Protection Act applies to bookings made over the Internet. 4 marks [1+1]*2</p>	<p>One mark for each correct identification up to a maximum of two identifications plus up to a further one mark for each of two explanations.</p> <ul style="list-style-type: none">• Customer data must be obtained lawfully and held only for lawful purposes (✓) – it must not be in unlawful ways (✓).• Data must not be excessive (✓) – only fit for purpose at hand (✓).• Data held only as long as required (✓) – should not be stored (✓).• Customers right to access (✓) – change data if appropriate (✓).• Data must be secure (✓) – no alterations or unauthorised access (✓).	

Question	Expected Answer	Additional Guidance
<p>3(e) Assess the customer appeal of one other luxury international travel product with which you are familiar. 9 marks [Levels]</p>	<p>Level 1: (1-3 marks) The candidate identifies/describes the different services and/or facilities that appeal to customers.</p> <p>Level 2: (4-6 marks) The candidate explains/analyses the appeal of one (at lower end of the range) or more facilities/services.</p> <p>Level 3: (7-9 marks) The candidate assesses/evaluates the appeal of service/facility provision from the customer perspective reaching a justifiable conclusion.</p> <p>Indicative Content: E.g. Business class long haul flight.</p> <ul style="list-style-type: none"> • collected by limo; • separate check-in; • increased baggage allowance; • lounge access; • early boarding call; • flat-bed seats; • complimentary champagne; • silver service; • premium drinks; • gourmet menu; • attentive cabin crew service; • private transfer to destination address. 	<p>This follows on nicely from 3(b) and most will probably consider a cruise or 5* resort holiday. However, we require precise details of a named luxury product.</p> <p>If the candidate writes about a holiday package, all marks can be achieved with accurate reference to the LUXURIOUS nature of just ONE component i.e.</p> <ul style="list-style-type: none"> • Transport • Accommodation • Other service e.g. recreation etc.

Question	Expected Answer	Additional Guidance
	<p>Exemplar Response:</p> <p><u>Etihad Airways</u> Flying Diamond First class on Etihad is a luxury. There is chauffeur service at both ends of your journey (L1), a quick and easy private check-in (L1) and personal attention all through your flight (L1). Diamond First Guests have a cabin with more than six feet of space, a luxurious environment, state-of-the-art in-flight entertainment and signature cuisines (L1). Diamond First Suites feature revolutionary seats that rotate 180 degrees — creating a perfect setting for a business meeting or a quiet dinner (L2) — and recline into luxurious 6 ft 8-inch flat beds. Each Diamond First Suite has a privacy shell that ensures you get maximum space and direct access to the aisles (L2). Within this space you find a range of facilities, including a coatroom, a mini-bar, a fold-and-swivel meal table, an integrated personal mirror, a magazine rack, a reading light and a desk lamp. These features allow you to personalise private space for the whole flight (L2). However, the greatest sense of luxury comes from the personal service and an in-flight dining experience that comes closest to fine dining in the air (L3). Your individual table service features specially-designed china, exquisite table linen, silver-plated cutlery and quality glassware. The Diamond First class menu is prepared by award-winning international chefs, specialising in a variety of classic cuisines from around the world (L3).</p>	

Question	Expected Answer	Additional Guidance
<p>4(a) State each of the following: The nearest main town to Nerja served by flights from the UK. The main road connecting Nerja to other coastal areas. The name of the Spanish holiday region in which Nerja is located. 3 marks [3*1]</p>	<p>One mark for each correct identification up to a maximum of three identifications.</p> <p>Malaga (✓).</p> <p>N340 (✓).</p> <p>Costa del Sol or Andalucia (✓).</p>	
<p>4(b) Using only information from Fig. 4(b), identify and explain two aspects of the visitor appeal of Nerja. 4 marks [1+1]*2</p>	<p>One mark for each correct identification up to a maximum of two identifications plus up to a further one mark for each of two explanations.</p> <ul style="list-style-type: none"> • Attractive scenery (✓) – views of mountains/cliffs/bays etc (✓). • Beach front accommodation (✓) – sun loungers etc (✓). • Near to town (✓) – quiet location (✓). • Narrow winding streets (✓) traditional/cultural appeal (✓). 	<p>Points of identification must be clearly interpreted from Fig. 4(b).</p>
<p>4(c) Suggest and explain three reasons why overseas properties are popular with UK citizens. 9 marks [1+2]*3</p>	<p>One mark for each correct identification up to a maximum of three identifications plus up to a further two marks for each of three explanations.</p> <ul style="list-style-type: none"> • Climate better than UK (✓) - Views (✓) – sea and/or landscape (✓). • Location (✓) – easy access (✓) – cheap direct flights from UK (✓). • Cost of buying property cheap/good value for money (✓) – high value of £ (✓) and low value of local currency (✓). • Asset (✓) – investment growth (✓) & rental potential (✓). 	

Question	Expected Answer	Additional Guidance
<p>4(d) Discuss the reasons why many of the international mass market destinations popular with British visitors in the 1980s and 1990s are now facing a decline in popularity. 9 marks [Levels]</p>	<p>Level 1: (1-3 marks) The candidate identifies/describes the different reasons for the decline in popularity</p> <p>Level 2: (4-6 marks) The candidate explains/analyses one (at lower end of the range) or more reasons for decline in popularity.</p> <p>Level 3: (7-9 marks) The candidate assesses/evaluates the reasons for decline, reaching a justifiable conclusion.</p> <p>Indicative Content:</p> <ul style="list-style-type: none"> • the old 'sun, sea, and sand' mass market has fragmented. People want more specialised versions of it, such as 'Club 18 -30', quieter resorts with select hotels, self-catering, etc; • people are taking second holidays in the form of short breaks/city breaks, ranging from British and European cities to country hotels; • there has been a growth in niche markets catering for special interests or activities; • it would be quite appropriate to consider matters in terms of the Butler model of destination evolution (life cycle). 	<p>Leisure tourism is evolving and past habits are starting to change. There has been a discernible upmarket trend in tourism over the last few decades, especially in Europe where international travel for short breaks is commonplace. Tourists have higher levels of disposable income and greater leisure time. They are also better educated and have more sophisticated tastes. New destinations have emerged and attract different visitor types. There is now a demand for a better quality product in many quarters.</p>

Question	Expected Answer	Additional Guidance
	<p>Exemplar Response:</p> <p>Some of the former mass tourism destinations, including the Costa del Sol, the Balearics and Costa Brava have lost popularity due to shifting consumer tastes (L1). In this context, the excessive building (L1) and environmental destruction (L1) often associated with traditional "sun and beach" tourism resorts have contributed to destination saturation and subsequent decline (L2). This appears to be the case with Spain's Costa Brava, a byword for this kind of tourism in the 1970s and 1980s. With only 11% of the Costa Brava now unblemished by low-quality development s, the destination now faces a crisis in its tourist industry (L2). Furthermore, the old 'sun, sea, and sand' mass market has now become fragmented (L1). People want more specialised versions of it, such as 'Club 18 -30', quieter resorts with select hotels, self-catering, etc (L2). It is fair to say that the old "mass" market has been replaced by a series of "niche" or interest-based markets (L3). This trend will continue due to the rapid liberalisation and de-regulation of global tourism markets bringing fierce competition based on price, quality and characteristics of the tourism products (L3). These trends will bring profound changes and many destinations will not be able to maintain their market share (L3).</p>	

G728 Tourism development

Question	Expected Answer	Additional Guidance
<p>1(a) Explain two possible reasons why visitors are attracted to the Giant's Causeway in Northern Ireland. 4 marks [2+2]</p>	<p>Up to two marks for each of two descriptions.</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • see spectacular scenery (✓), 40,000 hexagonal columns (✓), scientific facts (✓); • eighth wonder of world (✓); • world heritage site (✓), national nature reserve (✓) Northern Ireland's premier tourist attraction (✓); • free attraction, easy access – other than car park space (✓) a range of services; • walking (✓), audio visual presentation. <p>However we can look at broader issues such as:</p> <ul style="list-style-type: none"> • the increase in domestic holidays (✓) due to decreased flight costs (✓); improved access (✓) flights from regional airports (✓); • changes in customer trends (✓) better advertising (✓); • renewal of interest in Northern Ireland (✓). 	<p>One mark for identifying reason second mark for description.</p> <p>Be mindful of repetition.</p>
<p>1(bi) Visitor numbers to this area are continuing to rise. Explain two possible positive economic impacts on the area caused by the increase in visitor numbers. 4 marks [2+2]</p>	<p>Up to two marks for each of two explanations.</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • year round jobs (✓) (Management and attractions) (✓); • impact of the multiplier effect (✓) explained (✓); • investment in new facilities/attractions (✓); example (✓); • improvements in infrastructure (✓) increased visitor spending (✓). 	<p>One mark for identification and one mark for amplification.</p> <p>Do not accept protection of environment.</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>1(bii) Explain two possible positive socio-cultural impacts on the area caused by the increase in visitor numbers 4 marks [2+2]</p>	<p>Up to two marks for each of two explanations.</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • increase in awareness of Irish culture (✓) national pride and identity (✓) increased educational opportunities (✓); • local crafts and souvenirs are sold in local shops (✓) keeps local traditions going (✓); • the local folklore of the area is given in 5 different languages (✓) this spreads the word of the site outside the area (✓); • facilities can be used by local population (✓) for leisure and education (✓). 	<p>Mark for identification and one mark for amplification.</p> <p>One mark for identifying role second mark for explanation.</p> <p>Be mindful of repetition of (bi) especially economic e.g. jobs.</p>
<p>1(c)(i) Identify the sector to which Moyle District Council belongs. 1 mark [1]</p>	<p>For one mark:</p> <ul style="list-style-type: none"> • public (✓). 	
<p>1(c)(ii) Identify the sector to which that the National Trust belong. 1 mark [1]</p>	<p>For one mark:</p> <ul style="list-style-type: none"> • voluntary (✓). 	

Question	Expected Answer	Additional Guidance
<p>1(c)(iii) Describe two aims/objectives of the National Trust. 4 marks [4x1]</p>	<p>One mark for each correct identification up to a maximum of four identifications OR</p> <p>Up to two marks for each of two descriptions.</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • the National Trust was founded to protect and maintain places of historic interest (✓) or natural beauty (✓); • it is a charity (✓) which protects and owns countryside and buildings in England (✓) Wales and Northern Ireland (✓) for the benefit of everybody (✓); • it gains it's funding from membership, (✓) subscriptions (✓) and on grants from statutory bodies; • use of example of National Trust property at the Giant's Causeway (✓) aims in context (✓). 	<p>A total of four marks can be awarded either [2+2] or [4x1].</p> <p>Do not accept education, or promotion as an aim or objective of the National Trust. Vague references to provision of services, promotion, preservation, minimal marks in context.</p>

Question	Expected Answer	Additional Guidance
<p>1(d) The Giant's Causeway area is managed by both the National Trust and Moyle District Council. Compare and contrast the services offered by both organisations at the Giants Causeway. 10 marks [Levels]</p>	<p>Level 1: (1-2 marks) The candidate identifies a service from both organisations.</p> <p>Level 2: (3-5 marks) The candidate describes a service from both organisations.</p> <p>Level 3: (6-8) marks) The candidate explains/compares/contrasts the services of both organisations.</p> <p>Level 4: (9 -10 marks) The candidate evaluates the services of both organisations and recognises the difference between each sector in managing the area with particular reference to car parking fees.</p> <p>Indicative Content:</p> <ul style="list-style-type: none"> • The National Trust owns the site and 15 miles of footpaths along the coastline. They also operate the National Trust shop and Tea room. • Moyle District Council operates their own Tourist Information Centre, showing an audio –visual presentation of the site and other attractions in the region. They provide help and advice to both visitors and local residents. They collect the fees for the car park. • Entrance to the site is free which means that the National Trust has to maintain the area without charging any fee. The only money they make is from the Tea room and gift shop. • Moyle District Council on the other hand collect car parking fees (in 2007, 712,714 cars visited) therefore they are making money on the 	<p>Features of a L2 response:</p> <ul style="list-style-type: none"> • Description of services from both organisations. <p>Features of a L3 response:</p> <ul style="list-style-type: none"> • 6 marks explanation of both; • 7 marks comparison/contrast; • 8 marks analysis of comparison/contrast; • Recognition and analysis of services. <p>Features of L4 response:</p> <ul style="list-style-type: none"> • Must include reference to car parking fees which benefit the council and not the National trust site. It must also be recognised that both organisations are raising income but only the NT income is likely to be directly reinvested back into the Giants Causeway. <p>Note: Candidates should refer to the case study as a basis for making an evaluation of both the services.</p> <p>The candidate needs to consider both organisations in order to access L2, L3 and L4 .It is sufficient that the skills of analysis and evaluation are demonstrated in L3 and L4. The extent to which the candidate can access the full mark range (particularly in L3) will be determined by the extent of the quality/quantity of the skills demonstrated.</p>

Question	Expected Answer	Additional Guidance
	<p style="text-align: center;">attraction without having to maintain it.</p> <p>Exemplar Response:</p> <p>The National Trust has a National Trust Shop and a tea room at the Giant's Causeway [L1]. The Moyle's District Council has its own visitor centre – Causeway Visitor Centre and it offers car parking facilities [L1].</p> <p>The National Trust and the Moyle District Council's objectives would be similar in the respect that they want to protect and maintain the Giants Causeway [L2]. Both the National Trust Shop and the Causeway Visitor Centre will give tourists the opportunity to be educated about the area – as both will have detailed information on the area [L3] – leaflets could have information on the Giants Causeway – i.e. its origins. There could also be information on how to get around the area – particularly identifiable with the Causeway Visitor Centre as it will give an insight into the area. Both have ways of getting money from tourists [L3]. The tea room at the National Trust will offer tea and possibly snacks to tourists – a percentage of the money will go to the National Trust as it is a not for profit organisation. Both have shops – National Trust Shop offered through the Moyle's District Council. These are both ways of how they receive money from tourists [L3]. Both of these organisations will use the money from tourists, i.e. through the shops to invest back into the Giant Causeway so that it can be maintained and protected [L3]. The Moyle's District Council offers car parking facilities which the National Trust doesn't [L3] – this helps the Moyles Council to receive money through visitors as visitors have to pay a parking fee. The Moyle's Councils employees who work on the site will need to be paid so they will use a percentage of the money earned through visitors to pay this [L3]. However with the National Trust a percentage of employees will be volunteers who don't get paid. Overall the facilities are similar in the ways they use of bringing in money through tourists which is mostly spent on the area, however what is exactly done with the money will vary between them [L4] [Level 4 – 10 mark response].</p>	

Question	Expected Answer	Additional Guidance
<p>1(e) Assess the importance to the local environment of the Giant's Causeway gaining UNESCO World Heritage status. 8 marks [Levels]</p>	<p>Level 1: (1-2 marks) The candidate identifies/describes the importance to the environment of the Giant's Causeway being named as a WHS by UNESCO.</p> <p>Level 2: (3-5 marks) The candidate explains/ analyses one or more reasons of the importance to the environment of the Giant's Causeway being named as a WHS by UNESCO.</p> <p>Level 3: (6-8 marks) The candidate assesses at least two reasons of the importance to the environment of the Giant's Causeway being named as a WHS by UNESCO.</p> <p>Indicative Content:</p> <ul style="list-style-type: none"> • Awareness of the region and the environment as it will attract a host of domestic, national and international visitors. • Local people will be inclined to remain in the area due to employment opportunities in environmental auditing, protection issues etc. • Environmental issues are preserved and protected for the future due to the investment and recognition of UNESCO. • Education of different visitor groups such as children, students, geologists, naturalists etc. that will enable continual awareness of the environment. • Minimising conflict between tourist & host in the preservation and protection of the environment. <p>Exemplar Response:</p> <p>Being a UNESCO World Heritage Site will give the Giant's Causeway greater recognition and value [L1], it</p>	<p>Note: Candidates should refer to the case study as a basis for assessing the importance to the environment of achieving WHS status. Answers that do not make reference to UNESCO / WHS cannot achieve more than bottom L2.</p> <p>The candidate does not need to assess more than one reason in order to achieve L2. It is merely sufficient that the skills of analysis and evaluation are demonstrated.</p> <p>The extent to which the candidate can access the full mark range (particularly in L3) will be determined by the extent of the quality/quantity of the skills demonstrated.</p> <p>Attempted references to awarding WHS being detrimental to the environment are not accepted.</p>

Question	Expected Answer	Additional Guidance
	<p>will also express its significance as not all sites are given World Heritage Status. Being a World Heritage Site could help to protect the future of the Giants Causeway as the involvement of UNESCO could help to maintain it [L2]. This involvement could also help the Giants Causeway as it would give it an additional source of funding. Therefore more money could be invested into the Giants Causeway [L3]. This could help to protect and conserve the environment – particularly from damage to the plant species caused through high volume of visitors. This is because one of UNESCO's aims is to protect the biological diversity within an area [L3]. Therefore by being involved and working with UNESCO the Giants Causeway might be able to achieve this [L3]. Also this involvement could bring fresh ideas and therefore it could help the Giants Causeway to identify ways of managing increased visitor numbers as they put a lot of pressure on the local environment. Therefore through work with UNESCO the Giants Causeway could control visitor numbers and find ways to overcome this pressure but at the same time protect the environment. UNESCO's past work has involved protecting fragile environments, therefore being a World Heritage Site could protect and maintain the land [L3] [Level 3 – 8 mark response].</p>	

Question	Expected Answer	Additional Guidance
<p>2(a) Explain three economic objectives of Sri Lanka in attracting visitors back to the country. 6 marks [3x2]</p>	<p>Up to two marks for each of three explanations.</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • employment opportunities (✓) – direct (✓) and/or indirect (✓); • increased income (✓)–employees (✓) businesses (✓) government (✓); • effects of the multiplier (✓) – explained (✓✓); • development of the region (✓)– new tourist activities (✓) and facilities (✓)can be generated by tourism (✓); • foreign exchange earnings (✓) – good for balance of payments (✓✓); • increase in visitor number (✓)– benefits explained (✓✓); • cricket tours can create increase in visitor numbers (✓✓). 	<p>The second mark must refer to Sri Lanka Really one mark for identifying objective second mark for development.</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>
<p>2(b) Describe two ways in which National and/or international organisations may assist in developing tourism in destinations such as Sri Lanka. 4 marks [2x2]</p>	<p>Up to two marks for each of two descriptions.</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • to promote the country (✓) with explanation (✓); • to work with commercial organisations (✓) explained or example (✓); • to provide grants and loans (✓) explained or example (✓); • to enhance the image of the destination (✓) explained or example (✓); • to provide help in setting international quality standards (✓) explained or example (✓); • travel agents/tour operators/international hotel chains (✓) can promote the destinations. 	<p>Organisations may be National e.g. National Tourist Board or International e.g. WTO, IMF, WTTC.</p> <p>To get the second mark it must be clear what the organisation is e.g. tour operator or Tourist Board or a specific organisation such as the examples above.</p>

Question	Expected Answer	Additional Guidance
<p>2(c) Complete the two boxes in the diagram below to show the 'triangular relationship'. 2 marks [1+1]</p>	<p>One mark for each correct identification up to a maximum of two identifications.</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • agents of tourism development (✓); • tourist (✓). 	<p>Reference to only one sector or type of organisation e.g. charity cannot be accepted.</p> <p>May accept private, public and voluntary organisations on this occasion but all three must be referred to.</p>
<p>2 (cii) Explain two ways this relationship may help in re-establishing tourism to Sri Lanka. 4 marks [2+2]</p>	<p>Up to two marks for each of two explanations.</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • the triangular relationship is between the tourist (✓) the host population (✓) and the agents of tourism development (✓) public, private and voluntary sectors accepted (✓); • they all contribute to successful planning (✓) destination management (✓) explained (✓); • promotion (✓) sharing of ideas (✓) costs (✓) information (✓) any explained (✓). 	<p>Candidates are expected to know the parties involved and be able to understand the importance of a relationship between them in re-establishing tourism to Sri Lanka.</p> <p>All three sectors recognised and explained or example given to achieve maximum.</p> <p>Aid agencies only accepted when specific reference to tourism development.</p>

Question	Expected Answer	Additional Guidance
<p>2(d) Discuss the impact that the political conflict in Sri Lanka may have on developing sustainable tourism to the destination. 8 marks [Levels]</p>	<p>Level 1: (1-2 marks) The candidate identifies the possible impact that the conflict may cause.</p> <p>Level 2: (3-5 marks) The candidate explains/analyses the possible impact that the conflict may cause.</p> <p>Level 3: (6-8 marks) The candidate discusses/evaluates the possible impact that the conflict may cause with specific reference to recovery/sustainability.</p> <p>Indicative Content:</p> <p>The article states the recovery of tourism to Sri Lanka is threatened by the tension between the separatists and the Sri Lankan Government. The truce has been broken several times by both sides (leading to mistrust and uncertainty) although the troubles are mainly off the tourist trail the ongoing problems will have a detrimental effect of the re-establishment of the tourism industry. A rebel attack on Colombo airport forced it to close the airport at night which affected flights from the UK. This is bad publicity and the country will have to work hard in promoting tourism back to the island.</p>	<p>Features of a L2 response:</p> <ul style="list-style-type: none"> • 3 marks – candidate analyses one reason; • 4-5 marks – candidate analyses two or more reasons. <p>Features of a L3 response:</p> <ul style="list-style-type: none"> • 6 marks – candidate evaluates one reason; • 7-8 marks – candidate evaluates two or more reasons. <p>The extent to which the candidate can access the full mark range (particularly in L3) will be determined by the extent of the quality/quantity of the skill demonstrated.</p>

Question	Expected Answer	Additional Guidance
	<p>Exemplar Response:</p> <p>It could lead to tourists developing a negative perception of Sri Lanka [L1]. If flights that are scheduled have to be cancelled then it could lead to a greater number of tourists being put of from Sri Lanka [L2]. It could push tourists away from the country and therefore it might not help to make tourism long lasting [L2]. If there is unrest then it could lead to many sustainable projects from not being established [L1]. Private sector organisations might decide that it is not worth investing into projects [L2] with Sri Lanka. The negative impact would also be that the tourist industry is not able to re-establish itself. Therefore many jobs would be lost and it would not improve Sri Lanka's infrastructure. It could also mean that people might turn to gangs and find negative ways to fight the government if they are unable to support themselves. Therefore it could have negative socio-cultural effects on Sri Lanka as a whole [L3]. It would not enable the money from the government to be invested into Sri Lanka's tourism industry [Level 3 – 6 mark response].</p>	

Question	Expected Answer	Additional Guidance
<p>2(e) With reference to Sri Lanka or any other destination you have studied, evaluate the impact of natural disasters on the tourist destination. 12 marks [Levels]</p>	<p>Level 1: (1-3 marks) The candidate identifies negative or positive impact on .the destination.</p> <p>Level 2: (4-6 marks) The candidate describes positive or negative impact on the destination.</p> <p>Level 3: (7-9 marks) The candidate explains/ analyses positive and/or negative impacts drawing on example studied.</p> <p>Level 4: (10-12 marks) The candidate evaluates positive and/or negative impacts drawing on examples studied with realistic conclusion.</p> <p>Indicative Content:</p> <p>The response to this question comes from prior knowledge of the positive and negative impacts of tourism. Caused by natural disasters. In this response candidates may use any other overseas destination such as Hurricane Katrina, New Orleans, Bangladesh floods, California forest fires, Greek earthquakes, Australia drought, Swine Flu (examples at the time of writing) Impacts may be economic, environmental or socio-economic and must be in context with the destination.</p>	<p>Features of a L3 response:</p> <ul style="list-style-type: none"> • 7 marks – candidate analyses one impact; • 8-9 marks – candidate analyses two or more impacts. <p>Features of a L4 response:</p> <ul style="list-style-type: none"> • 10 marks – candidate evaluates one impact; • 11-12 marks – candidate evaluates two or more impacts. <p>If no specific destination clearly identified then cannot award beyond L2.</p> <p>The extent to which the candidate can access the full mark range (particularly in L3 and L4) will be determined by the extent of the quality/quantity of the skill demonstrated.</p>

Question	Expected Answer	Additional Guidance
	<p>Exemplar Response:</p> <p>Sri Lanka – it seems that national disasters such as the 2004 Tsunami has had a hard hitting impact on Sri Lanka. The immediate effects were the damage to the coastal resorts [L1] and loss of life. However this had dissuaded tourists away from Sri Lanka as many feared that the natural disaster could occur again [L2]. The Tsunami resulted in many coastal properties and resorts being washed away. This meant that the Sri Lankan tourist industry has suffered substantially [L2]. Tourism is the main source of income for Sri Lanka as it is a coastal destination. Therefore with damage to the hotels and resorts not only has it taken tourists away but it has also taken jobs away [L3]. Sri Lanka is an example of LEDC – less economically developed country which has poor levels of health and nutrition and education. Therefore the money from the tourism is vital to Sri Lanka as it ensures that health services and education can be developed [L3]. The Tsunami marginalised both direct and indirect jobs because the tourist industry suffered as a whole. Tourism employed the obvious hotel receptionists etc – these were in direct employment, however other people also benefited indirectly through tourism – i.e. pool maintenance workers and taxi drivers. This had a negative impact on Sri Lanka’s GDP – further reducing it [L3]. As a result of the Tsunami a lot of work has needed to be carried out in Sri Lanka to attract visitors back to the Sri Lanka. As Sri Lanka is a poorer country it has relied heavily on financial assistance [L1] to enable it to develop its social and physical infrastructure [L2]. It is hoped that with the redevelopment of infrastructure, Sri Lanka will be able to attract visitors back to Sri Lanka [L3]. Work is also being done by agents of tourism to change the negative perceptions [L1] of tourism within Sri Lanka. Also Sri Lanka has developed safaris – however it could be seen that still the thought of the Tsunami remains behind the tourists mind. Therefore it will take time for both Sri Lanka and the tourists to overcome the damage caused by the 2004 Tsunami [L4] [Level 4 – 10 mark response].</p>	

Question	Expected Answer	Additional Guidance
<p>3(a) Define the term ‘sustainable tourism’. 2 marks [1+1]</p>	<p>Up to two marks for definition.</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • protecting the needs of the present (✓) without compromising the needs of future generations (✓); • variations on the above e.g. tourism that does not destroy the resources (✓) on which it depends for the future (✓). 	<p>Be mindful of repetition.</p>
<p>3(b) Explain two ways in which the economy of the Gambia has benefited from the development of sustainable projects. 6 marks [2x3]</p>	<p>Possible responses may include:</p> <ul style="list-style-type: none"> • Rural Gambia Experience (✓) farming and beekeeping provides employment for local women and youths (✓) Produce is sold to hotels (✓) income for locals (✓); • improvements in infrastructure ((✓) e.g. water, electricity can lead to more projects to contribute to the economy (✓); • Makasuto Project (✓) employs 250 local people (✓) local craft market where proceeds are re-invested into local areas (✓) encouraging multiplier effect (✓). 	<p>To get the third mark there must be specific reference to the case study.</p>

Question	Expected Answer	Additional Guidance
<p>3 (c) Explain two ways in which Thomas Cook has contributed to the protection of the environment. 4 marks [2+2]</p>	<p>Up to two marks for each of two explanations.</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • on board re-cycling (✓) expansion of information in case study (✓); • Gambian Wildlife (✓) expansion of information in case study (✓); • Makasuto and Rural Gambia accepted in environmental context (✓) expansion of information in case study (✓); • promotional literature/ website about how to be a responsible tourist (✓). 	<p>Really one mark for identifying way second mark for development. Answers must be clearly environmental.</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>
<p>3(d) Explain two reasons why the training and employment of local people in tourism related activities is important in tourist destinations. 6 marks [2x3]</p>	<p>Up to three marks for each of two explanations.</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • negotiation of use of local facilities(✓) explained or example given (✓) e.g. cooks, cleaners, tour guides etc.; • income both ways (✓) explained or example given (✓); • spread of wealth(✓) explained or example given (✓); • enhancement of local conditions (✓) to benefit locals and tourists (✓); • word of mouth(✓) reputations (✓); • Communication skills e.g. Language/English spoken (✓✓); • Mutual respect / stops conflict between host and tourist (✓); • Websites can promote the use of local guides which may contribute to authentic experience (✓✓). 	

Question	Expected Answer	Additional Guidance
<p>3(e) Assess the benefits to the Gambia of private sector organisations working in partnership with voluntary sector organisations. 10 marks [Levels]</p>	<p>Level 1: (1-2 marks) The candidate identifies the benefits to the Gambia of why private sector organisations e.g. Thomas Cook get involved with voluntary organisations e.g. Travel Foundation.</p> <p>Level 2: (3-4 marks) The candidate describes the benefits to the Gambia of why private sector organisations e.g. Thomas Cook get involved with voluntary organisations e.g. Travel Foundation.</p> <p>Level 3: (5-7marks) The candidate explains/analyses the benefits to the Gambia of why private sector organisations e.g. Thomas Cook get involved with voluntary organisations e.g. Travel Foundation.</p> <p>Level 4: (8-10 marks) The candidate assesses/evaluates the benefits to the Gambia of why private sector organisations e.g. Thomas Cook get involved with voluntary organisations e.g. Travel Foundation.</p> <p>Indicative Content:</p> <p>MUST BE BENEFITS TO THE GAMBIA.</p> <ul style="list-style-type: none"> • Private sector organisations get involved in partnerships with voluntary organisations for: <ul style="list-style-type: none"> ○ economic objectives, primary goal; ○ feel good factor, good promotion of values/ethics gives the destination a good name; ○ investing income in voluntary projects is 'topical' and appealing and creates a 'new 	<p>Unless there are specific references to the benefits to the Gambia from the case study, candidates can not be awarded higher than L2.</p> <p>The extent to which the candidate can access the full mark range (particularly in L3) will be determined by the extent of the quality/quantity of the skill demonstrated.</p>

Question	Expected Answer	Additional Guidance
	<p>market' to attract new tourists;</p> <ul style="list-style-type: none"> ○ keeping up with the competition e.g. First Choice do a similar scheme so by major organisations being involved the country benefits; ○ Thomas Cook 'advertises' the Travel Foundation which in turn educates travellers on how to preserve, protect and conserve the environment and traditional cultures; ○ any point mentioned in the 'how you can help' section of Fig. 3. <p>Exemplar Response:</p> <p>Thomas Cook which is a private sector organisation is working alongside the Travel Foundation [L1] to help them Thomas Cook is offering excursions into Gambia which tourists take as they knew the company this then helps the Travel Foundation to run local projects helping the Gambian people [L1]. Another well known English private organisation the Eden project [L1] is working in partnership with the Abuko Wildlife trust to build a conservation park [L2] as the Eden project is well known money from visitors [L2] in the UK can be given to fund the projects in the Gambia [L3]. As private organisations are well known in a country with a lot of wealth it means that a lot more awareness of money can be raised [L3] than if just the voluntary organisations tried to raise the money [L3] [Level 3 – 7 mark response].</p>	

G734 Marketing in travel and tourism

Question	Expected Answer	Additional Guidance
<p>1(a) Explain the term niche marketing. 2 marks [2*1]</p>	<p>Up to two marks for explanation.</p> <p>One mark for identifying that a niche market is a focused, targeted portion of a market sector. Or that it is a narrowly defined group of customers (✓).</p> <p>Further mark for explaining that a niche market addresses a need for a product that is not being addressed by mainstream providers or the mass market (✓).</p>	
<p>1(a)(ii) Identify two niche markets targeted by Visit Chester and Cheshire (VCC). 2 marks [2*1]</p>	<p>One mark for each correct identification up to a maximum of two identifications.</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • equestrian (✓); • pampering and spa (✓); • creative and arts (✓); • gardens (✓); • waterways (✓). 	
<p>1(b) Explain two benefits to rural tourism businesses of working with CREATE. 4 marks [1+1]*2</p>	<p>One mark for each correct identification up to a maximum of two identifications plus up to a further one mark for each of two explanations.</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • gives a more co-ordinated approach to developing and marketing (✓); • brings together accommodation providers and attractions around a particular theme (✓); • receive grants (✓). <p>This will enhance the rural visitor experience (✓); give support to rural businesses (✓); bring extra business (✓) and therefore more profit (✓). Or similar.....</p>	

Question	Expected Answer	Additional Guidance
<p>1(c) Discuss the advantages and disadvantages to VCC of working with a PR agency. 12 marks [Levels]</p>	<p>Level 1: (1-4 marks) The candidate identifies advantages/disadvantages of working with a PR company.</p> <p>Level 2: (5-8 marks) The candidate explains/analyses advantages/disadvantages of a PR company.</p> <p>Level 3: (9-12 marks) The candidate evaluates the advantages AND disadvantages for VCC of using a PR company.</p> <p>Indicative Content:</p> <p>Advantages:</p> <ul style="list-style-type: none"> • professional company with good contacts and experience of PR activities. Expert knowledge and ability to do work quickly and on time; • saves the organisation time and effort by passing everything to PR company. <p>Disadvantages:</p> <ul style="list-style-type: none"> • lose direct control; • the PR company may not understand the role of the organisation; • may be a time delay between the two organisations; • PR company may not be very good; • cost involved – paying for the service. <p>Or similar.....</p> <p>Exemplar Response: PR companies help to save the actual company time by passing all publicity work to them (L1) this means that staff can spend time and complete other tasks within the company this will save them money (L2). However using a PR company may lose the company money especially if they do not understand the company objectives, this ultimately costs money in wasted campaigns and staff having to discuss to put right (L3).</p>	<p>Top L3 will have a judgement or concluding statement.</p> <p>Generic discussions of PR credit up to L1 only.</p> <p>Any listings – credit L1 only.</p>

Question	Expected Answer	Additional Guidance
<p>1(d) Discuss the likely benefits to VCC members of the NewWoman competition in Fig. 6. 12 marks [Levels]</p>	<p>Level 1: (1-4 marks) The candidate identified/describes the benefits of the promotion.</p> <p>Level 2: (5-8 marks) The candidate explains/analyses the benefits of the campaign.</p> <p>Level 3: (9-12 marks) The candidate evaluates the benefits of the promotional campaign in NewWoman.</p> <p>Indicative Content:</p> <ul style="list-style-type: none"> • excellent coverage in woman's magazine with high distribution; • distribution to women who are the main choosers of holidays; • fulfils the AIDA principle and draws attention easily; • use of 'competition' good way of gaining interest and creating a database of interested groups for future mailings. <p>Or similar.....</p> <p>Exemplar Response:</p> <p>Members benefits include getting adverts into magazines and then collecting more profit for their organisations (L1). More coverage is likely to occur and the marketing technique of using competitions is useful as you can collect names and addresses for mailing lists in the future which means that you can send out new brochures to people that you know will be interested in your area and company (L2). Many women like to chose the holiday and book them for the family, however entering competitions is not something everyone likes to do as they feel it is a waste of time, this could lose the company time and money by putting in competitions that do not get a successful response (L3).</p>	<p>Top L3 will have a judgement or concluding statement.</p>

Question	Expected Answer	Additional Guidance
<p>1(e) Evaluate suitable sales promotions that organisations such as VCC could use to encourage travel trade awareness of the area. 9 marks [Levels]</p>	<p>Level 1: (1-3 marks) The candidate identifies sales promotions that organisations such as VCC could use to encourage the travel trade's awareness.</p> <p>Level 2: (4-6 marks) The candidate explains/analyses sales promotions for the travel trade's awareness.</p> <p>Level 3: (7-9 marks) The candidate evaluates sales promotions that could be used to encourage the travel trade's awareness.</p> <p>Indicative Content:</p> <ul style="list-style-type: none"> • offering discounts; • allowances; • competitions (accept) • free products and gifts; • free educational visits/family trips; • offer bonus payments (extra commission); • free passes, eg press passes to shows and exhibitions, etc. <p>Or similar.....</p> <p>Exemplar Response:</p> <p>VCC could use free promotions to get the travel trade interested in them (L1). By offering something free such as a free trip or free bottle of wine it encourages the trade to think about the company and keeps them in a favourable light (L2). If a free familiarisation trip is organised the trade can take advantage of seeing first hand the area this must be a positive experience, if it is not then it could have a poor effect on the company and may backfire, losing them good business or good interest (L3).</p>	<p>Accept 'competitions' as a response.</p> <p>Top L3 will have a judgement or concluding statement.</p> <p>No link to travel trade L1 only.</p>

Question	Expected Answer	Additional Guidance
<p>2(a) What is meant by SMART? 2 marks [2*1]</p>	<p>Award two marks as follows:</p> <p>One mark for three correct identifications of the acronym SMART (✓).</p> <p>Two marks for all five complete (✓✓).</p>	<p>Specific, Measurable, Achievable, Realistic, Timed.</p>
<p>2(b) Assess the likely effectiveness of the activities identified in Fig. 3 in achieving VCC's overseas marketing objective. 12 marks [Levels]</p>	<p>Level 1: (1-4 marks) The candidate identified VCC's overseas marketing objectives. May not link to profile.</p> <p>Level 2: (5-8 marks) The candidate explains/analyses the effectiveness of the activities identified in Fig. 3.</p> <p>Level 3: (9-12 marks) The candidate assesses at least two activities in Fig 3, e.g.:</p> <ul style="list-style-type: none"> • participation in sales mission to Japan; • building relationships with JAC Travel; • maintain, etc the web pages; • develop targeted promotions in Germany, Ireland and the Netherlands using press and direct marketing campaigns. <p>Indicative Content:</p> <ul style="list-style-type: none"> • depends on work of partnership and strength of the bond between partners; • depends on costs – may not be feasible to send members on sales missions; • dependant upon external factors, eg those covered in PEST; • direct marketing; • public relations. <p>Or similar.....</p>	<p>Top Level 3 will have a judgement or concluding statement.</p> <p>Identification of overseas objectives L1 only.</p>

Question	Expected Answer	Additional Guidance
	<p>Exemplar Response:</p> <p>VCC can achieve good marketing by working with others such as a Travel Agent like JAC travel they will continue to get more business by doing this and raise their profile (L1). The web pages must be maintained in order to give prospective clients the opportunity to get a good idea of what is available on a daily and up to date basis this is good PR (L2). If these pages are not kept up to date then out of date info can mislead clients and the marketing objectives of extending business and partners will fail which will result in lost business and difficulty in working with others in the future (L3).</p>	

Question	Expected Answer	Additional Guidance
<p>2(c)(i) Apart from online questionnaires, suggest two other forms of market research that VCC could use. 2 marks [2*1]</p>	<p>One mark for each correct identification up to a maximum of two identifications.</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • telephone surveys (✓); • postal surveys (✓); • focus groups (✓). <p>Or similar.....</p>	<p>Accept generic 'surveys' but do not allow extra mark for other examples that include 'surveys'.</p>
<p>2(c)(ii) Outline one advantage and one disadvantage to travel and tourism organisations such as VCC of using an online questionnaire. 4 marks [1+1]*2</p>	<p>One mark for each correct identification up to a maximum of two identifications plus up to a further one mark for each of two developments.</p> <p>Possible responses may include:</p> <p>Advantages</p> <ul style="list-style-type: none"> • quick (✓) responses returned immediately (✓); • easy to administer (✓).not a lot of training required (✓); • easy to analyse (✓).programmes can be made and analysed at touch of a button (✓); • cheap (✓).will be more cost effective than post and printing (✓); • many people now have computers (✓).Use and up take is growing all of the time (✓). <p>Disadvantages</p> <ul style="list-style-type: none"> • need to write computer program to analyse data (✓). Can be time consuming, need an expert (✓); • may not be a good response rate (✓). People click off questionnaires and ignore them (✓); • can be time consuming (✓). To look at all the data and analyse (✓); • will put off people who are not computer literate (✓) will miss some elements of the market (✓). <p>Or similar.....</p>	

Question	Expected Answer	Additional Guidance
<p>2(d) Discuss reasons why primary research is an essential tool for travel and tourism organisations such as VCC. 12 marks [Levels]</p>	<p>Level 1: (1-4 marks) The candidate identifies/describes the use of primary research.</p> <p>Level 2: (5-8 marks) The candidate explains/analyses the use of primary research.</p> <p>Level 3: (9-12 marks) The candidate discusses the use of primary research using valid examples of organisations or VCC to show understanding.</p> <p>Indicative Content:</p> <ul style="list-style-type: none"> • identifying customer needs; • identifying markets; • identifying changes in the markets; • identifying trends; • demonstrates opportunities for markets and product development; • indicates competitors; • effectiveness of certain promotional activities; • rely on own data; • up to date information. <p>Or similar.....</p>	<p>Top L3 will have a judgement or concluding statement.</p>

Question	Expected Answer	Additional Guidance
	<p>Exemplar Response:</p> <p>Primary research is essential as it helps to identify the success of the market with the type of customers what they want (L1). By identifying the needs of the customers you can use this data to identify new products and trends and it will help to save the company money in the long term (L2). Using such information can be a time consuming process and may lead to a complete change in strategy, a company must weigh up the pros and cons of doing such a survey which in the long term will probably benefit them as the data is accurate and fits their actual needs for their specific market (L3).</p>	

Question	Expected Answer	Additional Guidance
<p>3(a) Explain the term familiarisation visit. 2 marks [2*1]</p>	<p>Up to two marks for explanation.</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • get familiar with a region/destination (✓); • invite the trade to be shown around usually on tailor made tours to give best impression (✓). 	
<p>3(b) Evaluate direct marketing techniques that would be suitable for VCC to use in the domestic market. 9 marks [Levels]</p>	<p>Level 1: (1-3 marks) The candidate identifies forms of direct marketing.</p> <p>Level 2: (4-6 marks) The candidate explains/analyses forms of direct marketing.</p> <p>Level 3: (7-9 marks) The candidate evaluates direct marketing.</p> <p>Indicative Content:</p> <ul style="list-style-type: none"> • direct mail – mail shots can target previous or new customers from database; • telemarketing – needs to be aimed at carefully selected customers who are likely to be genuinely interested; • door-to-door distribution – can be cheaper than mail - provides opportunity for personal contact; • media direct response – used through TV, radio, newspaper and magazines (like the Woman magazine) – opportunity to place orders via fax, telephone or Internet - able to log the number of responses received and can see how successful this would be. <p>Or similar.....</p>	<p>Top of L3 make concluding statement or judgemental statement.</p> <p>Arguments should be clear, some forms of direct marketing expensive and not practical for the market.</p> <p>Must be carefully designed to encourage customers.</p> <p>Many customers are suspicious of receiving certain types of direct marketing and will not always read them or act on them.</p> <p>Many customers do not like the intrusion.</p>

Question	Expected Answer	Additional Guidance
	<p>Exemplar Response: DM techniques that could be used include direct mail – these are suitable for VCC as they can all get together and save some money (L1). This is possibly the cheaper option but VCC must consider whether or not it is still value for money, when many direct mail campaigns are costly and do not result in good returns. (L2) Nevertheless, a media response campaign may be more effective as VCC can monitor the results clearly and work out how cost effective it is, they will then be able to compare with other marketing techniques such as telemarketing (L3).</p>	

Question	Expected Answer	Additional Guidance
<p>3(c) Explain two ways in which the requirements of legislation affect the marketing communications of VCC members. 4 marks [1+1]*2</p>	<p>One mark for each correct identification up to a maximum of two identifications plus up to a further one mark for each of two explanations.</p> <p>Possible responses may include:</p> <ul style="list-style-type: none">• EU package TD gives consumers increased protection (✓) when something such as a holiday or travel service goes wrong (✓);• It is therefore essential that all marketing communications such as brochures, leaflets contain accurate information (✓) and does not mislead the consumer (✓). <p>Or similar.....</p>	<p>Use any relevant Act (✓) with explanation (✓).</p>

Question	Expected Answer	Additional Guidance
<p>3(d) Evaluate the benefits to tourism businesses in Cheshire of participating in joint marketing initiatives. 12 marks [Levels]</p>	<p>Level 1: (1-4 marks) The candidate identifies/describes benefits of joint marketing initiatives</p> <p>Level 2: (5-8 marks) The candidate explains/analyses the benefits of joint marketing initiatives</p> <p>Level 3: (9-12 marks) The candidate evaluates the benefits of joint marketing initiatives</p> <p>Indicative Content:</p> <ul style="list-style-type: none"> • shared costs; • support mechanisms; • working in partnerships allows greater marketing opportunities such as spreading workloads and time; • able to pool resources; • draw on the expertise of different partners; • acting in partnership allows bigger brand name therefore more likely to get noticed and get greater coverage; • assists with more flexible market development and opportunities. <p>Or similar.....</p> <p>Exemplar Response: By working with others Cheshire businesses can save money and get some extra publicity (L1). Working in partnerships gives a good co-ordinated approach and can help an area to become established in using different marketing techniques (L2). There are opportunities to spread workloads and gives staff time to develop other avenues for business, but partnerships must be compatible otherwise time and money is wasted and negative results may occur such as a loss in income, revenue and time (L3).</p>	<p>For top of L3 candidates should have a judgemental or concluding statement.</p>

Grade Thresholds

GCE Travel and Tourism (H189/H389/H589/H789)
June 2009 Examination Series

Coursework Unit Threshold Marks

Unit		Maximum Mark	A	B	C	D	E	U
G721	Raw	50	43	38	33	28	23	0
	UMS	100	80	70	60	50	40	30
G722	Raw	50	43	38	33	28	23	0
	UMS	100	80	70	60	50	40	30
G724	Raw	50	43	38	33	28	23	0
	UMS	100	80	70	60	50	40	30
G725	Raw	50	43	38	33	28	23	0
	UMS	100	80	70	60	50	40	30
G726	Raw	50	43	38	33	28	23	0
	UMS	100	80	70	60	50	40	30
G727	Raw	50	43	38	33	28	23	0
	UMS	100	80	70	60	50	40	30
G729	Raw	50	43	38	33	28	23	0
	UMS	100	80	70	60	50	40	0
G730	Raw	50	43	38	33	28	23	0
	UMS	100	80	70	60	50	40	0
G731	Raw	50	43	38	33	28	23	0
	UMS	100	80	70	60	50	40	0
G732	Raw	50	43	38	33	28	23	0
	UMS	100	80	70	60	50	40	0
G733	Raw	50	43	38	33	28	23	0
	UMS	100	80	70	60	50	40	0
G735	Raw	50	43	38	33	28	23	0
	UMS	100	80	70	60	50	40	0

Examined Unit Threshold Marks

Unit		Maximum Mark	A	B	C	D	E	U
G720	Raw	100	82	72	63	54	45	0
	UMS	100	80	70	60	50	40	0
G723	Raw	100	78	69	60	52	44	0
	UMS	100	80	70	60	50	40	0
G728	Raw	100	81	72	63	54	46	0
	UMS	100	80	70	60	50	40	0
G734	Raw	100	80	71	62	53	44	0
	UMS	100	80	70	60	50	40	0

Specification Aggregation Results

Uniform marks correspond to overall grades as follows.

Advanced Subsidiary GCE (H189)

Overall Grade	A	B	C	D	E
UMS (max 300)	240	210	180	150	120

Advanced Subsidiary GCE (Double Award) (H389)

Overall Grade	AA	AB	BB	BC	CC	CD	DD	DE	EE
UMS (max 600)	480	450	420	390	360	330	300	270	240

Advanced GCE (H589)

Overall Grade	A	B	C	D	E
UMS (max 600)	480	420	360	300	240

Advanced GCE (Double Award) (H789)

Overall Grade	AA	AB	BB	BC	CC	CD	DD	DE	EE
UMS (max 1200)	960	900	840	780	720	660	600	540	480

Cumulative Percentage in Grade

Advanced Subsidiary GCE (H189)

A	B	C	D	E	U
4.15	19.44	44.65	72.52	88.98	100
There were 1604 candidates aggregating in June 2009					

Advanced Subsidiary GCE (Double Award) (H389)

AA	AB	BB	BC	CC	CD	DD	DE	EE	U
0.56	3.33	7.78	17.78	34.44	55.00	68.33	77.78	86.67	100
There were 199 candidates aggregating in June 2009									

Advanced GCE (H589)

A	B	C	D	E	U
4.81	22.12	55.94	84.77	97.10	100
There were 1126 candidates aggregating in June 2009					

Advanced GCE (Double Award) (H789)

AA	AB	BB	BC	CC	CD	DD	DE	EE	U
3.83	7.65	15.85	26.78	40.44	55.74	76.50	88.53	95.63	100
There were 188 candidates aggregating in June 2009									

For a description of how UMS marks are calculated see:

http://www.ocr.org.uk/learners/ums_results.html

Statistics are correct at the time of publication.

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