

Travel & Tourism

Advanced GCE A2 H589/H789

Advanced Subsidiary GCE AS H189/H389

Mark Schemes for the Units

June 2008

H189/H589/MS/R/08

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G720 Introducing travel & tourism

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|--|---|
| <p>1(a)(i) Explain each of the following terms: waterway holiday;</p> <p>[2 marks] [1+1]</p> | <p>Up to two marks for explanation.</p> <p>Leisure break / trip (✓) that takes place on inland canal (✓)/river (✓)/lake (✓).</p> <p>Leisure break (✓) that takes place on canal barge (✓) on Grand Union canal (✓).</p> <p>Self catering vacation / accommodation (✓) on board boat (✓).</p> |
| <p>1(a)(ii) Explain each of the following terms: short break.</p> <p>[2 marks] [1+1]</p> | <p>Up to two marks for explanation.</p> <p>Holiday (✓) of less than four nights duration (✓).</p> <p>Can also accept: Holiday of less than a week (✓)</p> <p>Weekend break (✓) to British Grand Prix at Silverstone (✓).</p> |
| <p>1(b) Identify and describe three types of non-serviced accommodation.</p> <p>[6 marks] [1+1]*3</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> <p>Identifications:</p> <ul style="list-style-type: none"> • camping / tent (✓); • self catering cottage (✓); • self catering chalets in holiday camps (✓); • caravanning (✓); • villas (✓); • apartments (✓); • self catering boat (✓); • hostel (✓). <p>Descriptions:</p> |

| Question | Expected Answer |
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| | <p>staying at a hostel (✓) which offers basic accommodation. You just pay for your bed (✓). Any serviced accommodation mentioned – zero marks.</p> |
| <p>1(c) Using the statistics in Documents 1a, 1b and 1c, draw valid conclusions about visitor expenditure in Northamptonshire</p> <p>[12 marks] Levels</p> | <p>Level 1: [1-4 marks] Candidate identifies/describes statistics in Documents 1a, 1b and 1c.</p> <p>Level 2: [5-8 marks] Candidate analyses statistics in Documents 1a, 1b and 1c.</p> <p>Level 3: [9-12 marks] Candidate evaluates statistics in Documents 1a, 1b and 1c to make valid conclusions about visitor expenditure in Northamptonshire.</p> <p>Statistics – indicative content:</p> <ul style="list-style-type: none"> • £365m spending; • catering £132m business turnover; • £107 m retailers; • transport £51m; • £39m accommodation sector; • £36m leisure, attractions and entertainments; • £250m spending by day visitor; • £18 spend per head for town visits; • £13 spend per head countryside visits; • £115m overnight market – spend per head £149 for business; £136 holiday and £50 VFR; • £3 spend per head per trip on waterways; • day visitor market spend £250m. <p>Analysis:</p> <ul style="list-style-type: none"> • majority of business turnover on catering (L2); • spend per head VFR low (L2); • spend per head greatest for business (L2); • low spend per head on waterways (L2); |

| Question | Expected Answer |
|----------|---|
| | <ul style="list-style-type: none">• expenditure on town visits more than countryside visits (L2);• day visitor highest expenditure in total (L2). <p>Exemplar Response:</p> <p>Catering expenditure shows most visitors eat out (L1). One reason for this is the lack of attractions and things to do for the weekend (L2). If more activities were provided for tourists such as white knuckle theme parks for teenagers and families then the level of visitor expenditure would increase substantially (L3).</p> <p>If column 3 of Fig. 2 is used as a basis for answer can still award L2 and L3.</p> |

| Question | Expected Answer |
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| <p>2(a)(i) Describe each of the following:</p> <p>TIC;</p> <p>[2 marks] [1+1]</p> | <p>Up to two marks for description.</p> <p>Tourist Information Centre (✓) which provides visitors with an area with relevant information/services (✓).</p> <p>A place to get information (✓+) on a destination about accommodation / restaurants / attractions (✓).</p> |
| <p>2(a)(ii) Describe each of the following:</p> <p>public transport;</p> <p>[2 marks] [1+1]</p> | <p>Up to two marks for description.</p> <p>Mass travel (✓) available to everyone (✓) provided for paying passengers (✓) – bus (✓)/ train (✓)/ taxi(✓) / tram(✓) / ferry(✓) / tube(✓) / coach(✓).</p> |
| <p>2(a)(iii) Describe each of the following:</p> <p>day visit.</p> <p>[2 marks] [1+1]</p> | <p>Up to two marks for description.</p> <p>Travel to another destination for purposes of tourism but returning home within 24 hours (✓)/no overnight accommodation (✓) - trip to 78 Derngate (✓).</p> |
| <p>2(b) Identify and explain three reasons why special events are an important part of travel and tourism in Northamptonshire.</p> <p>[6 marks] [1+1]*3</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> <ul style="list-style-type: none"> • Can be regarded as major tourist attractions (✓) so they bring in money to an area (✓). • Provision of employment (✓) in many different components of travel and tourism (✓). • Advertise positive points about area (✓) – promotion/PR (✓). • Provide entertainment for locals (✓) – community benefit (✓). • Encourage repeat business (✓) visitor enjoying event one year may return (✓). • Large volume of visitors (✓) increase total number of tourists (✓). |

| Question | Expected Answer |
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| | <ul style="list-style-type: none"> • Increase occupancy level in accommodation (✓) due to increase business for providers at certain times of year (✓). • Boost visitor numbers to attractions (✓) therefore increase business turnover (✓). • Increase in length of stay of visitors (✓) brings increased expenditure (✓). • International recognition (✓) due to world famous events such as Silverstone (✓). • Increase in local businesses (✓) brings money into local economy (✓). |
| <p>2 (c) Compare and contrast the products, facilities and services of 78 Derngate and Canons Ashby.</p> <p>[10 marks] Levels</p> | <p>Level 1: [1-5 marks] Candidate identifies products, facilities and services of 78 Derngate and/or Canons Ashby.</p> <p>Level 2: [6-10 marks] Candidate compares and contrasts products, facilities and services of 78 Derngate and Canons Ashby.</p> <p>Products, facilities, services – indicative content: <u>78 Derngate:</u></p> <ul style="list-style-type: none"> • house and museum; • restaurant; • shop; • gallery; • private functions and corporate hospitality; • seasonal events; • talks; • friends group; • volunteers; • town centre location; • no specific car park; • public transport accessible; • partial mobility access; • open March – Xmas, Tues pm – Sun; • entrance fee; • group and school rates; |

| Question | Expected Answer |
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| | <ul style="list-style-type: none"> • guided and unaccompanied tours; • charitable trust supported by many organisations. <p><u>Canons Ashby:</u></p> <ul style="list-style-type: none"> • house; • tea room; • shop; • church; • gardens; • seasonal events; • countryside location; • braille and taped guides available; • disabled parking close; • wheelchair available; • open March – Dec Mon – Wed, Sat and Sun; • entrance fee includes donation; • occasional tours; • national trust property. <p>Exemplar Response:</p> <p>78D has rooms for hire (L1), this is not available at CA (L2); CA has car parking facilities (L1), 78D need to use public car parks close by (L2); both are houses (L2), but 78D a 20th century town house, CA 16th century country house (L2); both are voluntary sector (L2), 78D an independent charitable trust, CA National Trust (L2); both charge admission (L2), CA costs more as bigger property with more to see (L2); both have catering (L2), 78D a restaurant which offers more than the tea room at CA (L2); both have shops (L2), allowing for secondary spend (L2); both have special events (L2), but there are a wider range at CA, even in the closed season (L2); 78D is more accessible via public transport than CA (L2); similar opening times over the year (L2), but 78D open more days each week (L2); both are difficult for those with mobility impairment (L2), but there is a wheelchair available at CA (L2).</p> |

| Question | Expected Answer |
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| <p>3(a)(i) Identify: a form of public transport;</p> <p>[1 mark] [1]</p> | <p>For one mark.</p> <ul style="list-style-type: none"> • Train (✓). • Bus (✓). Coach (✓). |
| <p>3(a)(ii) Identify: the theatre in Northampton.</p> <p>[1 mark] [1]</p> | <p>For one mark.</p> <p>Royal and Derngate (Theatre / Theatres) (✓).</p> <p>Royal (Theatre) (✓).</p> <p>Derngate (Theatre) (✓).</p> |
| <p>3(b)(i) Identify and explain two benefits to the visitor of 78 Derngate developing such facilities.</p> <p>[4 marks] [1+1]*2</p> | <p>One mark for each correct identification up to a maximum of two identifications plus an additional one mark for each of two explanations.</p> <ul style="list-style-type: none"> • Additional experience for the visitor (✓), extend dwell time/activities to 'make a day of it' (✓). • Indoor activities (✓) good for bad weather (✓). • Provision of catering service (✓) so can get a meal (✓). • Provision of shopping facility (✓) for souvenirs (✓). |
| <p>3(b)(ii) Identify and explain two benefits to 78 Derngate of developing such facilities.</p> <p>[4 marks] [1+1]*2</p> | <p>One mark for each correct identification up to a maximum of two identifications plus an additional one mark for each of two explanations.</p> <ul style="list-style-type: none"> • Increase income (✓) by secondary spend in shop/restaurant (✓). • Increase visitor numbers (✓) as there is more on offer at the attraction (✓). • Increase dwell time at house (✓) and hence secondary spend (✓). • Increase in membership (✓) increases income/volunteer base (✓). • Charitable income (✓) may give donations (✓). • Increased publicity (✓) new services attract media attention/ word of mouth (✓). |

| Question | Expected Answer |
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| <p>3(c) Evaluate possible advantages to the conference guest of staying at Highgate House.</p> <p>[12 marks] Levels</p> | <p>Level 1: [1-4 marks] Candidate identifies/describes advantages to the conference guest of staying at Highgate House.</p> <p>Level 2: [5-8 marks] Candidate analyses advantages to the conference guest of staying at Highgate House.</p> <p>Level 3: [9-12 marks] Candidate evaluates advantages to the conference guest of staying at Highgate House.</p> <p>Advantages – indicative content:</p> <ul style="list-style-type: none"> • nice setting; • dedicated and secure conference centre; • air conditioned meeting rooms; • ergonomic seating; • presentation equipment; • high quality bedrooms, desk and phone; • video conferencing; • helipad; • outdoor team building activities; • 24 hour message handling; • currency exchange; • cheques cashed/credit cards taken; • high quality food and drink; • fitness facilities; • games available nearby sports clubs; • private dining rooms; • breakfast for early arrival; • friendly, high quality service. |

| Question | Expected Answer |
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| | <p>Exemplar Response:</p> <p>It has luxurious bedrooms (L1) which would suit a business guest's needs (L2) as they usually have quite a high budget as the company pays (L3). Currency exchange (L1) is helpful for foreign guests or guests or guests going abroad (L2) because they don't need to go outside the conference centre to do this (L3).</p> |

| Question | Expected Answer |
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| <p>4(a)(i) Identify each of the following: a motor sport venue;</p> <p>[1 mark] [1]</p> | <p>For one mark.</p> <p>Rockingham Speedway (✓).</p> |
| <p>4(a)(ii) Identify each of the following: a well known country house;</p> <p>[1 mark] [1]</p> | <p>For one mark.</p> <p>Althorp House (✓).</p> |
| <p>4(a)(iii) Identify each of the following: a reservoir;</p> <p>[1 mark] [1]</p> | <p>For one mark.</p> <p>Pitsford Water (✓).</p> |
| <p>4(a)(iv) Identify each of the following: a railway;</p> <p>[1 mark] [1]</p> | <p>For one mark.</p> <p>Northampton and Lamport (Railway) (✓).</p> |

| Question | Expected Answer |
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| <p>4(b) Identify and describe two outdoor activities at Brixworth Country Park.</p> <p>[4 marks] [1+1]*2</p> | <p>One mark for each correct identification up to a maximum of two identifications plus an additional one mark for each of two descriptions.</p> <ul style="list-style-type: none"> • Walks / trails (✓). • French boules (✓). • Picnicking / picnic area (✓). • Maze (✓). • Wildlife observation / wildlife observation hide (✓). • Cycling (✓). • Sailing (✓). • Windsurfing (✓). • Canoeing (✓). • Fishing (✓). • Sensory garden (✓). <p>Walks (✓) are along way marked trails (✓), variable length (✓) and easy to follow (✓).</p> |
| <p>4(c)(i) Identify two public sector organisations.</p> <p>[2 marks] [2*1]</p> | <p>One mark for each correct identification up to a maximum of two identifications.</p> <p>Northamptonshire County Council (✓). County Council (✓). The Countryside Agency (✓). The Millennium Commission (✓). Brixworth Country Park (✓). The Mackintosh Centre (✓).</p> |
| <p>4(c)(ii) Identify and explain two roles of public sector organisations.</p> <p>[4 marks] [1+1]*2</p> | <p>One mark for each correct identification up to a maximum of two identifications plus an additional one mark for each of two explanations.</p> <ul style="list-style-type: none"> • Provide service to local community(✓) benefit of community (✓). • Provide advice (✓) service to public (✓). • Management of public areas(✓) demonstration of good practice (✓). • Protection (of countryside) (✓) conservation aspect (✓). • Provide facilities (✓) benefit community (✓). |

| Question | Expected Answer |
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| | <ul style="list-style-type: none"> • Promote understanding (✓) educational aspect (✓). • Provides funding (✓) by grant aid (✓). • Improving the local economy (✓) through encouraging business growth(✓). • Increasing local jobs (✓) both in the public and private sectors (✓). |
| <p>4(d) Discuss the products and services provided by the Mackintosh Centre for disability groups.</p> <p>[8 marks] Levels</p> | <p>Level 1: [1-4 marks] Candidate identifies/describes products/services provided by the Mackintosh Centre for disability groups.</p> <p>Level 2: [5-6 marks] Candidate analyses products/services provided by the Mackintosh Centre for disability groups.</p> <p>Level 3: [7-8 marks] Candidate evaluates products/services provided by the Mackintosh Centre for disability groups.</p> <p>Services - indicative content:</p> <ul style="list-style-type: none"> • fully accessible facilities; • bottom bunks accessible; • full access to toilets/shower and bathrooms; • purpose built; • self catering; • large communal area; • specialist diets; • countryside activities; • tailor made countryside activity package; • leaflet available in audio-cassette; • leaflet available in large print; • national accessibility award. |

| Question | Expected Answer |
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| | <p>Analysis:</p> <ul style="list-style-type: none">• communal area (L1) ensures group can meet together (L2);• drying and laundry facilities (L1) means activities can take place in all weathers (L2);• self catering (L1) allows flexibility, can eat out (L2);• communal area (L1) allows indoor activities to take place if wet (L2). <p>Exemplar Response:</p> <p>The Mackintosh Centre offers a range of activities and facilities for all ages and abilities (L1) including fully equipped kitchen suitable for people with disabilities (L2) as well as fully accessible toilets (L2). This shows that the centre takes equal opportunities seriously and makes sure that all people are regarded equally whatever their disability (L3).</p> |

| Question | Expected Answer |
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| <p>5 Evaluate issues and problems facing tourism in Northamptonshire.</p> <p>[12 marks] Levels</p> | <p>Level 1: [1-4 marks] Candidate identifies/describes issues/problems.</p> <p>Level 2: [5-8 marks] Candidate analyses issues/problems facing tourism in Northamptonshire.</p> <p>Level 3: [9-12 marks] Candidate evaluates issues/problems facing tourism in Northamptonshire.</p> <p>Issues/problem – indicative content:</p> <ul style="list-style-type: none"> • low level of income from tourist compared with surrounding counties; • low level of spending by LAs on tourism; • day visitor market 90%; • spend per head VFR low; • low spending per head on waterways hols; • transit market – only passing through; • repeat business high; • low % use public transport; • decisions to visit taken at short notice; • visitors do not seek out info prior to visit; • high awareness of some attractions; • nice natural environment; • weaknesses such as visitor infrastructure, car parking, WCs, signposting, shops and places to eat; • accommodation does not promote weekend short breaks; • lack of self catering accommodation. <p>Analysis:</p> <ul style="list-style-type: none"> • many day visitors from within area (L1), shows those in others regions not aware (L2); • VRF low spend (L1) as perhaps perception of not much to do (L2); • poor facilities (L1) will put people off visiting (L2); • little self catering (L1) will make it too expensive to visit for low income groups/families (L2); • development of budget airways (L1) allow easy access to other destinations (L2); |

| Question | Expected Answer |
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| | <ul style="list-style-type: none"><li data-bbox="801 233 2024 296">• changing socio – economic factors (L1), higher disposable income so visitors go to more exotic destinations (L2). <p data-bbox="801 331 1093 363">Exemplar Response:</p> <p data-bbox="801 400 2074 568">Hotels and other serviced accommodations are successful enough mid week (L1) so they are less likely to appeal to weekend guests by offering cheap deals (L2). When an event is on at the weekend, tourists are less inclined to visit (L2) if they have to pay a lot of money for accommodation (L3). Offering special deals at weekends at hotels would encourage more domestic and inbound tourists (L3)</p> |

G723 International travel

| Question | Expected Answer |
|---|--|
| <p>1(a) Identify and explain two likely reasons why the Normandie Express service only operates between mid-March and mid-November.</p> <p>[4 marks] [1+1]*2</p> | <p>One mark for each correct identification up to a maximum of two identifications plus an additional one mark for each of two explanations.</p> <ul style="list-style-type: none"> • Low demand in winter (✓) – people have Xmas/New Year at home (✓). • High demand in season (✓) – covers the main Easter, Whit and summer holiday periods (✓). • Bad weather (✓) – winter period has adverse conditions (✓). • Ferries used elsewhere (✓) repairs/other route (✓). |
| <p>1(b) Identify and explain three ways in which the Normandie Express service from Portsmouth is likely to appeal to UK families holidaying in France.</p> <p>[6 marks] [1+1]*3</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> <ul style="list-style-type: none"> • Service to Cherbourg and Caen (✓) – gives a choice (✓). • Quick journey times (✓) – important with children (✓). • Frequent crossings (✓) – convenience (✓). • Takes cars (✓) – good for camping/luggage unlimited/ease of travel/flexibility at destination (✓). • Playroom (✓) –amusements (✓). • Baby changing room (✓) – needed (✓). • Video arcades (✓) – child friendly keeps occupied (✓). • Cheaper than flying (✓) for a family (✓). |

| Question | Expected Answer |
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| <p>1(c) The Normandie Express is operated by Brittany Ferries. Brittany Ferries is a member of the Passenger Shipping Association (PSA). Discuss the benefits to both Brittany Ferries and its passengers of Brittany Ferries' PSA membership.</p> <p>[6 marks] Levels</p> | <p>Level 1: [1-2 marks] Candidate identifies benefits of PSA membership to Brittany Ferries/its passengers.</p> <p>Level 2: [3-4 marks] Candidate analyses benefits of PSA membership to Brittany Ferries/its passengers.</p> <p>Level 3: [5-6 marks] Candidate evaluates benefits of PSA membership to Brittany Ferries/its passengers.</p> <p>Benefits of membership – indicative content:</p> <p>Brittany Ferries:</p> <ul style="list-style-type: none"> • promoting market growth; • raises awareness of best practice; • raises awareness of statutory regulations; • additional promotional opportunities. <p>Passengers:</p> <ul style="list-style-type: none"> • impact of Package Travel Regulations; • possibility of finding out extra information; • security; • protection because bonded. <p>Exemplar Response:</p> <p>The PSA aims to provide a service of excellence to its members and to ensure that the PSA is the recognised industry body for the cruise and ferry sectors (L1). It benefits members for example, by promoting market growth in the passenger shipping industry through public relations campaigns. It also aims to ensure that member companies are aware of best practice and statutory regulations on safety, protection of the environment, health, hygiene and security (L2).</p> <p>It also benefits passengers in the following ways. The PSA currently bonds 17 members for their non-licensable (cruise only) activity under the Package Travel Regulations (L1). This means that if you have booked a cruise only or a ferry package holiday with a bonded member, your money is protected should the company fail for any</p> |

| Question | Expected Answer |
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| | <p>reason (L2). The PSA's website contains links to PSA member companies and this means that potential customers can find out extra information. Companies like Brittany Ferries get additional promotion and customers feel more secure (L3).</p> |
| <p>1(d) Evaluate the factors which influence international travellers' method of transport and route to travel from the UK to continental Europe.</p> <p>[9 marks] Levels</p> | <p>Level 1: [1-3 marks] Candidate identifies/describes factors which influence travellers' method of transport and route to travel from the UK to continental Europe.</p> <p>Level 2: [4-6 marks] Candidate analyses factors which influence travellers' method of transport and route to travel from the UK to continental Europe.</p> <p>Level 3: [7-9 marks] Candidate evaluates factors which influence travellers' method of transport and route to travel from the UK to continental Europe.</p> <p>Factors – indicative content:</p> <ul style="list-style-type: none"> • cost; • convenience; • accessibility; • mass media – brochures, adverts & promotions; • amount of disposable income; • cost of transport in time & money; • personal preference (e.g. carbon footprint); • matching customer type need to transport. <p>Exemplar Response:</p> <p>All travel decisions are influenced by such factors as cost, convenience and relative accessibility (L1). Final destination choice and particular travel arrangements are subject to a complex set of inter-relationships. Each international traveller has certain constraints that effectively limit their ability to choose from the full range of alternatives that are currently available to the international travelling public (L2). This explains why the Dover/Calais route is so popular because it offers the shortest crossing point and accessibility (both road and rail) (L2). Key influences on the decision-making process include the mass media,</p> |

| Question | Expected Answer |
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| | brochures, adverts & promotions, amount of disposable income, cost of transport in time & money and personal preference. Given the nature of these constraints, most people will act as 'satisfiers' rather than 'optimisers' and select the travel package that best fits their personal circumstances (L3). |

| Question | Expected Answer |
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| <p>2(a) Identify the four features of cabin design, labelled A, B, C and D on Fig. 2, which have been provided for passenger convenience.</p> <p>[4 marks] [4*1]</p> | <p>One mark for each correct identification up to maximum of four identifications.</p> <p>A = Overhead locker (✓).</p> <p>B = Personal TV screen (✓).</p> <p>C = Pull out/storable table (✓).</p> <p>D = Overhead personal reading light (✓).</p> |
| <p>2(b) Describe two cabin services which long-haul international carriers usually provide for younger passengers travelling as part of a family group.</p> <p>[4 marks] [2+2]</p> | <p>Up to two marks for each description.</p> <ul style="list-style-type: none"> • Infant bassinet (✓) – kept safe and secure in immediate parent proximity (✓). • Special meals (✓) – served first and suitable for children (✓). • Cartoon channel (✓) – appropriate entertainment (✓). • Activity pack/toys (✓) – keep actively occupied and happy on journey (✓). • Cabin crew will make up passenger food and drink on request (✓) – convenient for parents (✓). |
| <p>2(c) Suggest and justify one service which long-haul international carriers must provide for the benefit of an unaccompanied minor travelling alone.</p> <p>[4 marks] [1+3]</p> | <p>One mark for correct identification plus up to an additional three marks for development of suggestion.</p> <ul style="list-style-type: none"> • Meet and greet (✓). Child taken from check-in by staff (✓). Guided through passport control and security so that minor does not get lost and/or miss the flight (✓). Most importantly will be kept observed at all times and thus safe (✓). |

| Question | Expected Answer |
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| <p>2 (d) Identify and explain two ground services provided by many long-haul international carriers for the benefit of business class passengers.</p> <p>[4 marks] [1+1]*2</p> | <p>One mark for each correct identification up to a maximum of two identifications plus an additional one mark for each of two explanations.</p> <ul style="list-style-type: none"> • Private limo transfer from home to airport and/or destination to hotel (✓) – convenience and privacy (✓). • Priority check-in desk (✓) – greater speed and convenience (✓). • Lounge access (✓) – work and relax in comfortable surroundings (✓), more comfort/quieter etc. |
| <p>2(e) Discuss the types of ancillary service which are available land-side at UK international airports for the convenience of international business and leisure travellers.</p> <p>[9 marks] Levels</p> | <p>Level 1: [1-3 marks] Candidate identifies/describes services which are available land-side at UK international airports for the convenience of international business/leisure travellers.</p> <p>Level 2: [4-6 marks] Candidate analyses services which are available land-side at UK international airports for the convenience of international business/leisure travellers.</p> <p>Level 3: [7-9 marks] Candidate evaluates services which are available land-side at UK international airports for the convenience of international business/leisure travellers.</p> <p>Types of service – indicative content:</p> <ul style="list-style-type: none"> • foreign exchange; • car hire; • airport transfers; • passport and visa information; • coach tickets; • rail tickets; • hotel bookings; • guide books and guiding services; • sight-seeing tours; • special event information. |

| Question | Expected Answer |
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| | <p>Exemplar Response:</p> <p>The arrival and departure halls contain a variety of ancillary service providers including foreign exchange, car hire, hotel booking and different methods of transport (L1). They are of use to both business and leisure travellers. Money exchange is important as a convenience (L2) to both arriving and departing travellers but car hire, hotels and local transport tickets are more important services for those arriving in the UK (L3). Many travellers will pre-book a stay at an airport hotel as part of their travel arrangements and may also use the secure car parking (L2). However, business travellers are more likely to use hire cars and this explains why booking, collection and drop-off facilities exist at the terminal (L3).</p> |

| Question | Expected Answer |
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| <p>3(a) Identify three ways in which European visitors can find out further information about English heritage sites.</p> <p>[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"> • Internet (✓). • Staff on site (✓). • Phone customer services (✓). |
| <p>3(b) Some European visitors will hire a car to visit English Heritage attractions. Identify and explain three advantages to such visitors of hiring a car.</p> <p>[6 marks] [1+1]*3</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> <ul style="list-style-type: none"> • Cost (✓) – cheaper than public transport (✓). • Convenience (✓) – can go door-to-door (✓). • Flexibility (✓) – stop on way (✓). • Can pre-book (✓) – include as part of holiday package (✓). • Satellite navigation (✓) in own language (✓). |
| <p>3(c)(i) State three laws or regulations which affect the operation of English Heritage properties.</p> <p>[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"> • Supply of Goods and Services Act (✓). • Trade Descriptions Act (✓). • The Consumer Protection Act (✓). • The Health and Safety at Work Act (✓). • The Data Protection Act (✓). • Disability Discrimination Act (✓). • COSHH (✓). |

| Question | Expected Answer |
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| <p>3(c)(ii) Explain how one of the laws and regulations chosen in part (c)(i) will affect the operation of English Heritage properties.</p> <p>[4 marks] [4*1]</p> | <p>Up to four marks for explanation.</p> <ul style="list-style-type: none"> • H and S at Work says organisations must have a H and S policy (✓) and this will involve use of accident book (✓), having fire extinguishers (✓), first aid box (✓) and adequate toilet and washing facilities (✓). |
| <p>3(d) English Heritage operates over 120 historic attractions. Discuss how such attractions meet the needs of overseas visitors.</p> <p>[9 marks] Levels</p> | <p>Level 1: [1-3 marks] Candidate identifies/describes ways in which such attractions meet the needs of overseas visitors.</p> <p>Level 2: [4-6 marks] Candidate analyses ways in which such attractions meet the needs of overseas visitors.</p> <p>Level 3: [7-9 marks] Candidate evaluates ways in which such attractions meet the needs of overseas visitors.</p> <p>Ways in which needs are met – indicative content:</p> <ul style="list-style-type: none"> • range of leaflets and booklets available in foreign languages; • guided tours with multi-lingual guides; • visitor centre with interactive displays. <p>Exemplar Response:</p> <p>UK heritage attractions meet the needs of overseas visitors in a variety of ways. The visitor can obtain information in advance by visiting the website (L1) and can often pre-book their visit to avoid delays (L2). On arrival, a range of leaflets and books (L1) are available, some in foreign languages (L2). Similarly, guided tours (L1) will often have a multi-lingual guide for the convenience of overseas visitors (L2). Some attractions have a visitor centre with interactive displays which have a choice of languages and this is clearly the most appropriate way to provide services to foreign visitors (L3).</p> |

| Question | Expected Answer |
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| <p>4(a) Identify three Caribbean Islands on which Sandals resorts are located.</p> <p>[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"> • Jamaica (✓). • Antigua (✓). • St Lucia (✓). • Bahamas (✓). • Cuba (✓). |
| <p>4(b) State three features of an all-inclusive resort.</p> <p>[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"> • Price includes accommodation (not just 'hotel') (✓). • Price includes all food (✓). • Price includes all beverages (✓). • Prices includes all activities (✓). • Prices includes all entertainment (✓). |
| <p>4(c) With reference to Fig. 4, describe three luxury services which Sandals provides for guests, including honeymoon couples.</p> <p>[6 marks] [2+2+2]</p> | <p>Up to two marks for each description.</p> <ul style="list-style-type: none"> • Free luggage and china (✓) – high quality incentive gift to a married couples (✓). • Personal butler (✓) – provides a range of personal services to guests (✓). • Preston Bailey Celebrity Wedding Planner Collection (✓) – prestige and convenience for couples (✓). • Red Lane Spa (✓) – exclusivity (✓). • Beach sweeping (✓) – pampering (✓). • Special outdoor dining (✓). • Room comments from image (✓). |

| Question | Expected Answer |
|---|---|
| <p>4(d) Identify and explain two reasons why many UK tourists wish to visit the Caribbean at that time of year.</p> <p>[4 marks] [1+1]*2</p> | <p>One mark for each correct identification up to a maximum of two identifications plus an additional one mark for each of two explanations.</p> <ul style="list-style-type: none"> • Best weather (✓) – no hurricanes etc (✓). • Poor weather in UK (✓) – Caribbean is a winter sun destination (✓). • Festive season (✓) – many people have Xmas and New Year holiday (✓). |
| <p>4(e) Evaluate the factors which influence UK travellers' choice of overseas leisure destination.</p> <p>[9 marks] Levels</p> | <p>Level 1: [1-3 marks] Candidate identifies/describes factors which influence UK travellers' choice of overseas destination.</p> <p>Level 2: [4-6 marks] Candidate analyses factors which influence UK travellers' choice of overseas destination.</p> <p>Level 3: [7-9 marks] Candidate evaluates factors which influence UK travellers' choice of overseas destination.</p> <p>Factors – indicative content:</p> <p>General influences on destination awareness such as:</p> <ul style="list-style-type: none"> • past family holidays; • friends; • family & colleagues; • TV & films; • mass media; • brochures, • adverts & promotions; • school/college & work-related trips; • climate. <p>Factors limiting destination choice such as:</p> |

| Question | Expected Answer |
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| | <ul style="list-style-type: none"> • amount of disposable income; • employment status; • size of household and number of children; • number of trips taken last year; • amount of free time; • age and health status; • cost of transport in time & money; • personal preference, needs and wants; • security/terrorism. <p>Exemplar Response:</p> <p>All travel decisions are influenced by such factors as cost, convenience and relative accessibility (L1). Final destination choice is subject to a complex set of inter-relationships. Each UK traveller has certain constraints that effectively limit their ability to choose from the full range of alternatives that are currently available to the international travelling public (L2). Key influences on the decision-making process include the mass media for example the travel supplements, brochures, adverts & promotions, amount of disposable income, cost of transport in time & money and personal preference. Given the nature of these constraints, most people will act as 'satisficers' rather than 'optimisers' and select the travel package that best fits their personal circumstances (L3). However, the threat of terrorism and the advice provided by the FCO will be the most significant factor in any decision to travel (L3).</p> |

G728 Tourism development

| Q No. | Answer | Mark |
|-------|--|----------------------------------|
| 1 (a) | <p>Explain two possible reasons for the appeal of Glasgow to visitors.</p> <p><i>Up to two marks for each of two explanations.</i></p> <p>Note: From Fig. 1a, 1b it should be evident that Glasgow has a great deal to offer in terms of history, culture, heritage, shopping, entertainment, events etc. Candidates should be able to recognise these factors as a reason for appealing to overseas visitors.</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • tourists like the culture and history of UK destinations (1) and visitors are attracted by the range of events and activities that Glasgow can offer (1); business facilities(1); • Glasgow was European City of Culture in 1990 (1)UK City of Art & Design (1) and many visitors wish to visit such cities (1); • it has museums (1), parks and gardens (1), a vibrant night life (1) etc and also hosted the Garden Festival (1); • access has improved (1) Scot Rail (1). | <p>4 [2+2]</p> |
| (b) | <p>Explain two possible ways in which the economy of Glasgow has benefited.</p> <p><i>Up to three marks for each of two explanations.</i></p> <p>Note: We are looking for interpretation of the information provided in Fig. 1.</p> <p>Possible responses may include: In the case of Glasgow the economy has benefited by:</p> <ul style="list-style-type: none"> • created jobs (29,184) (1); • total expenditure by overseas visitors £149 million (1); • led to development of the infrastructure (1); • 7 million bed nights (1); • £558 spent on average in the area by UK visitors (1); • 149 million spent by overseas visitors (1); • no 25 in the world as a conference destination (1); • multiplier effect (1) with example(1). | <p>6 [3+3]</p> |

| Q No. | Answer | Mark |
|---------|--|----------------------------------|
| (c) | <p>Explain two reasons why the preservation of Scottish culture is so important to tourist destinations such as Glasgow.</p> <p><i>Up to three marks for each of two explanations.</i></p> <p>Note: It is clear from Fig 1 that Glasgow is proud of its culture.</p> <p>Possible responses may include: Preservation of culture in Scotland is important for the following reasons:</p> <ul style="list-style-type: none"> • visitors to Glasgow are reminded of the culture by the range of attractions available (1) and as such it is important that these attractions are protected to sustain visitor numbers (1) and to attract repeat business (1) by word of mouth i.e. if an attraction is well kept and preserved it is likely to be recommended and visitor numbers are maintained (1); • Glasgow attracts many overseas visitors (1) and part of the appeal of the city (Q1a) is based on its history (1), therefore it is important to keep the national culture and identity of Scottish history alive (1) as this is what attracts the tourists (1); • Scottish culture is unique (1), credit reference to bagpipes (1), tartan (1), food (1) etc. | <p>6 [3+3]</p> |
| (d) (i) | <p>Identify three supporters of Glasgow's bid for the 2014 Commonwealth Games.</p> <p><i>One mark for each correct identification up to a maximum of three identifications.</i></p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • Clydesdale Bank (1); • First Group (1); • Highland Spring (1); • O2 (1); • Scot Rail Group. | <p>3 [3*1]</p> |

| Q No. | Answer | Mark Levels |
|-------|---|-------------|
| (ii) | <p>Discuss reasons why private sector organisations are keen to sponsor major events such as the 2014 Commonwealth Games.</p> <p>Level 1 (1-2 marks) <i>Candidate identifies reason(s) and/or describes sponsorship.</i></p> <p>Level 2 (3-4 marks) <i>Candidate explains/analyses the reason(s) for sponsoring the Commonwealth Games.</i></p> <p>Level 3 (5-6 marks) <i>Candidate assesses/evaluates the reason(s) for sponsoring the Commonwealth Games.</i></p> <p><i>Only one reason given award lower half of level in each case.</i></p> <p>Note: There is a wealth of information in the article and we are expecting candidates to make relevant use of this information in addition to understanding the principles of sponsorship. The candidate does not need to consider both the meaning of sponsorship and why they would sponsor in order to access level 2 and 3 – it is merely sufficient that the skills of analysis and evaluation are demonstrated. The extent to which the candidate can access the full mark range (particularly in level 3) will be determined by the extent of the quality/quantity of the skill demonstrated.</p> <p>Exemplar Response:</p> <p>Private sector organisations get involved in partnerships and sponsorships because it can help boost their public image (L1). Private sector organisations invest in different projects; they do this so they can have their brand name on all the marketing tools used by the project. In return they would hope that the public see their brand name and recognise it (L2). If the project is a success people are likely to think it's a good business and therefore use the businesses goods or services which would increase their sales and in return their revenue and profit (L3).</p> | |

| Q No. | Answer | Mark |
|-------|---|--------|
| (e) | <p>Evaluate the possible benefits to Scotland if Glasgow hosts the 2014 Commonwealth Games.</p> <p>Level 1 (1-3 marks) Candidate identifies benefit(s) to a city of hosting the games.</p> <p>Level 2 (4-6 marks) Candidate describes benefit(s) to Scotland if Glasgow hosts the games.</p> <p>Level 3 (7-9 marks) Candidate explains/analyses benefit(s) to Scotland if Glasgow hosts the games.</p> <p>Level 4 (10-12 marks) Candidate assesses/evaluates benefit(s) to Scotland if Glasgow hosts the games.</p> <p>Only one benefit given award lower half of level in each case.</p> <p>Note: The question clearly states ‘the benefits to Scotland’ if Glasgow hosts the games. however the use of Glasgow only has been accepted. We are looking for candidates to pick up from the case study that several companies are ready to invest in the country. Winning the games will provide a boost to the economy. Benefits will ‘ripple’ through Scotland such as employment, income, multiplier effect, development of infrastructure. Candidates should be able to recognise these benefits and apply their knowledge to the question and evaluate their findings. The extent to which the candidate can access the full mark range (particularly in levels 3 and 4) will be determined by the extent of the quality/quantity of the skill demonstrated.</p> <p>Exemplar Response:</p> <p>The benefits will not only occur during, but after and before, especially if the developments are sustainable. The local population will benefit as much money will be spent on re-modelling and building new infrastructure, like roads and transport links, airports and park and ride schemes etc (L2). This means that they will benefit from the cities changes long before and after the event. They will also benefit from the facilities that will be built. The local economy will benefit for a surge of tourists during the times when the games are hosted, meaning that the need for hotels and restaurants will increase drastically (L3). Also with this will come the need for more employment which will come from the local areas and within Scotland. This will help to get the whole country involved. Scotland will benefit from a larger number of both domestic and overseas tourism, meaning that other tourist attractions and facilities will see increased visitor spending. Other areas / cities in Scotland will see benefits also, as it is most likely that whilst at the games, tourists will visit them too (L4).</p> | Levels |

| Q No. | Answer | Mark |
|----------|--|----------------------------------|
| 2 (a)(i) | <p>Explain how each of the following will benefit from the increase in tourism both to and from China.</p> <p>Travel agencies in China.</p> <p><i>Up to three marks for explanation.</i></p> <p>Possible responses may include: agents will make more commission/profit from booking extra trips and visits for incoming tourists (1). the article makes several references to these e.g. Jalpak International (1). This indicates that there is a strong market for both incoming and outbound travellers (1) thus creating a development opportunity for commercial providers (1) in making profit and creating business for China (1).</p> | <p>3 [3*1]</p> |
| (ii) | <p>Explain how each of the following will benefit from the increase in tourism both to and from China.</p> <p>Hotel chains in China.</p> <p><i>Up to three marks for explanation.</i></p> <p>Possible responses may include: the development of the hotel industry will lead to enhanced employment opportunities (1), world wide awareness (1) and development of the regions infrastructure (1) and enhanced visitor experiences (1). Hotel chains are always keen to gain footholds in developing tourist destinations to eliminate competition (1) and create profit (1).</p> | <p>3 [3*1]</p> |
| (b) | <p>Explain two possible reasons why other tourist destinations in the Asia and Pacific regions were pleased that there were over 16.6 million outbound Chinese travellers last year.</p> <p><i>Up to three marks for each of two explanations.</i></p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • China is poised to become one of the top generating markets for the rest of the world (1); • China's development puts other nations in a good position to provide tourist products (1) which will lead to increased visitor numbers (1); • other destinations in Asia/pacific can strengthen their commercial positions in the Chinese market (1) by marketing and promoting their own destinations in China (1); • the development of China has led to economic benefits (1) which have enabled Chinese travellers to travel and experience other destinations (1) which are benefiting (1); • development of Asia and Pacific regions tourist infrastructure (1) to further the appeal of these destinations (1). | <p>6 [3+3]</p> |

| Q No. | Answer | Mark Levels |
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| (c) | <p>Assess the importance of tourism training in helping to avoid conflict between the host population and the tourist in developing countries such as China.</p> <p>Level 1 (1-2 marks) <i>Candidate identifies aspect(s) relating to tourism training.</i></p> <p>Level 2 (3-4 marks) <i>Candidate explains aspect(s) relating to tourism training.</i></p> <p>Level 3 (5-6 marks) <i>Candidate assesses/evaluates the importance of tourism training in helping to avoid conflict</i></p> <p>Note: Fig. 2b clearly infers the possible conflicts that may occur due to the fact that China is not yet ready for international tourist arrivals e.g. lack of language skills, lack of signposts, lack of maps and no TIC's. Problems such as these can cause conflict, distrust and a poor visitor experience.</p> <p>The importance of tourism training are that:</p> <ul style="list-style-type: none"> • organisations can meet the needs of their customers; • it covers areas such as health and safety, hygiene, IT skills etc; education of tourists about their culture; • enable high quality customer service; repeat business; • creates better job satisfaction for the employees of tourist services. <p>Any of the above must be answered in context with possible conflicts.</p> <p>Exemplar Response: Tourism training is very important in developing countries such as China. To enable all visitors to enjoy their visits, it would be beneficial if training involved multi-lingual aspects so all visitors can be effectively communicated with (L2). This would avoid conflict and increase satisfaction of their visit and raise the chance of repeat customers (L3). This would help customers understand the destination and not appear rude to local residents and also vice versa. Tourism firms should see this as a huge opportunity to provide something no one else does to fill the gap in the market (L3).</p> <p>Exemplar Response: If locals are trained and have a broad knowledge of the area they are more likely to be able to get a job in the growing tourism industry (L2) and therefore they are less likely to feel resentful towards visitors (L3). Visitors will feel more welcomed to the area if they are able to communicate with people from the host nations, as it will help them find out information that is much needed when visiting a country (L2). If the host nation was not trained in tourism skills etc. It may mean that visitors would feel segregated and unwanted, meaning that they may not visit China again. I think that both parties must understand the other and therefore this may avoid conflict (L3).</p> | |

| Q No. | Answer | Mark Levels |
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| (d) | <p>Using China or any other overseas destinations which you have studied, evaluate the positive and negative impacts that tourism development has had on the infrastructure of the country.</p> <p>Level 1 (1-3 marks) Candidate identifies positive/negative impact(s).</p> <p>Level 2 (4-7 marks) Candidate describes positive/negative impact(s).</p> <p>Level 3 (8-11 marks) Candidate explains/analyses positive/negative impact(s).</p> <p>Level 4 (12-15 marks) Candidate assesses/evaluates positive/negative impact(s). Just 1 impact evaluated award bottom of level 4</p> <p>Only positive or negative impact given award lower half of level in each case. Top of each level must be award for consideration of both positive and negative impacts!</p> <p>Note: The extent to which the candidate can access the full mark range (particularly in levels 3 and 4) will be determined by the extent of the quality/quantity of the skill demonstrated.</p> <p>CHINA CASE STUDY If the candidate has used the China case study we can accept the following references used in the case study in context with the infrastructure. Line 8 – cheap buses, private cars (damage to rural roads). Line 13 – poor development of Tourist Information Centres. Line 19 – subways not developed or signposted. Line 21 –subway, bus and train stations (overcrowding). Line 25 – hasty construction of new hotels.</p> <p>Exemplar Response: (Majorca) One of the Balearic Islands. The development of the islands increased tourism has meant that the infrastructure has suffered (L1). Previously the island was able to cope with the number of tourists, but in recent years has struggled. The infrastructure was not able to cope with the islands high demand for water, which meant that water was shipped to the island from mainland Spain (L2). Seasonality has had negative impacts on things like roads and transport links. The roads are heavily used in the summer months as tourists are transported around the island. This means that money has to be poured into redeveloping them in the winter months when the level of tourists drops (L3). Locals do benefit from the improved transport links and systems, though they become congested in highly populated areas and resorts in the peak months. The local and central Spanish government spend excessive amounts of money developing facilities like markets, theme parks and adventure parks – tourist attractions, these benefit both local and tourists, but face excessive wear and tear in peak season, so cost a lot to maintain. Other areas of infrastructure on the island like gas and electricity, and waste disposal are paid for out of locals tax payments, which puts pressure on the locals (L3).</p> <p>As these are crucial to maintaining the island, popular schemes have</p> | |

| Q No. | Answer | Mark |
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| | <p>been set up to reduce pressure on the local population, but also on the local environment, as it is hard for a small island like Majorca to cope with large amounts of waste disposal (L4).</p> <p>Exemplar Response: (Beijing China)</p> <p>The infrastructure of the destination was overstretched and primitive with the key areas of the city being made to look like and normal street and the quieter streets having open sewers and poor quality facilities (L1). With the recent developments for the Olympic Games however these parts of the city are becoming more cosmopolitan very much like cities in America. The roads have been re-surfaced, new street signs, underground amenities such as pipelines have been improved, however they maybe improving the appearance but the work carried out has been rushed and is primitive (L2).</p> <p>Tourists will flood the city and spend exorbitant amounts of money that many of the people used for the improvements could benefit from (L3). The workers travelling into the city from their smaller un-modernised villages are improving the city and gaining very little in their own villages in return.</p> <p>The main transport links such as the underground train network and buses is seeing an increase in prices which has meant many locals cannot afford to use the network and therefore it creates more congestion on the poorly built roads which will soon need replacing again (L3).</p> <p>Another negative impact is the volume of visitors which the city is unprepared for, there are poor conditions throughout China and instead of this opportunity creating better facilities and conditions it has seen rushed and poor quality attempts at making the destination a cosmopolitan area (L4).</p> | |

| Q No. | Answer | Mark |
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| 3 (a) | <p>Define the term ‘sustainable tourism’.</p> <p><i>Up to two marks.</i></p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • means that the needs of the present are met (1) without the ability of future generations to meet their own needs being compromised (1) – e.g. tourism for the future (1); not destroying the present (1). | <p>2 [2*1]</p> |
| (b) | <p>Describe two factors which determine whether or not tourism is sustainable in a destination.</p> <p><i>Up to two marks for each of two descriptions.</i></p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • physical considerations (1), how many amenities are available in the destination (1); • environmental constraints (1), what can the natural environment comfortably absorb (1); • number of visitors (1), at what stage does the destination reach saturation point (1). <p>Maximum 2 marks for METHODS identified, however methods linked to factors can achieve maximum marks.</p> | <p>4 [2+2]</p> |
| (c) | <p>Explain two possible reasons why many tour operators, such as Thomson, provide information about sustainable tourism.</p> <p><i>Up to three marks for each of two explanations.</i></p> <p><i>Possible responses may include:</i></p> <ul style="list-style-type: none"> • <i>helps customers to play their part in responsible travel (1);</i> • <i>responds to customer desire for more information about eco-factors (1);</i> • <i>it enables customers to find information more easily (1);</i> • <i>they can gather information on what customers want (1) so that they can tailor future holidays to meet customer needs (1);</i> • <i>Thomson predicts that 50% of their businesses will be online (1) so it is a good way of communicating the message of sustainable travel (1);</i> • <i>promotes sustainable tourism (1);</i> • <i>promotes positive company image (1);</i> • <i>informs staff, (1) awareness and training (1).</i> | <p>6 [3+3]</p> |

| Q No. | Answer | Mark |
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| (d) | <p>Discuss the methods used by such organisations such as the The Travel Foundation to raise awareness and manage sustainable tourism.</p> <p>Level 1 (1-2 marks) <i>Candidate identifies method(s) used.</i></p> <p>Level 2 (3-4 marks) <i>Candidate analyses method(s) used.</i></p> <p>Level 3 (5-8 marks) <i>Candidate assesses/evaluates method(s) used.</i></p> <p>Note: The Travel Foundation is an independent UK charity that aims to help the outbound travel industry manage tourism and make it more sustainable. The main methods used to raise awareness are:</p> <ul style="list-style-type: none"> • through the use of the www; • magazines; • videos; • leaflets with travel documentation; • developing training sessions; • issuing guides for travel agent. <p>By working closely with the private sector (tour operators) they can raise awareness through advertising in tour operators brochures. All these methods contribute to the sustainable management of destinations.</p> <p>Must be physical methods and not descriptive statements about sustainable tourism.</p> <p>Exemplar Response: Such companies use charities (L1) so that they can be a socially responsible and ethical company. Charities such as the Travel Foundation use methods such as leaflets, brochures, advertisements in newspapers and magazines, ravel companies intranet and also the world wide web to gain awareness of sustainable tourism so that all tourists can do their part into helping preserve and limit the negative impacts of tourism on a destination (L2). Also the charity offers training so that tour operators and travel agents can understand the impacts and what successfully managed sustainable tourism can do to help conserve a destination. Also by training those in the travel industry who are the first direct contact they can give information to potential consumers who are looking to book a holiday and therefore continue to raise the awareness of sustainable tourism (L3).</p> | Levels |

| Q No. | Answer | Mark |
|-------|---|--------|
| (e) | <p>Discuss the importance of the ‘triangular relationship’ in ensuring that sustainable tourism is successful in tourist destinations.</p> <p>Level 1 (1-2 marks) Candidate identifies aspects of triangular relationship.</p> <p>Level 2 (3-4 marks) Candidate describes how triangular relationship is successful in tourist destinations.</p> <p>Level 3 (5-6 marks) Candidate analyses how triangular relationship is successful in tourist destinations.</p> <p>Level 4 (7-10 marks) Candidate evaluates how triangular relationship is successful in tourist destinations.</p> <p>Note: A triangular relationship is between the host, the tourist and the agents of tourism development. Includes:</p> <ul style="list-style-type: none"> • setting of long term goals; • triangular relationship between host, tourist and environments/commercial organisations; e.g. Tour Operator or sectors Public, Private and Voluntary • setting of a policy to minimise environmental and cultural damage; • economic factor – money is paid direct to locals through employment; • lack of hostility and conflict which creates a sustainable future. <p>All three parties must be mentioned to gain maximum marks. Maximum L1/ L2 if only one part of triangle given.</p> <p>Exemplar Response: The Triangular Relationship is between the tour operator, the local people and the tourist is increasingly more important. The “weak link” is mainly the tourist who visits the area and has no regard for the environment (L1). The local people feel that their home is being abused and there is conflict between the locals and the tour operators but the tourists are still welcomed as they bring money to the area (L3). With a good triangular relationship the tour operator will work together with the local people and support their ideas ensuring the tourists are suitably educated through in-flight videos etc (L2). They will make sure that the hotels and attractions that they visit are benefiting the local area i.e. buying produce locally, employing locals as staff and that they understand the values and beliefs of local people and have respect for these, which in turn creates good relationships between the three groups ensuring sustainable tourism in the destination (L4).</p> | Levels |

G734 Marketing in travel & tourism

| Q No. | Answer | Mark |
|-------|--|----------------------------------|
| 1 (a) | <p>Explain the term 'market segmentation'.</p> <p><i>Up to two marks for explanation.</i></p> <p>Possible responses may include: dividing the overall market into segments or groups of customers (1) who are sufficiently alike to suggest that they will have similar needs for products or services (1), eg socio-economic grouping (1); age (1); family circumstances (1); lifestyle (1).</p> | <p>2 [2*1]</p> |
| (b) | <p>Name two types of customer group which Vitalise currently targets.</p> <p><i>One mark for each correct identification up to a maximum of two identifications.</i></p> <p>Possible responses may include: people with disabilities (1); their carers (1); volunteers (1).</p> | <p>2 [2*1]</p> |
| (c) | <p>Explain one benefit to customers of Vitalise conforming to the European Union (EU) Directive on Package Travel.</p> <p><i>Up to two marks for explanation.</i></p> <p>Possible responses may include: gives consumers increased protection and compensation when something goes wrong with a travel product or service (1). Brochures and leaflets must provide accurate information (1).</p> | <p>2 [2*1]</p> |
| (d) | <p>Explain the term 'market research'.</p> <p><i>Up to two marks for explanation.</i></p> <p>Possible responses may include: the planned process (1) of collecting or analyzing and evaluating information (1).</p> | <p>2 [2*1]</p> |

| Q No. | Answer | Mark |
|-------|---|--------|
| (e) | <p>Using examples, evaluate the benefits to travel and tourism organisations such as Vitalise of conducting primary market research.</p> <p>Level 1 (1-4 marks) <i>Candidate identifies benefit(s) to travel and tourism organisations of conducting primary market research.</i></p> <p>Level 2 (5-8 marks) <i>Candidate analyses benefit(s) to travel and tourism organisations of conducting primary market research.</i></p> <p>Level 3 (9-12 marks) <i>Candidate evaluates benefit(s) to travel and tourism organisations of conducting primary market research..</i></p> <p>Note: If only one benefit and/or example provided then award lower half of level.</p> <p>Benefits:</p> <ul style="list-style-type: none"> • gain information for organisation that is up to date valid; • targeted and focussed for specific purpose; • aimed at a specific customer base; • good for monitoring; • aids decision making; • highlights problems and issues; • helps with re-branding; • aids with quality assurance. • <p>Exemplar Response: Primary research is useful for getting valid information from customers (L1); this shows an org what people think of it and how they can improve using e.g., questionnaires (L2), these primary res methods aid decision making for an organisation this will result in....(L3).</p> | Levels |

| Q No. | Answer | Mark |
|-------|--|----------------------------------|
| 2 (a) | <p>Two elements of the marketing mix are product and place. Name the other two elements.</p> <p><i>One mark for each correct identification up to a maximum of two identifications.</i></p> <p>Possible responses may include: price (1); promotion (1).</p> | <p>2 [2*1]</p> |
| (b) | <p>Describe the product and place elements of Vitalise's marketing mix.</p> <p>Product.</p> <p><i>Up to three marks for description.</i></p> <p>Possible responses may include: holidays for disabled and carers (1). Voluntary organisation as a residential or daily basis for men and women (1) of all ages and backgrounds (1); voluntary work (1); events (1); shops (1), centres (1) events (1).</p> | <p>3 [3*1]</p> |
| | <p>Describe the product and place elements of Vitalise's marketing mix.</p> <p>Place.</p> <p><i>Up to three marks for description.</i></p> <p>Possible responses may include: location and availability (1)/access to product or service (1); location of centres (1) – example e.g. Merseyside/overseas (destinations) (1); shop (1).</p> | <p>3 [3*1]</p> |

| Q No. | Answer | Mark |
|--------|--|----------------------------------|
| (c)(i) | <p>Draw and label a product life cycle diagram.</p> <p><i>One mark for each correct identification up to a maximum of six identifications.</i></p> <p>Note: Award one mark for both axes if given. No marks for one axis. Accept any other accurate terminology in addition to that given below.</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • number of tourists/time (or similar) (1); • exploration (1); • involvement (1); • development (1); • consolidation (1); • stagnation (1); • decline/rejuvenation (1). | <p>6 [6*1]</p> |
| (ii) | <p>State at which stage of the product life cycle you would place Vitalise. Justify the reasons for your choice.</p> <p>Level 1 (1-3 marks) <i>Candidate analyses reasons for choice.</i></p> <p>Level 2 (4-6 marks) <i>Candidate justifies reasons for choice.</i></p> <p>Note: No marks awarded for stating the position.</p> <p>Exemplar Response: Vitalise should be placed at the growth stage of the product life cycle because it is a reasonably new product with a change of name (L1). It is, however, still developing products and this give scope to increase their turnover, customer base and profit margins (L2).</p> | <p>Levels</p> |

| Q No. | Answer | Mark |
|-------|--|--------|
| (d) | <p>Assess how political, economic, social and technological factors can affect the running of a voluntary organisation such as Vitalise.</p> <p>Level 1 (1-4 marks) Candidate identifies way(s) in which different types of factor(s) can affect the running of a voluntary organisation.</p> <p>Level 2 (5-8 marks) Candidate analyses how different types of factor(s) can affect the running of a voluntary organisation.</p> <p>Level 3 (9-12 marks) Candidate evaluates how different types of factor(s) can affect the running of a voluntary organisation.</p> <p>Note: If only one factor considered award lower half of level.</p> <p>Exemplar Response:</p> <p>Political Actions of governments can have major effects on business and markets, including creating and reducing demand for products and services. Governments set public spending levels, allocates funds, controls taxation, interest rates, responsible for intro of new laws, regulations and licence agreements. Local authority spending (cost of renting business units for office space), e.t.c.</p> <p>Econ Distribution of wealth and level of income. Amount of money people have to spend linked to inflation, taxation, employment, rate of exchange and mortgage rates. Recessions – amount of disability payments, linked to wealth and time factors for carers.</p> <p>Social Social trends – e.g. ageing population. Importance of recognising the size of the disabled market – and tapering products and services to suit their needs. Demographic changes – sizes of political markets (linked to amount of leisure time available).</p> <p>Technological Developments in technology for new products and services within the market – linked to the provision of such items in the disabled market. This creates links also to techno facilities for bookings through CRS and other computerised systems (L2). These new technological features will benefit both customer and organisation, however, they must be installed correctly and cannot be viewed in isolation as other elements of PEST will also have an impact.....(L3).</p> | Levels |

| Q No. | Answer | Mark |
|-------|--|--------|
| (e) | <p>Evaluate the benefits and drawbacks to an organisation such as Vitalise of re-branding.</p> <p>Level 1 (1-4 marks) <i>Candidate identifies benefit(s)/drawback(s) of re-branding.</i></p> <p>Level 2 (5-8 marks) <i>Candidate analyses benefit(s)/drawback(s) of re-branding.</i></p> <p>Level 3 (9-12 marks) <i>Candidate evaluates benefit(s)/drawback(s) of re-branding.</i></p> <p>Note: If only benefit(s) or drawback(s) considered award lower half of level.</p> <p>Benefits:</p> <ul style="list-style-type: none"> • distinct identity; • unique image; • easily identifiable from competitors; • marketing tool; • assisting in gaining higher market share. <p>Drawbacks:</p> <ul style="list-style-type: none"> • cost; • time; • de-motivating staff; • negative perceptions; • loss in market share. <p>Exemplar Response: Branding gives a product or service a distinctive identity and helps to create a unique image that will make it easily identifiable and distinct from its competitors (L1). Used for logo, advertising, packaging, price and the use of specific colours. Re-Branding is a powerful marketing tool because it has a strong influence over the products and services that we buy helping to draw our attention to each product (L2). This may assist in gaining a higher market share, help to position the organisation in the market and overall sell more holidays overseas and to the UK centres. However, there are cost and time of implications eg, of companies where re-branding has caused more problems than positives such as British Airways (tail design). Staff may be unhappy to implement changes. This can have a negative effect in the market and can lose market share by re-naming or changing brand – can lose current market and slip in the minds of the targeted public (L3).</p> | Levels |

| Q No. | Answer | Mark |
|-------|---|----------------------------------|
| 3 (a) | <p>Suggest three guidelines for the production of a press release.</p> <p><i>One mark for each correct identification up to a maximum of three identifications.</i></p> <p>Possible responses may include: keep info crisp (1), factual (1) and informative (1); write from the view point of a journalist (1); write to suit the style of publication (1); answer – who, what, where, when and why (1); no longer necessary (1); give a release date and/or embargo (1); use double spacing (1); include photos to help with story as appropriate (1).</p> | <p>3 [3*1]</p> |
| (b) | <p>Other than writing press releases, evaluate the benefits to Vitalise of employing a public relations officer.</p> <p>Level 1 (1-3 marks) <i>Candidate identifies benefit(s) of employing a public relations officer.</i></p> <p>Level 2 (4-6 marks) <i>Candidate analyses benefit(s) of employing a public relations officer.</i></p> <p>Level 3 (7-9 marks) <i>Candidate evaluates benefit(s) of employing a public relations officer.</i></p> <p>Note: If only one benefit considered award lower half of level.</p> <p>PR officer helps with the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its public.</p> <p>Includes:</p> <ul style="list-style-type: none"> • media inclusion; • community relations; • lobbying; • corporate communications. <p>Exemplar Response: PR Officers organise media inclusion for different organisations (L1) this means that an organisation such as Vitalise can get coverage in the press that can be free (L2). PR officers role is vital for dealing with Corporate communication to an org as this can contribute to the planned and sustained promotion that benefits the org by increasing the brand/product and therefore indirectly by increased sales (L3).</p> | <p>Levels</p> |

| Q No. | Answer | Mark |
|-------|--|--------|
| (c) | <p>Evaluate other forms of advertising that would be appropriate for Vitalise.</p> <p>Level 1 (1-4 marks) Candidate identifies other forms of advertising that would be appropriate for Vitalise.</p> <p>Level 2 (5-8 marks) Candidate analyses other forms of advertising that would be appropriate for Vitalise.</p> <p>Level 3 (9-12 marks) Candidate evaluates other forms of advertising that would be appropriate for Vitalise.</p> <p>Note: If only one form of advertising considered award lower half of level.</p> <p>Exemplar Response: Vitalise could also think of using TV and radio advertising (L1); advertising such as this would cover a wide range of people and places (L2) this would get extra customers both on a national and international scale, but would also incur a cost to the organisation this would have to be counter-balanced by the benefits to the org.....(L3).</p> | Levels |

| Q No. | Answer | Mark |
|-------|---|--------|
| (d) | <p>Assess the advantages and disadvantages to a travel and tourism organisation of advertising in the Vitalise Magazine.</p> <p>Level 1 (1-4 marks) <i>Candidate identifies advantage(s)/disadvantage(s) of advertising in the Vitalise Magazine.</i></p> <p>Level 2 (5-8 marks) <i>Candidate analyses advantage(s)/disadvantage(s) of advertising in the Vitalise Magazine.</i></p> <p>Level 3 (9-12 marks) <i>Candidate evaluates advantage(s)/disadvantage(s) of advertising in the Vitalise Magazine.</i></p> <p>Note: If only advantages or disadvantages considered award lower half of level.</p> <p>Advantages:</p> <ul style="list-style-type: none"> • a quarterly magazine; • distributed free to disabled people; • carers and supporters of Vitalise; • has 100% requested circulation; • circulation of over 45 000 each issue; • directly mailed. <p>Disadvantages:</p> <ul style="list-style-type: none"> • costs in relation to circulation to be considered; • magazine only quarterly; • time factors in preparing adverts and sending required artwork, e.t.c; • relatively a small target market and market share publication. <p>Each item of indicative content can be taken through each of the levels.</p> | Levels |

Grade Thresholds

Applied GCE (Travel and Tourism) (H189/H389/H589/H789)
June 2008 Examination Series

Coursework Unit Threshold Marks

| Unit | | Maximum Mark | A | B | C | D | E | U |
|------|-----|--------------|----|----|----|----|----|---|
| G721 | Raw | 50 | 42 | 37 | 32 | 27 | 23 | 0 |
| | UMS | 100 | 80 | 70 | 60 | 50 | 40 | 0 |
| G722 | Raw | 50 | 42 | 37 | 32 | 27 | 23 | 0 |
| | UMS | 100 | 80 | 70 | 60 | 50 | 40 | 0 |
| G724 | Raw | 50 | 42 | 37 | 32 | 27 | 23 | 0 |
| | UMS | 100 | 80 | 70 | 60 | 50 | 40 | 0 |
| G725 | Raw | 50 | 42 | 37 | 32 | 27 | 23 | 0 |
| | UMS | 100 | 80 | 70 | 60 | 50 | 40 | 0 |
| G726 | Raw | 50 | 42 | 37 | 32 | 27 | 23 | 0 |
| | UMS | 100 | 80 | 70 | 60 | 50 | 40 | 0 |
| G727 | Raw | 50 | 42 | 37 | 32 | 27 | 23 | 0 |
| | UMS | 100 | 80 | 70 | 60 | 50 | 40 | 0 |
| 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 | 85 | 76 | 67 | 58 | 49 | 0 |
| | UMS | 100 | 80 | 70 | 60 | 50 | 40 | 0 |
| G723 | Raw | 100 | 81 | 72 | 63 | 54 | 45 | 0 |
| | UMS | 100 | 80 | 70 | 60 | 50 | 40 | 0 |
| G728 | Raw | 100 | 83 | 74 | 66 | 58 | 50 | 0 |
| | UMS | 100 | 80 | 70 | 60 | 50 | 40 | 0 |
| G734 | Raw | 100 | 79 | 71 | 63 | 55 | 47 | 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 |
|--|----------|----------|----------|----------|----------|
| 5.06 | 20.24 | 44.39 | 68.66 | 87.62 | 100 |
| There were 1810 candidates aggregating in June 2008. | | | | | |

Advanced Subsidiary GCE (Double Award) (H389):

| AA | AB | BB | BC | CC | CD | DD | DE | EE | U |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|
| 2.09 | 4.19 | 9.95 | 20.94 | 34.56 | 48.69 | 62.30 | 79.06 | 89.01 | 100 |
| There were 231 candidates aggregating in June 2008. | | | | | | | | | |

Advanced GCE (H589):

| A | B | C | D | E | U |
|---|----------|----------|----------|----------|----------|
| 3.45 | 21.53 | 52.35 | 79.52 | 96.03 | 100 |
| There were 998 candidates aggregating in June 2008. | | | | | |

Advanced GCE (Double Award) (H789):

| AA | AB | BB | BC | CC | CD | DD | DE | EE | U |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|
| 2.26 | 5.09 | 12.43 | 24.86 | 40.68 | 53.11 | 69.49 | 82.49 | 93.79 | 100 |
| There were 198 candidates aggregating in June 2008. | | | | | | | | | |

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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