

# **Travel and Tourism**

Advanced Subsidiary GCE

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

## **Mark Scheme for January 2011**

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**Testing of Quality of Written Communication**

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

In this external assessment the assessment of QWC will take place in Question 3e which is a level of response question and carries 9 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 3e.

**Level 1:** Ability to communicate at least one point using some appropriate terminology.

Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.

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

**Level 2:** Limited ability to organise relevant material. Some appropriate terminology used.

Sentences are not always relevant with material presented in a way that does not always address the question. There may be noticeable errors of grammar, punctuation and spelling.

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

**Level 3:** Ability to present relevant material in a well planned and logical sequence. Material clearly structured using appropriate terminology confidently and accurately. Sentences, consistently relevant are well structured in a way that directly answers the question. There will be few, if any errors of grammar, punctuation and spelling.

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

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

Question	Expected Answer	Additional Guidance
<p><b>1(a)</b> With reference to <b>Fig. 1</b>, identify the <b>two</b> locations where Cruise Scotland will be represented at important trade shows. <b>[2 marks]</b> <b>[2*1]</b></p>	<p><b>One mark for each correct identification up to a maximum of two identifications.</b></p> <ul style="list-style-type: none"> <li>• Miami (✓).</li> <li>• Hamburg (✓).</li> </ul>	
<p><b>1(b)</b> With reference to <b>Fig. 1</b>, identify and explain <b>two</b> reasons why the Port of Invergordon is likely to share in any growth in tourism generated by Cruise Scotland. <b>[6 marks]</b> <b>[1+2]*2</b></p>	<p><b>One mark for each correct identification up to a maximum of two identifications, plus up to an additional two marks for each of two explanations.</b></p> <ul style="list-style-type: none"> <li>• Cromarty Firth location (✓) – sheltered (✓) with access to the Highland Region (✓).</li> <li>• Best Port Welcome winner 2008 (✓) – industry quality award (✓) acts as a benchmark (✓).</li> <li>• Deep water (✓) – berth the larger liners (✓) has already handled QM2 and QE2 (✓).</li> <li>• Suitable port of call (✓) – 7 minor ports 12 hours away (✓) and 8 majors within 36 hours (✓).</li> </ul>	<p>Credit all valid points provided they follow the 1+1+1 explanatory development sequence.</p>
<p><b>1(c)</b> With reference to <b>Fig. 1</b>, identify <b>two</b> English ports which can be reached in a 36 hour cruise from Invergordon. <b>[2 marks]</b> <b>[2*1]</b></p>	<p><b>One mark for each correct identification up to a maximum of two identifications.</b></p> <ul style="list-style-type: none"> <li>• Dover (✓).</li> <li>• Southampton (✓).</li> <li>• Harwich (✓)</li> </ul>	

Question	Expected Answer	Additional Guidance
<p><b>1(d)</b> Many UK ports have ferry services which attract domestic and/or international passengers. Choose <b>one</b> ferry service with which you are familiar and discuss the main reasons for its passenger appeal. <b>[6 marks]</b> <b>Levels</b></p>	<p><b>Levels of response marking</b></p> <p><b>0 marks</b> No response or no response worthy of credit.</p> <p><b>Level 1: [1-3 marks]</b> Candidate identifies/describes reasons for the appeal of a chosen ferry route/service. Information may be in the form of a list of reasons. Candidates will include explanations of possible passenger appeal which may be discussed with some success. The discussion in the most part is accurate, if not a little underdeveloped. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p><b>Level 2: [4-6 marks]</b> Candidate will show a clear understanding of the question and include detailed identification and explanation of possible reasons for the passenger appeal of an appropriate ferry service. Candidate effectively discusses valid reasons. There is sound and frequent evidence of thorough detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><b>Indicative content:</b></p> <p>Reasons to include factors such as:</p> <ul style="list-style-type: none"> <li>• Location – accessibility.</li> <li>• Ferry features.</li> <li>• Cost.</li> <li>• Timings/duration.</li> <li>• Choice/frequency.</li> <li>• Cars.</li> </ul> <p><b>Exemplar response:</b> eg Liverpool to Birkenhead</p>	<p><b>Level 1:</b> List of points – maximum 1 mark. Description – up to 2 marks. Explanation/unsupported judgements/limited discussion – up to 3 marks.</p> <p><b>Level 2:</b> Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 4 marks. An evaluation/judgement without overall conclusion/prioritisation – 5 marks. With overall supporting conclusion – 6 marks.</p> <p>This question is about <b>any</b> UK <b>FERRY</b> service and details of cruises are <b>not</b> valid. The service may be international, eg cross Channel or domestic, eg Isle of Wight or Mersey, etc. The nature of the appeal will vary depending on the particular route selected and candidates can only progress through the levels by providing details and comments which are appropriate to their selected route. Depending on the example, either a passenger and/or visitor focus will be perfectly valid. If comments do not relate to an IDENTIFIED ferry service, a</p>

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	<p>Mersey Ferries are an established visitor attraction, as well as being an important local commuter service. The 10 minute crossing is quick and gives spectacular views of the Liverpool Waterfront. Visitors are attracted because the nearby Albert Dock and Beatles Story tourist attractions are easily accessible, as is Spaceport on the Wirral side. However, at £2.40 return, the trip represents an easily affordable activity and this boosts its popularity with visitors and locals alike (L2).</p>	<p>maximum of four marks will apply.</p>

Question	Expected Answer	Additional Guidance
<p><b>1(e)</b> Cruise passengers will usually explore the local area when they stop at a port of call. Discuss how shore excursions can be organised by <b>operators</b> to meet the needs of international cruise passengers. <b>[9 marks]</b> <b>Levels</b></p>	<p><b>Levels of response marking</b></p> <p><b>0 marks</b> No response or no response worthy of credit.</p> <p><b>Level 1: [1-3 marks]</b> Candidate identifies/describes some valid excursion organisational feature(s) which meet some international cruise passenger needs. Information may be a list of factors, explanations are incomplete and arguments partial (if present) and lack coherent organisation or reasoned conclusions. There is little or no attempt to discuss/evaluate.</p> <p><b>Level 2: [4-6 marks]</b> Candidate identifies/describes a number of excursion features which meet international cruise passenger needs. Candidates will show an understanding of the question and include explanations of a number of these organisational features related to passenger needs/expectations which may be discussed with some success. The discussion in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p><b>Level 3: [7-9 marks]</b> Candidates will show a clear understanding of the question and include detailed identification and explanation of excursion organisation meeting international cruise passenger needs. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. Candidate effectively evaluates through discussion a range of ways in which excursion organisation meets specific passenger needs and requirements leading to a valid conclusion.</p> <p><b>Indicative content:</b> Ways to include: Operators take such cruise passenger needs into account by doing some combination of the following:</p>	<p><b>Level 1:</b> List – maximum 2 marks. 2 identifications plus one description – 3 marks. 2 identifications and unsupported judgement – 3 marks.</p> <p><b>Level 2:</b> No list – must be at least ‘describe’ Description only – 4 marks. Explanation/analysis – 5 marks. Evaluative comment (because.... means that....) – 6 marks.</p> <p><b>Level 3:</b> Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 7 marks. An evaluation/judgement without overall conclusion/prioritisation – 8 marks. With overall supporting conclusion – 9 marks.</p> <p>This question invites candidates to make links between the needs of cruise passengers visiting a port of call and the features of any given shore excursion. The more obvious points include:</p> <ul style="list-style-type: none"> <li>limited time available;</li> </ul>

	<ul style="list-style-type: none"> <li>• Pre-booking – if not included in itinerary.</li> <li>• Dockside pick-up by coach.</li> <li>• Guide (often foreign language speaking).</li> <li>• Planned itinerary with lunch/refreshment stop.</li> <li>• Free time for shopping, etc.</li> <li>• Return prior to sailing time.</li> </ul> <p><b>Exemplar response:</b> International cruise passengers are offered a range of pre-bookable excursions in most ports of call. This reduces passenger waiting time and allows the passenger to view itinerary in advance. This means that they can select from a range of options one which suits or interests them the most. Cruise ships are in port for a limited time and so passengers are collected and returned to the quayside to save time and this makes it more convenient for them. If time is short, local sightseeing will be limited but full day excursions are common and will include a lunch stop and free time for shopping and personal exploration. This will allow them to have a better understanding of the destination. Most such tours have guides, some speaking foreign languages, so that international passengers can get maximum benefit from the tour. This is most important because they are far less likely to get lost and can ask questions more freely (L3).</p>	<ul style="list-style-type: none"> <li>• desire/interest in key local sights and attractions;</li> <li>• find information and souvenirs.</li> </ul> <p>We should reward candidates who make reference to known examples and/or their own experience of taking an organised excursion or tour.</p>
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Question	Expected Answer	Additional Guidance
<p><b>2(a)</b> Using the 13 category list provided in <b>Fig. 2</b>, complete the following table by identifying how Trailfinders would be <b>most likely</b> to categorise <b>each</b> of the following stated customer requirements. <b>[4 marks]</b> <b>[4*1]</b></p>	<p><b>One mark for each correct identification up to a maximum of four identifications.</b></p> <ul style="list-style-type: none"> <li>• Paris = City Breaks (✓).</li> <li>• Masai Mara = Trekking &amp; Safari (✓).</li> <li>• New Zealand = Adventure Travel (✓).</li> <li>• Flights/stopovers = Round The World (✓).</li> </ul>	
<p><b>2(b)</b> Trailfinders encourages customers to make telephone bookings. Explain <b>two</b> benefits to customers of making telephone bookings. <b>[4 marks]</b> <b>[1+1]*2</b></p>	<p><b>One mark for each correct identification up to a maximum of two identifications, plus up to an additional one mark for each of two explanations.</b></p> <ul style="list-style-type: none"> <li>• Convenience (✓) – call from office/home (✓).</li> <li>• Extended hours (✓) – greater access (✓).</li> <li>• Speak to an advisor (✓) – get clarification (✓).</li> <li>• Pay with card (✓) – saves additional transactions (✓).</li> </ul>	Credit all valid explanatory reasoning.
<p><b>2(c)</b> Explain <b>two</b> ways in which customers will benefit from the fact that Trailfinders has an ATOL licence. <b>[4 marks]</b> <b>[1+1]*2</b></p>	<p><b>One mark for each correct identification up to a maximum of two identifications, plus up to an additional one mark for each of two explanations.</b></p> <ul style="list-style-type: none"> <li>• The Air Travel Organisers' Licensing (ATOL) Scheme regulates UK tour operators (✓) – this gives customers a degree of quality assurance (✓)</li> <li>• It provides financial protection to consumers (✓) – should the company go bust they are covered (✓).</li> <li>• If a tour operator goes out of business, the CAA will ensure that you do not lose the money you paid (✓) - if abroad, it arranges for you to finish your holiday and fly home (✓).</li> </ul>	

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<p><b>2(d)</b> Trailfinders also accepts Internet bookings. In the list below, circle the <b>four</b> ways in which the Data Protection Act will apply to such bookings. <b>[4 marks]</b> <b>[4*1]</b></p>	<p><b>One mark for each correct identification up to a maximum of four identifications.</b></p> <ul style="list-style-type: none"> <li>• Details should be held no longer than is required (✓).</li> <li>• Information must be obtained and processed fairly and lawfully (✓).</li> <li>• Details should be accurate and kept up to date (✓).</li> <li>• Have appropriate security against unauthorised access (✓).</li> </ul>	
<p><b>2(e)</b> Discuss the reasons for the growth in the popularity of overseas wedding packages for UK couples. <b>[9 marks]</b> <b>Levels</b></p>	<p><b>Levels of response marking</b></p> <p><b>0 marks</b> No response or no response worthy of credit.</p> <p><b>Level 1: [1-3 marks]</b> Candidate identifies/describes some valid reason(s) which help to explain the growth in popularity of such packages. Information may be a list of reasons/features, explanations are incomplete and arguments partial (if present) and lack coherent organisation or reasoned conclusions. There is little or no attempt to discuss/evaluate.</p> <p><b>Level 2: [4-6 marks]</b> Candidate identifies/describes a number of reasons and candidates will show an understanding of the question and include explanations/analysis of a number of these reasons/features related to UK couple needs/expectations which may be discussed with some success. The discussion in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p>	<p><b>Level 1:</b> List – maximum 2 marks. 2 identifications plus one description – 3 marks. 2 identifications and unsupported judgement – 3 marks.</p> <p><b>Level 2:</b> No list – must be at least ‘describe’ Description only – 4 marks. Explanation/analysis – 5 marks. Evaluative comment (because.... means that....) – 6 marks.</p> <p><b>Level 3:</b> Identification/description implied/assumed Explanation/analysis/comparison of more than one point/both sides – 7 marks. An evaluation/judgement without overall conclusion/prioritisation – 8 marks. With overall supporting conclusion – 9 marks.</p>

Question	Expected Answer	Additional Guidance
	<p><b>Level 3: [7-9 marks]</b> Candidates will show a clear understanding of the question and include detailed identification and explanation of overseas wedding packages meeting a UK couple's needs. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. Candidate effectively evaluates through discussion a range of reasons why such packages meet specific needs and requirements leading to a valid conclusion.</p> <p><b>Indicative content:</b></p> <ul style="list-style-type: none"> <li>• Destination appeal – places such as the Caribbean are seen as romantic, fashionable, etc.</li> <li>• Makes sense to combine wedding/honeymoon.</li> <li>• Climate more reliable than UK – all round season.</li> <li>• Prices are affordable – making total costs cheaper than UK/European average.</li> <li>• Marketing and promotion offers – added extras.</li> </ul> <p><b>Exemplar response:</b> Exotic foreign weddings are no longer exclusively for celebrities and many companies such as First Choice offer UK couples a variety of options. Weddings in the Caribbean are popular for a variety of reasons including the better climate and spectacular views. The services of a wedding organiser are provided and this makes planning easier for the couple. It is also convenient to plan for wedding and honeymoon at the same time. Many hotel groups such as Sandals offer room upgrades to honeymoon couples and this helps to provide value for money. The most important factor for many is cost and holding the event overseas can easily compare with a more lavish UK-based ceremony, only with the weather guaranteed (L3).</p>	<p><b>Additional Guidance</b> Exotic foreign weddings are no longer exclusively for celebrities. This is a dynamic, highly specialised global niche market not to be overlooked or underestimated by any business serious about targeting a growing market segment.</p>

Question	Expected Answer	Additional Guidance
<p><b>3(a)</b> Describe the main changes in the easyJet statistics shown in <b>Fig. 3</b>. <b>[2 marks]</b> <b>[2*1]</b></p>	<p><b>Up to two marks.</b></p> <p>The data involves <b>passenger numbers</b> and <b>load factor</b>. The command is simple description of the identifiable trends. Award one mark for the identification of an <i>increase</i> in <i>both</i> cases (even if this is made in the same sentence).</p>	
<p><b>3(b)</b> Give <b>two</b> characteristics of a 'no-frills'/low-cost airline. <b>[2 marks]</b> <b>[2*1]</b></p>	<p><b>One mark for each correct identification up to a maximum of two identifications.</b></p> <ul style="list-style-type: none"> <li>• Charge for all extras (✓).</li> <li>• Simplified routes, emphasising point-to-point transit instead of transfers at hubs (✓).</li> <li>• Flying to cheaper, less congested secondary airports (✓).</li> <li>• Typically fares increase as the plane fills up (✓).</li> <li>• Unreserved seating (✓).</li> <li>• Emphasis on direct sales of tickets, especially over the Internet (✓).</li> </ul>	
<p><b>3(c)</b> Complete the following table by identifying the provider for <b>each</b> of the additional travel products. <b>[4 marks]</b> <b>[4*1]</b></p>	<p><b>One mark for each correct identification up to a maximum of four identifications.</b></p> <ul style="list-style-type: none"> <li>• Car hire = Europcar (✓).</li> <li>• Insurance = Mondial Assistance (✓).</li> <li>• Hotel accommodation = LateRooms.com (✓).</li> <li>• Airport transfer = Holiday Taxis (✓).</li> </ul>	

Question	Expected Answer	Additional Guidance
<p><b>3(d)</b> UK leisure travellers wanting to go from London to Paris could book easyJet flights. Explain <b>four</b> advantages to a family group (two adults and two children) of making this journey by Eurostar rather than flying with easyJet. <b>[8 marks]</b> <b>[1+1]*4</b></p>	<p><b>One mark for each correct identification up to a maximum of four identifications, plus up to an additional one mark for each of four explanations.</b></p> <ul style="list-style-type: none"> <li>• Family can sit in a 4 (✓) – not guaranteed together on easyJet (✓)/nor will have to turn round, etc.</li> <li>• City centre to city centre (✓) – less transfer time, more convenient with children (✓).</li> <li>• Check-in and security quicker (✓) – less time wasted than at airport (✓).</li> <li>• St Pancras more accessible than Gatwick/Luton (✓) – can make journey less stressful (✓).</li> <li>• Less luggage restriction (✓) – can more easily take items needed by family (✓).</li> <li>• Eurostar's 'Leisure Select' includes food (✓) – not included on easyJet (✓).</li> <li>• Eurostar operates route with Disney services (✓) – have specific children meals (✓) unlike the easyJet services.</li> </ul>	<p>Credit all valid reasoning.</p>

Question	Expected Answer	Additional Guidance
<p><b>3(e)*</b> Many European destinations attract young British travellers.</p> <p>Discuss the extent to which the products and services offered by UK international coach services such as Eurolines will meet the needs of this client group.</p> <p><b>[9 marks]</b> <b>Levels</b></p>	<p><b>Levels of response marking</b></p> <p><b>0 marks</b> No response or no response worthy of credit.</p> <p><b>Level 1: [1-3 marks]</b> Candidate identifies/describes some of the products and services offered by Eurolines. Information may be a list of service features, with little or no explanation. There is little or no attempt to discuss/evaluate. 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.</p> <p><b>Level 2: [4-6 marks]</b> Candidate identifies/describes a number of products and services offered by Eurolines. Candidates will show an understanding of the question and include explanations of the relative suitability of a number of these services for the specified client group which may be discussed with some success. The discussion in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary. Candidate has a limited ability to organise relevant material. Some appropriate terminology used. Sentences are not always relevant with material presented in a way that does not always address the question. There may be noticeable errors of grammar, punctuation and spelling.</p> <p><b>Level 3: [7-9 marks]</b> Candidates will show a clear understanding of the question and include detailed identification and explanation of Eurolines products and services which appeal to young travellers attending European events/festivals. The candidate effectively discusses a range of services and comes to a valid conclusion. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. Candidate presents relevant material in a well planned</p>	<p><b>This is the question assessing QWC.</b></p> <p><b>Level 1:</b> List – maximum 2 marks. 2 identifications plus one description – 3 marks. 2 identifications and unsupported judgement – 3 marks.</p> <p><b>Level 2:</b> No list – must be at least ‘describe’ Description only – 4 marks. Explanation/analysis – 5 marks. Evaluative comment (because.... means that....) – 6 marks.</p> <p><b>Level 3:</b> Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 7 marks. An evaluation/judgement without overall conclusion/prioritisation – 8 marks. With overall supporting conclusion – 9 marks.</p> <p>This is set in the context of young people travelling to Europe, for example attending a festival. The question clearly invites the candidate to discuss the extent to which coach services such as Eurolines are going</p>

	<p>and logical sequence. Material clearly structured using appropriate terminology confidently and accurately. Sentences, consistently relevant are well structured in a way that directly answers the question. There will be few, if any errors of grammar, punctuation and spelling.</p> <p><b>Indicative content:</b></p> <ul style="list-style-type: none"> <li>• Destination access – 500+ served by Eurolines.</li> <li>• If you are travelling from outside London there is a special rate connection fare on National Express services for just £15 return from any National Express departure point.</li> <li>• Cost – funfares affordable, eg Paris £19 single.</li> <li>• Choice of 7 daily services.</li> <li>• Luggage allowance is two medium size suitcases per passenger each weighing no more than 20kg.</li> <li>• Cater for this market and offers some great hostels from Hostelworld.</li> </ul> <p><b>Exemplar response:</b></p> <p>Eurolines offers those on a budget such as student backpackers a good way to get to Europe from anywhere in the UK. Coach travel to London is fixed at £15 return and special ‘funfares’ of £19 each way make the trip affordable. A 40kg luggage allowance means that backpacks are easily carried. Eurolines allows such passengers to make hostel bookings in Paris through a partnership link with Hostelworld. This makes arranging accommodation easy and convenient. There is a choice of seven departures and returns each day to fit in with festival times. The best aspects of the service are the ability to book on line and the cheap fares make it all affordable to younger travellers on a limited budget (L3).</p>	<p>to be a suitable method of transport for this client group.</p>
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Question	Expected Answer	Additional Guidance
<p><b>4(a)</b> With reference to <b>Fig. 4</b>, identify <b>three</b> countries which are a source of Arab shoppers visiting London. <b>[3 marks]</b> <b>[3*1]</b></p>	<p><b>One mark for each correct identification up to a maximum of three identifications.</b></p> <ul style="list-style-type: none"> <li>• Saudi Arabia (✓).</li> <li>• UAE (✓).</li> <li>• Libya (✓).</li> </ul>	
<p><b>4(b)</b> Explain why international leisure travellers from the Middle East are <b>most likely</b> to visit the UK in the summer season. <b>[3 marks]</b> <b>[1+2]</b></p>	<p><b>One mark for each valid statement up to a maximum of three such statements, but allow development.</b></p> <ul style="list-style-type: none"> <li>• Summer main holiday period – schools out, etc (✓).</li> <li>• Avoid intense heat – UK much cooler (✓).</li> <li>• But, UK summer - best weather, etc (✓).</li> <li>• Lower air fares – low season in UAE (✓).</li> </ul>	<p>The focus of this question is <b>seasonality</b> and candidates are expected to be aware that summer in the Middle East is very hot and that affluent locals seek cooler destinations.</p>
<p><b>4(c)</b> With reference to <b>Fig. 4</b>, identify and explain <b>two</b> ways in which some London shops have attempted to meet the needs of their customers from the Middle East. <b>[4 marks]</b> <b>[1+1]*2</b></p>	<p><b>One mark for each correct identification up to a maximum of two identifications, plus up to an additional one mark for each of two explanations.</b></p> <ul style="list-style-type: none"> <li>• Staff learn Arabic (✓) – easier to communicate (✓).</li> <li>• Shops widen aisles (✓) – Arabs shop in groups (✓).</li> <li>• Luxury brand availability (✓) – in demand (✓).</li> </ul>	

Question	Expected Answer	Additional Guidance
<p><b>4(d)</b> The Cumberland Hotel is located in Central London, near Marble Arch. Assess the advantages to international business travellers staying at the hotel of using the Heathrow Express after their arrival at London Heathrow airport.</p> <p><b>[6 marks]</b> <b>Levels</b></p>	<p><b>Levels of response marking</b></p> <p><b>0 marks</b> No response or no response worthy of credit.</p> <p><b>Level 1: [1-3 marks]</b> Candidate identifies/describes some of the advantages to business travellers of using the Heathrow Express. Information may be in the form of a list of issues. Candidates will include explanations of possible issues which may be assessed with some success. The assessment in the most part is accurate, if not a little underdeveloped. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p><b>Level 2: [4-6 marks]</b> Candidate will show a clear understanding of the question and include detailed identification and explanation of Heathrow Express and its suitability for business travellers in getting to central London. Candidate effectively assesses the main advantages. There is sound and frequent evidence of thorough detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><b>Indicative content:</b></p> <ul style="list-style-type: none"> <li>• Every 15 mins – frequency of service.</li> <li>• Quickest journey time from LHR to Central London.</li> <li>• First class option.</li> <li>• e-ticketing.</li> <li>• Serves all terminals – easily accessed.</li> </ul> <p><b>Exemplar response:</b> The Heathrow Express is the quickest way to reach central London with a 15 minute journey time and services run every 15 minutes making it very convenient. Business travellers can travel First Class in comfort but speed and convenience are more important. However, the Paddington Station terminus is very near Marble Arch and so the hotel will only be a short taxi ride away. This means it can be reached within 45 minutes of exiting the terminal making it the most time efficient way of completing the journey (<b>L2</b>).</p>	<p><b>Level 1:</b> List of points – maximum 1 mark. Description – up to 2 marks. Explanation/unsupported judgements/limited discussion – up to 3 marks.</p> <p><b>Level 2:</b> Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 4 marks. An evaluation/judgement without overall conclusion/prioritisation – 5 marks. With overall supporting conclusion – 6 marks.</p> <p>This question requires a specific consideration of Heathrow Express, as stated in the specification. The candidate is expected to be aware that Paddington gives easy access to Marble Arch/West End. Furthermore, the question clearly gives a business tourism context and we should expect reference to the main advantages of the service.</p>

Question Number	Expected Answer/Content	Additional Guidance
<p><b>4(e)</b> International business travellers will often stay in a hotel but attend a meeting or event held in a different type of venue. For <b>any</b> destination with which you are familiar, evaluate the choice of non-hotel venues which are available to international business event organisers. <b>[9 marks]</b> <b>Levels</b></p>	<p><b>Levels of response marking</b></p> <p><b>0 marks</b> No response or no response worthy of credit.</p> <p><b>Level 1: [1-3 marks]</b> Candidate identifies/describes some types of venue to be found within an identifiable destination. Information may be a list of venues/features, explanations are incomplete and arguments partial (if present) and lack coherent organisation or reasoned conclusions. There is little or no attempt to evaluate.</p> <p><b>Level 2: [4-6 marks]</b> Candidate identifies/describes a number of venues. Candidates will show an understanding of the question and include explanations/analysis of a number of these venues related to business event organiser needs/expectations 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><b>Level 3: [7-9 marks]</b> Candidates will show a clear understanding of the question and include detailed identification and explanation of destination venues meeting an international event organiser's needs. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. Candidate effectively evaluates a range of options leading to a valid conclusion about destination provision.</p>	<p><b>Additional Guidance</b></p> <p><b>Level 1:</b> List – maximum 2 marks. 2 identifications plus one description – 3 marks. 2 identifications and unsupported judgement – 3 marks.</p> <p><b>Level 2:</b> No list – must be at least ‘describe’. Description only – 4 marks. Explanation/analysis – 5 marks. Evaluative comment (because.... means that....) – 6 marks.</p> <p><b>Level 3:</b> Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 7 marks. An evaluation/judgement without overall conclusion/prioritisation – 8 marks. With overall supporting conclusion – 9 marks.</p> <p>This is very specific but is clearly itemised within section 3.4.3 of the specification. Candidates may select <b>any</b> destination, without restriction. However, we require specific details of particular venues to be found within the chosen destination.</p>

Question Number	Expected Answer/Content	Additional Guidance
4(e) continued	<p><b>Indicative content:</b>            Conferences, exhibitions and events can all be staged in a variety of venues. It is now quite common to find several types of host venue trying to attract these types of business tourism. Examples of non-hotel providers include:</p> <ul style="list-style-type: none"> <li>• Purpose built conference centres.</li> <li>• Sports venues.</li> <li>• Civic buildings.</li> <li>• Stately homes.</li> <li>• University and academic institution facilities, etc.</li> </ul> <p><b>Exemplar response:</b>            eg Dubai</p> <p>Dubai is well established as the leading exhibition centre in the Middle East and it was recently voted the world's best conference venue. The city now hosts more than 60 major exhibitions annually as well as numerous conferences, seminars, in-house corporate meetings and the like. This demand is serviced by a range of non-hotel business facilities including the Dubai Chamber of Commerce and Industry conference venue, the Dubai World Trade Centre's 36,000 square metre exhibition hall, the Dubai Airport Exhibition Centre and other special interest venues, eg Nad Al Sheba racecourse.</p> <p>Business events vary in size and scale and the above venues are the choice of organisers arranging major events. The city combines the facilities and services of one of the world's major international business centres with all the attractions of a top destination. This means that organisers and delegates alike can count on effective and successful events staged in a luxurious environment offering an outstanding range of recreational opportunities. Smaller functions are particularly well served by specialist niche providers such as Bateaux Dubai which can host dinner functions/meetings while cruising Dubai Creek and incentive groups can even go on desert safaris and dine at camps run by companies such as Arabian Adventures and Net Tours. Dubai has a range of provision to meet all requirements, even the IMF and World Bank (L3).</p>	

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