

Travel and Tourism

Advanced Subsidiary GCE

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

Mark Scheme for June 2011

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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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Question	Expected Answer	Additional Guidance										
<p>1(a) Identify each of the following:</p> <ul style="list-style-type: none"> • a preserved steam railway; • an outdoor activity and field study centre; • the first purpose-built factory shopping scheme in the country; • an attraction with a guided tour. <p>[4 marks] [4*1]</p>	<p>One mark for each correct identification up to a maximum of four identifications.</p> <ul style="list-style-type: none"> • East Somerset Railway (✓). • Charterhouse Centre (✓). • Clark's Village (✓). • Glastonbury Abbey (✓). 	<p>Compulsory annotation: ✓ X</p> <p>No other possible answers accepted.</p>										
<p>1(b) Identify and describe three methods of transport to travel to Mendip.</p> <p>[6 marks] [1+1]*3</p>	<p>One mark for each correct identification up to a maximum of three identifications, plus up to an additional one mark for each of three descriptions.</p> <table border="1" data-bbox="562 842 1406 1257"> <thead> <tr> <th data-bbox="562 842 786 911">Method of transport</th> <th data-bbox="786 842 1406 911">Description</th> </tr> </thead> <tbody> <tr> <td data-bbox="562 911 786 1118">Road (✓)</td> <td data-bbox="786 911 1406 1118">Private car (✓), most popular method of travel for tourists (✓). Coach (✓) – private tours or National Express (✓). Bus (✓) – public transport/scheduled service connections to Mendip towns (✓).</td> </tr> <tr> <td data-bbox="562 1118 786 1187">Rail (✓)/ railway (✓)</td> <td data-bbox="786 1118 1406 1187">Train services to Bristol, Bath, Frome and Castle Cary (✓).</td> </tr> <tr> <td data-bbox="562 1187 786 1219">Air (✓)</td> <td data-bbox="786 1187 1406 1219">Airports at Bristol/Exeter (✓). Airplane (✓).</td> </tr> <tr> <td data-bbox="562 1219 786 1257">Sea (✓)</td> <td data-bbox="786 1219 1406 1257">Port at Bristol (✓). Ferry/Cruise ship (✓).</td> </tr> </tbody> </table>	Method of transport	Description	Road (✓)	Private car (✓), most popular method of travel for tourists (✓). Coach (✓) – private tours or National Express (✓). Bus (✓) – public transport/scheduled service connections to Mendip towns (✓).	Rail (✓)/ railway (✓)	Train services to Bristol, Bath, Frome and Castle Cary (✓).	Air (✓)	Airports at Bristol/Exeter (✓). Airplane (✓).	Sea (✓)	Port at Bristol (✓). Ferry/Cruise ship (✓).	<p>Compulsory annotation: ✓ X</p> <p>Be mindful of repetition (especially in description sections).</p> <p>Only credit method of transport by road once.</p> <p>If description contains method and examples/ description, can award two marks in that subsection.</p>
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Question	Expected Answer	Additional Guidance
<p>1(c) Identify and explain two reasons why Mendip is an ideal area for short breaks. [4 marks] [1+1]*2</p>	<p>One mark for each correct identification up to a maximum of two identifications, plus up to an additional one mark for each of two explanations.</p> <ul style="list-style-type: none"> • Historic towns (✓) places to look around/explore (✓). • Numerous charming villages (✓) places to look around/explore (✓). • Many visitor attractions (✓) things to do for all tastes (✓). • Extensive choice of accommodation (✓) different places to stay for different customer requirements (✓). • Easily reached (✓) by car/train/coach/air (✓). • Bus connections to towns (✓) for those without own transport (✓). 	<p>Compulsory annotation: ✓ X</p> <p>Be mindful of repetition (especially in explanation sections).</p>
<p>1(d) Tourist Information Centres (TICs) are located within the attractions of Clarks Village and Glastonbury Tribunal. Discuss the advantages to an attraction of having a TIC located within it. [8 marks] Levels</p>	<p>Levels of response marking.</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-4 marks] Candidate identifies/describes some possible advantage(s) to an attraction of having a TIC located within it. Information may be in the form of a list of advantage(s). There is little or no attempt to discuss. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>Level 2: [5-8 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible advantage(s) to an attraction of having a TIC located within it. Candidate effectively discusses a range of possible advantages to an attraction. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p>	<p>Compulsory annotation L1 or L2 at end of response.</p> <p>Level 1: List of points – maximum 1 mark. Description – up to 2 marks. Explanation – up to 3 marks. Unsupported judgements/limited discussion – up to 4 marks.</p> <p>Level 2: Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 5 or 6 marks. An evaluation/judgement without overall conclusion/prioritisation – 7 marks. With overall supporting conclusion – 8 marks.</p>

Question	Expected Answer	Additional Guidance
	<p>Indicative content:</p> <p>Attraction</p> <ul style="list-style-type: none">• More footfall/visitors.• Potential for secondary spend.• Advertising attraction via TIC network.• Economies of scale.• Find out about the attraction that the TIC is in. <p>Exemplar response:</p> <p>The attraction may get more visitors as it has a TIC this would lead to more revenue and perhaps repeat visits as people return to the TIC to get more info. Because of the great of attractions in Mendip, having a TIC at the attraction gives it a competitive edge over others thus increasing footfall, the potential for secondary spend and hence securing the future of the attraction (L2).</p>	

Question	Expected Answer	Additional Guidance														
<p>2(a) Describe what is meant by each of the following:</p> <ul style="list-style-type: none"> • National Nature Reserve; • National Trust. <p>[4 marks] [2+2]</p>	<p>Up to two marks for description.</p> <ul style="list-style-type: none"> • Best examples of countryside (✓) contain unusual communities of plants/animals (✓) protects natural features (✓) managed for nature conservation (✓). • Looked after by English Nature (✓) Ebbor Gorge (✓). <p>Up to two marks for description.</p> <ul style="list-style-type: none"> • Voluntary sector body (✓). Conservation charity (✓) membership organisation (✓) largest private landowner in country (✓) protects land and buildings (✓) preserves coast, hills, woodland (✓) Glastonbury Tor (✓). 	<p>Compulsory annotation: ✓ X</p> <p>Vague response – maximum one mark.</p> <p>Example can be credited with second mark.</p>														
<p>2(b) Identify and describe three different types of natural attraction in Mendip.</p> <p>[6 marks] [1+1]*3</p>	<p>One mark for each correct identification up to a maximum of three identifications, plus up to an additional one mark for each of three descriptions.</p> <table border="1" data-bbox="584 826 1391 1145"> <thead> <tr> <th data-bbox="584 826 902 898">Identification of natural attraction</th> <th data-bbox="902 826 1391 898">Description of natural attraction</th> </tr> </thead> <tbody> <tr> <td data-bbox="584 898 902 935">Mendip Hills (✓)</td> <td data-bbox="902 898 1391 935">Limestone hills (✓).</td> </tr> <tr> <td data-bbox="584 935 902 971">Somerset Levels (✓)</td> <td data-bbox="902 935 1391 971">Flat peat area (✓).</td> </tr> <tr> <td data-bbox="584 971 902 1038">Ebbor Gorge (✓)</td> <td data-bbox="902 971 1391 1038">Woodland/limestone gorge (✓). Panoramic views (✓)</td> </tr> <tr> <td data-bbox="584 1038 902 1075">Glastonbury Tor (✓)</td> <td data-bbox="902 1038 1391 1075">Isolated hill (✓).</td> </tr> <tr> <td data-bbox="584 1075 902 1112">Westhay Moor (✓)</td> <td data-bbox="902 1075 1391 1112">Nature Reserve/unique wildlife (✓).</td> </tr> <tr> <td data-bbox="584 1112 902 1145">Wookey Hole (✓)</td> <td data-bbox="902 1112 1391 1145">Caves (✓).</td> </tr> </tbody> </table>	Identification of natural attraction	Description of natural attraction	Mendip Hills (✓)	Limestone hills (✓).	Somerset Levels (✓)	Flat peat area (✓).	Ebbor Gorge (✓)	Woodland/limestone gorge (✓). Panoramic views (✓)	Glastonbury Tor (✓)	Isolated hill (✓).	Westhay Moor (✓)	Nature Reserve/unique wildlife (✓).	Wookey Hole (✓)	Caves (✓).	<p>Compulsory annotation: ✓ X</p> <p>Answers must reflect the context of the question.</p> <p>Be mindful of repetition (especially in description sections).</p>
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<p>2(c) Using the statistics in Document 2, draw valid conclusions about visitor expenditure on food and drink by those attending the Glastonbury Festival. [12 marks] Levels</p>	<p>Levels of response marking.</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-4 marks] Candidate identifies/describes statistics relating to visitor expenditure on food and drink by those attending the Glastonbury Festival. Information may be in the form of a list of statistics. There is little or no attempt to evaluate. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>Level 2: [5-8 marks] Candidate describes a number of statistics relating to visitor expenditure on food and drink by those attending the Glastonbury Festival. Candidate will show an understanding of the question and include explanations of a number of statistics which may be evaluated with some success. The evaluation in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>Level 3: [9-12 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the statistics relating to visitor expenditure on food and drink by those attending the Glastonbury Festival. Candidate effectively evaluates a range of statistics. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p>	<p>Compulsory annotation L1, L2 or L3 at end of response.</p> <p>Level 1: List – maximum 2 marks. 2 identifications of relevant statistics plus one description – 2 or 3 marks. 3 identifications of relevant statistics and unsupported judgement – 4 marks.</p> <p>Level 2: No list – must be at least ‘describe’. Description only of relevant statistics– 5 marks. Explanation/analysis of relevant statistic[s] – 6 or 7 marks. Evaluative comment (because.... means that....) – 8 marks.</p> <p>Level 3: Must use £ and accurate statistics (000’s) to reach this level. Identification/description implied/assumed. Explanation/analysis/comparison of more than one statistic/both sides – 9 or 10 marks. An evaluation/judgement without overall conclusion/prioritisation – 11 or 12 marks.</p>

Question	Expected Answer	Additional Guidance
	<p>Indicative content:</p> <p>Spend on site [per head]</p> <ul style="list-style-type: none"> • Standard ticket holder £129.19. • Trader £83.96. • Volunteer £87.09. • Local £86.81. <p>Spend off site [per head]</p> <p>Food and drink from shops/supermarket</p> <ul style="list-style-type: none"> • Standard ticket holder £38.58. • Trader £44.44. • Volunteer £38.80. • Local £21.67. <p>Pubs/restaurants</p> <ul style="list-style-type: none"> • Standard ticket holder £5.43. • Trader £4.31. • Volunteer £2.54. • Local £0.67. <p>Analysis to include such comments as:</p> <ul style="list-style-type: none"> • spend on site is considerably more than off site, as people do not [always] leave the site during the festival; • pubs and restaurants in the local area do not benefit [much] from the festival as very low expenditure. <p>Exemplar response:</p> <p>Standard ticket holders spent £129.19 on food and drink on site per head, £38.58 in shops and supermarkets off site and only £5.43 in pubs/restaurants. More is spend on food and drink on site as festival goers do not want to leave the site and miss any of the performers many camp on site and would have brought some of their own food and drink with them, with</p>	

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	<p>only topping up from the local supermarket the festival organisers would not want to encourage expenditure off site, as the traders on site need to make money. Local residents on-site expenditure for food and drink was on average £86.81 each. This was less than the standard ticketholders and may be because local residents are more likely to return home to eat. The local residents off-site expenditure of £21.60 in shops and supermarkets and only 67p in pubs and restaurants is considerably lower due to their proximity to home (L3).</p>	

Question	Expected Answer	Additional Guidance
<p>3(a) What is meant by each of the following terms</p> <ul style="list-style-type: none"> • seasonality; • secondary spend. <p>[4 marks] [2+2]</p>	<p>Up to two marks for meaning.</p> <ul style="list-style-type: none"> • Variation in demand for products/services at different times of the year (✓) package hols have most demand in school hols (✓). • High demand in peak periods (✓). <p>Up to two marks for meaning.</p> <ul style="list-style-type: none"> • Money spent by customers over and above cost of primary reasons for their visit (✓) money spent in café at a visitor attraction (✓). 	<p>Compulsory annotation: ✓ X</p> <p>Vague response – maximum one mark.</p> <p>Example can be credited with second mark.</p>
<p>3(b) Evaluate the role of Mendip District Council in providing support to tourism businesses.</p> <p>[8 marks] Levels</p>	<p>Levels of response marking.</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-4 marks] Candidate identifies/describes some possible ways in which Mendip District Council provides support to tourism businesses. Information may be in the form of a list of ways. There is little or no attempt to evaluate. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>Level 2: [5-8 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible ways in which Mendip District Council provides support to tourism businesses. Candidate effectively evaluates a range of possible ways. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p>	<p>Compulsory annotation L1 or L2 at end of response.</p> <p>Level 1: List of points – maximum 1 mark. Description – up to 2 marks. Explanation – up to 3 marks. Unsupported judgements/limited discussion – up to 4 marks.</p> <p>Level 2: Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 5 or 6 marks. An evaluation/judgement without overall conclusion/prioritisation – 7 marks. With overall supporting conclusion – 8 marks.</p>

	Expected Answer	Additional Guidance
	<p>Indicative content:</p> <ul style="list-style-type: none"> • Paid advertising space for 'inspected' accommodation establishments/attractions. • Produces annual tourism publications like 'Somerset - Jewel of the South West'. • Opportunities for specialist marketing (e.g. themed promotions, short breaks, and overseas markets). • Advice on setting up B&B business. <p>Exemplar response:</p> <p>Council will give advice to local residents who are thinking of setting up B&Bs as have a dedicated tourism officer that has experience and knowledge in this area. The council will provide this support as they realise the benefit of tourism to the area and want to bring in more staying visitors. The DC also supports businesses by providing ad space in their annual tourism publication 'The Jewel of the South-west'. Business can pay for advertising space and hence promote themselves. This could lead to more visitors, higher revenue and increased profits (L2).</p>	
<p>3(c) Compare and contrast the products, facilities and services of Number Three Hotel and Glastonbury Travelodge. [10 marks] Levels</p>	<p>Levels of response marking.</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-6 marks] Candidate identifies products, facilities and services of Number Three Hotel and Glastonbury Travelodge.</p> <p>Level 2: [7-10 marks] Candidate compares and contrasts products, facilities and services of Number Three Hotel and Glastonbury Travelodge.</p>	<p>Compulsory annotation L1 or L2 at end of response.</p> <p>Level 1: List – maximum 2 marks. Description of products, facilities or services in relation to No 3 or Travelodge - up to 3 marks. Description of products, facilities or services in relation to both No 3 and Travelodge - up to 4 marks. Comparison or contrast of products, facilities or services in relation to No 3 and Travelodge – 5 or 6 marks.</p>

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	<p>Products, facilities, services – Indicative content:</p> <table border="1" data-bbox="577 288 1238 1366"> <thead> <tr> <th data-bbox="577 288 907 357">Number Three Hotel</th> <th data-bbox="907 288 1238 357">Glastonbury Travelodge</th> </tr> </thead> <tbody> <tr> <td data-bbox="577 357 907 395">B&B.</td> <td data-bbox="907 357 1238 395">Motel.</td> </tr> <tr> <td data-bbox="577 395 907 464">Town house in Glastonbury.</td> <td data-bbox="907 395 1238 464"></td> </tr> <tr> <td data-bbox="577 464 907 502">Secure car parking.</td> <td data-bbox="907 464 1238 502"></td> </tr> <tr> <td data-bbox="577 502 907 603">Continental breakfast.</td> <td data-bbox="907 502 1238 603">Breakfast not included in price/breakfast buffet.</td> </tr> <tr> <td data-bbox="577 603 907 671">Cater for special diets.</td> <td data-bbox="907 603 1238 671">Drinks and snacks vending.</td> </tr> <tr> <td data-bbox="577 671 907 740">Individually designed rooms [5].</td> <td data-bbox="907 671 1238 740"></td> </tr> <tr> <td data-bbox="577 740 907 778">All en suite rooms.</td> <td data-bbox="907 740 1238 778">En suite bathroom.</td> </tr> <tr> <td data-bbox="577 778 907 847">Prices from £95 – £130 per room.</td> <td data-bbox="907 778 1238 847">Saver rates £29/Flexible rate £46.</td> </tr> <tr> <td data-bbox="577 847 907 916">Double and twin rooms.</td> <td data-bbox="907 847 1238 916">King-size bed/family rooms/cots.</td> </tr> <tr> <td data-bbox="577 916 907 984"></td> <td data-bbox="907 916 1238 984">Fast check in and no need to check out.</td> </tr> <tr> <td data-bbox="577 984 907 1023"></td> <td data-bbox="907 984 1238 1023">Online best prices.</td> </tr> <tr> <td data-bbox="577 1023 907 1061"></td> <td data-bbox="907 1023 1238 1061">Can get wi-fi access.</td> </tr> <tr> <td data-bbox="577 1061 907 1099"></td> <td data-bbox="907 1061 1238 1099">No extras eg toiletries.</td> </tr> <tr> <td data-bbox="577 1099 907 1168">TV.</td> <td data-bbox="907 1099 1238 1168">Remote control colour TV.</td> </tr> <tr> <td data-bbox="577 1168 907 1236">Tea and coffee making.</td> <td data-bbox="907 1168 1238 1236">Tea and coffee making.</td> </tr> <tr> <td data-bbox="577 1236 907 1275">Gardens.</td> <td data-bbox="907 1236 1238 1275"></td> </tr> <tr> <td data-bbox="577 1275 907 1313">Non Smoking.</td> <td data-bbox="907 1275 1238 1313">Non Smoking.</td> </tr> <tr> <td data-bbox="577 1313 907 1366"></td> <td data-bbox="907 1313 1238 1366"></td> </tr> </tbody> </table>	Number Three Hotel	Glastonbury Travelodge	B&B.	Motel.	Town house in Glastonbury.		Secure car parking.		Continental breakfast.	Breakfast not included in price/breakfast buffet.	Cater for special diets.	Drinks and snacks vending.	Individually designed rooms [5].		All en suite rooms.	En suite bathroom.	Prices from £95 – £130 per room.	Saver rates £29/Flexible rate £46.	Double and twin rooms.	King-size bed/family rooms/cots.		Fast check in and no need to check out.		Online best prices.		Can get wi-fi access.		No extras eg toiletries.	TV.	Remote control colour TV.	Tea and coffee making.	Tea and coffee making.	Gardens.		Non Smoking.	Non Smoking.			<p>Level 2: Comparison and contrast of one area (products facilities or services) in relation to No 3 and Travelodge – 7 marks. Comparison and contrast of two areas (products, facilities or services) in relation to No 3 and Travelodge – 8 marks. Comparison and contrast of all areas (products facilities and services) in relation to No 3 and Travelodge – 9 or 10 marks.</p> <p>Note: for 7 marks or more candidates need to use comparative (both, similar) and contrasting (whereas, however, on the other hand, the only one to) language.</p> <p>If candidate does not attempt to compare and contrast products, facilities and services – cannot move beyond six marks.</p>
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	<p>Exemplar response:</p> <p>Number Three Hotel and Glastonbury Travelodge are both types of accommodation within Glastonbury city. The Number Three Hotel is a quaint hotel in Glastonbury, which offers unique and peaceful accommodation, the hotel is right next to one of Glastonbury's historic attractions; Glastonbury Abbey. So also offers scenic views with a garden. The hotel offers services such as; an included continental breakfast and security parking for visitors with cars. Whereas Glastonbury's Travelodge is a very different and more modern type of accommodation, with other ten rooms available whereas Number Three only offers five and based in an urban location the Travelodge has a more busy atmosphere. With cheaper but more standard rooms available than Number Three (£29-£46 compared to £95-£130). However, this Travelodge offers Wi-Fi access which Number Three doesn't, meaning it will attract more business people and short stay visitors, but whereas Number Three includes breakfast, Travelodge offer a full English breakfast but at an extra cost, as the restaurant is a different business within the Travelodge. Rooms in both Number Three and Travelodge offer bathrooms, televisions and tea and coffee making facilities which can be convenient for visitors. Overall I believe that Number Three is more for visitors on a short break away whereas Travelodge is a cheap and cheerful convenient type of accommodation (L2).</p>	

Question	Expected Answer	Additional Guidance
<p>4(a) Identify and describe two facilities available for dog owners at Glastonbury Abbey. [4 marks] [1+1]*2</p>	<p>One mark for each correct identification up to a maximum of two identifications, plus up to an additional one mark for each of two descriptions.</p> <ul style="list-style-type: none"> • Dog loo (✓) area for dogs to use (✓). Easy location for owners to clear up poo (✓). • Plastic bags available from ticket office (✓) for owners to pick up poo (✓). Don't have to bring bag with them (✓). • Water bowl [in summer] (✓) so dogs do not get thirsty (✓). • Outdoor café (✓) so don't have to leave dog tied up outside (✓). 	<p>Compulsory annotation: ✓ X</p> <p>Answers must reflect the context of the question.</p> <p>Be mindful of repetition.</p> <p>NB Dog loos and plastic bags are separate points.</p>
<p>4(b) Describe three roles of public sector organisations such as English Heritage [6 marks] [1+1]*3</p>	<p>One mark for each correct identification up to a maximum of three identifications, plus up to an additional one mark for each of three descriptions.</p> <p>English Heritage specific:</p> <ul style="list-style-type: none"> • Looks after historic buildings/ancient monuments (✓). Conserves these (✓). • Advise government (✓) on conservation legislation (✓). • Provides public funds (✓) for rescue archaeology and repairs to historic buildings (✓). • Provides services to members (✓). Free entry to English Heritage properties (✓). • Produces at risk register (✓) thereby identifying buildings in danger of decay (✓). • Education (✓) - school resources available (✓). <p>Public sector organisations:</p> <ul style="list-style-type: none"> • Provide service (✓) often not provided by the private sector (✓). • Quality Assurance (✓) e.g. VAQAS (✓). 	<p>Compulsory annotation: ✓ X</p> <p>Answers must reflect the context of the question.</p> <p>Be mindful of repetition.</p>

Question	Expected Answer	Additional Guidance
<p>4(c) Assess how effectively the facilities of Glastonbury Abbey and Farleigh Hungerford Castle meet the needs of disabled visitors. [12 marks] Levels</p>	<p>Levels of response marking.</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-4 marks] Candidate identifies/describes some possible ways in which the facilities of Glastonbury Abbey/Farleigh Hungerford Castle meet the needs of disabled visitors. Information may be in the form of a list of ways. There is little or no attempt to assess. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>Level 2: [5-8 marks] Candidate describes a number of possible ways in which the facilities of Glastonbury Abbey and Farleigh Hungerford Castle meet the needs of disabled visitors. Candidate will show an understanding of the question and include explanations of a number of the possible ways which may be assessed with some success. The assessment in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>Level 3: [9-12 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible ways in which the facilities of Glastonbury Abbey and Farleigh Hungerford Castle meet the needs of disabled visitors. Candidate effectively assesses a range of possible ways. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p>	<p>Compulsory annotation L1, L2 or L3 at end of response.</p> <p>Level 1: List – maximum 2 marks. 2 identifications plus one description – 2 or 3 marks. 3 identifications and unsupported judgement – 4 marks.</p> <p>If only one attraction is mentioned do not progress to Level 2.</p> <p>Level 2: No list – must be at least ‘describe’. Description only – 5 marks. Explanation/analysis – 6 or 7 marks. Evaluative comment (because.... means that....) – 8 marks.</p> <p>Level 3: Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 9 or 10 marks. An evaluation/judgement without overall conclusion/prioritisation – 11 marks. With overall supporting conclusion – 12 marks.</p>

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	<p>Indicative content:</p> <table border="1" data-bbox="577 261 1442 1129"> <thead> <tr> <th data-bbox="577 261 1010 300">Glastonbury Abbey</th> <th data-bbox="1010 261 1442 300">Farleigh Hungerford Castle</th> </tr> </thead> <tbody> <tr> <td data-bbox="577 300 1010 338">95% wheelchair access.</td> <td data-bbox="1010 300 1442 338">Audio tour with hearing loop.</td> </tr> <tr> <td data-bbox="577 338 1010 402">Ticket office/shop/toilet and museum ramped.</td> <td data-bbox="1010 338 1442 402">Touch screen virtual tour for disabled.</td> </tr> <tr> <td data-bbox="577 402 1010 466">Compacted paths suitable for wheelchairs.</td> <td data-bbox="1010 402 1442 466">Disabled toilets Accessible shop.</td> </tr> <tr> <td data-bbox="577 466 1010 529">Wheelchairs allowed on grass.</td> <td data-bbox="1010 466 1442 529">Steps and rough path to castle.</td> </tr> <tr> <td data-bbox="577 529 1010 568">Wheelchairs available on site.</td> <td data-bbox="1010 529 1442 568">Chapel has stair lift.</td> </tr> <tr> <td data-bbox="577 568 1010 606">Modern disabled toilet.</td> <td data-bbox="1010 568 1442 606">Museum spiral staircase difficult.</td> </tr> <tr> <td data-bbox="577 606 1010 670">Large print leaflet.</td> <td data-bbox="1010 606 1442 670">Compacted paths suitable for wheelchairs.</td> </tr> <tr> <td data-bbox="577 670 1010 734">Audio guides for visually impaired.</td> <td data-bbox="1010 670 1442 734">Top lawn only for wheelchairs.</td> </tr> <tr> <td data-bbox="577 734 1010 772">Hearing loops for the deaf.</td> <td data-bbox="1010 734 1442 772">Disabled car park.</td> </tr> <tr> <td data-bbox="577 772 1010 836">Bridge across lady chapel allows viewing for wheelchair users.</td> <td data-bbox="1010 772 1442 836">Can touch stone carvings (visually impaired).</td> </tr> <tr> <td data-bbox="577 836 1010 900">Written fingertip guide for sighted partner.</td> <td data-bbox="1010 836 1442 900">Audio tour script available.</td> </tr> <tr> <td data-bbox="577 900 1010 938">Costumed guides stories for visually impaired.</td> <td data-bbox="1010 900 1442 938"></td> </tr> <tr> <td data-bbox="577 938 1010 1002">Space for wheelchair at tables in café.</td> <td data-bbox="1010 938 1442 1002"></td> </tr> </tbody> </table> <p>Exemplar response:</p> <p>FHC provide audio tours for the visually impaired as well as guides books which may be useful visitors who are hearing impaired. This means that visitors with these limitations do not have their enjoyment of the castle ruined. In the Abbey hearing loops in the ticket office and shop allow those with hearing aids switch to the T</p>	Glastonbury Abbey	Farleigh Hungerford Castle	95% wheelchair access.	Audio tour with hearing loop.	Ticket office/shop/toilet and museum ramped.	Touch screen virtual tour for disabled.	Compacted paths suitable for wheelchairs.	Disabled toilets Accessible shop.	Wheelchairs allowed on grass.	Steps and rough path to castle.	Wheelchairs available on site.	Chapel has stair lift.	Modern disabled toilet.	Museum spiral staircase difficult.	Large print leaflet.	Compacted paths suitable for wheelchairs.	Audio guides for visually impaired.	Top lawn only for wheelchairs.	Hearing loops for the deaf.	Disabled car park.	Bridge across lady chapel allows viewing for wheelchair users.	Can touch stone carvings (visually impaired).	Written fingertip guide for sighted partner.	Audio tour script available.	Costumed guides stories for visually impaired.		Space for wheelchair at tables in café.		
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	<p>coil. Visually impaired visitors, the character presentations, large print leaflets and audio tape guides mean they can fully enjoy the experience and do not miss out on the information provided.</p> <p>Both attractions have disabled toilets. Glastonbury abbey points out that theirs is modern which makes it more appealing for the disabled. Glastonbury Abbey has wheelchairs available on site so those with mobility impairment can turn up and still get access to 95% of the attraction. This allows last minute visitors or the elderly the chance to look around FHC only has disabled access on the ground floor meaning that disabled visitors in wheelchairs can only enjoy viewing certain areas.</p> <p>In conclusion I would say that Glastonbury Abbey is more effective in catering for disabled visitors needs than the Farleigh Hungerford Castle as despite not having on site parking, most of the attraction is easily accessible for disabled visitors and more procedures are put in place to ensure they have the most enjoyable experience possible. To improve their disabled facilities I would suggest more disabled toilets, as well as on site parking (L3).</p>	

Question	Expected Answer	Additional Guidance
<p>5* Evaluate the importance of events such as the Glastonbury Festival to the local area. [12 marks] Levels</p>	<p>Levels of response marking.</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-4 marks] Candidate identifies/describes some possible ways in which events such as the Glastonbury Festival are important to the local area. Information may be in the form of a list of ways. There is little or no attempt to evaluate. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary. <i>Candidate communicates at least one point using some appropriate terminology. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</i></p> <p>Level 2: [5-8 marks] Candidate describes a number of possible ways in which events such as the Glastonbury Festival are important to the local area. Candidate will show an understanding of the question and include explanations of a number of the possible ways which may be evaluated with some success. The evaluation in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary. <i>Candidate has a limited ability to organise relevant material. Some appropriate terminology used. Sentences are not always relevant with material presented in a way that does not always address the question. There may be noticeable errors of grammar, punctuation and spelling.</i></p>	<p>This is the question assessing QWC.</p> <p>Compulsory annotation L1, L2 or L3 at end of response.</p> <p>Level 1: List – maximum 2 marks. 2 identifications plus one description – 2 or 3 marks. 3 identifications and unsupported judgement – 4 marks.</p> <p>Level 2: No list – must be at least ‘describe’. Description only – 5 marks. Explanation/analysis – 6 or 7 marks. Evaluative comment (because.... means that....) – 8 marks.</p> <p>Level 3: Identification/description implied/assumed. Explanation/analysis/comparison of both sides – 9 or 10 marks. An evaluation/judgement without overall conclusion/prioritisation – 11 marks. With overall supporting conclusion – 12 marks.</p>

Question	Expected Answer	Additional Guidance
	<p>Level 3: [9-12 marks]</p> <p>Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible ways in which events such as the Glastonbury Festival are important to the local area. Candidate effectively evaluates a range of possible ways. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. <i>Candidate presents relevant material in a well planned and logic sequence. Material clearly structured using appropriate terminology confidently and accurately. Sentences consistently are well structured in a way that directly answers the question. There will be few, if any errors of grammar, punctuation and spelling.</i></p> <p>Indicative content:</p> <ul style="list-style-type: none"> • Large attendance at event of 177 500. • Average spend per head £293.24. • Site spend £25.6 million. • Off site spend £26.5 million. • Impact of event extends beyond immediate area/world famous event. • £73 million impact on UK/world economy. • Attracts staying visitors. • Festival organisers spent £21.2 in staging event. • Promotion of region. • Media attention. • Creation/maintenance of jobs. <p>Large number of visitors means increased visitor expenditure. Event encourages visitors to surrounding area increased visitor expenditure to region.</p>	

Question	Expected Answer	Additional Guidance
	<p>Exemplar response:</p> <p>The Glastonbury Festival is a world renowned festival that attracts tens of thousands of visitors year on year to the little village of Glastonbury.</p> <p>Around 177,500 people attended the festival in 2007 spending on average £293.24 per person and in total £26.5m on off site expenditure on things such as food, shopping and transport. This is good for the local area as it creates more jobs due to the influx of people coming into Glastonbury. Not only will there be need for people at the festival but also outside of it and this will open huge opportunities for those out of work as there will be a great need for workers at the time. Because of the huge amount of money coming into the village businesses will benefit a great deal and create a multiplier effect as more money will be coming in meaning that businesses can grow and expand and the more money being spent off site means that more money will go into government funds and therefore they have more money to spend on improving the infrastructure of the local area improving it as a whole. As well as this through hosting the festival Glastonbury will gain more publicity and therefore even out seasonality, as people will be more likely to take short breaks to Glastonbury to explore the festival and Glastonbury itself. This boosts tourism and will again increase revenue in the local area as a lot more people will have heard of Glastonbury.</p> <p>In conclusion, Glastonbury festival brings huge economic benefits to the local area which will improve it on a whole. However there are negative impacts as due to the influx of drunken teens coming into Glastonbury there is a risk of vandalism and damage to the local area, however these are only short term impacts and the long term impacts are on a whole far more beneficial to the local area (L3).</p>	

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