

# **Travel and Tourism**

Advanced Subsidiary GCE

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

## **Mark Scheme for January 2013**

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This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by examiners. It does not indicate the details of the discussions which took place at an examiners' meeting before marking commenced.

All examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the report on the examination.

OCR will not enter into any discussion or correspondence in connection with this mark scheme.

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## Annotations

Annotation	Meaning
	Unclear
	Benefit of doubt
	Cross
	Level 1
	Level 2
	Level 3
	Not answered question
	Repeat
	Tick
	Vague

Question		Answer	Marks	Guidance																		
1	(a)	<table border="1"> <thead> <tr> <th>Mode of transport</th> <th>Description</th> </tr> </thead> <tbody> <tr> <td>car</td> <td>Private transport/flexible/own vehicle/by road</td> </tr> <tr> <td>van</td> <td>Private transport/carries a lot/by road</td> </tr> <tr> <td>motorbike</td> <td>Private transport/by road</td> </tr> <tr> <td>motor home</td> <td>Accommodation included in transport/by road</td> </tr> <tr> <td>train</td> <td>Public transport scheduled/by rail/railway/from stations</td> </tr> <tr> <td>aeroplane</td> <td>Flying to Manchester or London/ from an airport</td> </tr> <tr> <td>coach[ tour]</td> <td>Organised group transport</td> </tr> <tr> <td>bus [service]</td> <td>Public transport/scheduled/many stops if local/few stops if national</td> </tr> </tbody> </table>	Mode of transport	Description	car	Private transport/flexible/own vehicle/by road	van	Private transport/carries a lot/by road	motorbike	Private transport/by road	motor home	Accommodation included in transport/by road	train	Public transport scheduled/by rail/railway/from stations	aeroplane	Flying to Manchester or London/ from an airport	coach[ tour]	Organised group transport	bus [service]	Public transport/scheduled/many stops if local/few stops if national	6	<p><b>Compulsory annotation: ✓ X</b></p> <p>One mark for each correct mode of transport up to a maximum of three, plus an additional one mark for each of three descriptions.</p> <p>Be mindful of repetition  <b>DO NOT</b> award marks solely for named examples in descriptions as identification must come from Document 1.</p> <p>If candidate scores zero for one sub-section <b>DO NOT</b> award more than <b>TWO</b> marks for each other sub-section.</p>
		Mode of transport	Description																			
		car	Private transport/flexible/own vehicle/by road																			
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<ul style="list-style-type: none"> <li>visiting towns/villages (1) when travelling around area (1)</li> <li>exploring culture/heritage [1] sightseeing [1]</li> <li>visiting the countryside (1) for scenic views/picnics (1) farm visit (1)</li> <li>taking short walks (1) around an attraction/country area (1) dogwalking [1]</li> <li>taking long walks (1) hill walking/trekking [1] seeing scenic countryside [1]</li> </ul>	4	<p><b>Compulsory annotation: ✓ X</b></p> <p>One mark for each correct activity up to a maximum of two marks, plus an additional one mark for each of two explanations.</p> <p>Be mindful of repetition.</p>																				

Question		Answer	Marks	Content	Guidance
					<b>Levels of response</b>
	(c)	<p><b>Exemplar Response:</b>            The majority of visitors to Cumbria are staying (72%) with the average length of stay being 5.56 nights. 38% of staying visitors were on a short break with the remainder on a long break. There is a lot to see and do in Cumbria, so long holidays are more common; and it is also a major holiday destination with plenty of activities to take part in. Overseas visitors stayed longer (6.64 nights average) than domestic (5.46 nights); this is because they have travelled further so tend to spend more time on holiday in Cumbria. The majority of visitors stayed in paid accommodation, serviced accommodation in hotels and B&amp;Bs which had 30% of staying visitors with self catering cottages, caravans and camping having 31% of those staying visitors who paid to stay. Overseas visitors on average are spending more on accommodation than UK visitors (£360.84 compared to £321.92). This is a function of the fact that overseas visitors stay longer and are more likely to use service accommodation; which is usually more costly than self-catering. In conclusion tourists to Cumbria are mainly staying visitors from the UK; it is seen as a popular destination, although primarily for an older age group, but this is important to the economy of the area.  <b>(L3)</b></p>	12	<p><b>Indicative content:</b></p> <ul style="list-style-type: none"> <li>• Average length of stay 5.56 nights</li> <li>• 38% on short break; 62% long break</li> <li>• Overseas visitors stay longer</li> <li>• 77% stayed in paid accommodation; 23% free accommodation</li> <li>• 18% stayed in hotels; 17% stayed in cottage/house; 12% stayed in B&amp;Bs 7% static caravan; 7% camping; 11% friends and relatives home; 5% free caravan</li> <li>• Choice of accommodation relevant comments</li> <li>• Booking of accommodation relevant comments</li> <li>• Cost per party per trip £325.56</li> <li>• Cost per person £129.69</li> <li>• Cost per night £69.54</li> </ul>	<p><b>Compulsory annotation L1, L2 or L3 at end of response</b></p> <p><b>0 marks – no response or no response worthy of credit</b></p> <p><b>Level 1 (1–4 marks)</b>            Candidate identifies/describes some of the statistics in document relating to staying visitors to Cumbria information may be in the form of a list of information. There is little or no attempt to draw valid conclusions. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p><b>List – max 2 marks</b>  <b>2 identifications plus one description – 2 or 3 marks</b>  <b>3 identifications &amp; unsupported judgment – 4 marks</b>  <b>(Note that comparative ‘higher’/‘lower’ or superlative language ‘highest’/‘lowest’ shows judgement.)</b></p> <p><b>Level 2 (5–8 marks)</b>            Candidate accurately describes a number of statistics in document relating to staying visitors to Cumbria candidate will show an understanding of the question and include explanations relating to a number of key statistics with valid conclusions made, with some success. Units are used accurately (% , £ , nights) The drawing of valid conclusions in the most part is accurate and relevant and relate to the response behind the</p>

Question			Answer	Marks	Content	Guidance
						<b>Levels of response</b>
					<ul style="list-style-type: none"> <li>£28.06 spend per person per night</li> <li>Overseas visitors spend more</li> <li>Staying visitors were the lowest spenders per party – £47.68</li> <li>72% visitors were staying visitors</li> <li>51% by phone, 29% on the internet and 10% face-to-face – accommodation booking</li> </ul>	<p>statistics. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p><b>No list – must be at least ‘describe’</b>  <b>Description only – 5 marks</b>  <b>Explanation/analysis – 6 or 7 marks</b>  <b>Evaluative comment [because....means that....] – 8 marks</b></p> <p><b>Level 3 (9–12 marks)</b>  Candidate will show a clear understanding of the question and include detailed identification and explanation of a number of key statistics from document relating to staying visitors to Cumbria. Candidate effectively draws valid conclusions about the data presented to them. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><b>Identification/description implied/assumed.</b>  <b>Explanation/analysis/ comparison of more than one statistic/both sides – 9 or 10 marks</b>  <b>Evaluations/judgements of more than one statistic with conclusions – 11 or 12 marks</b></p>

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2	(a)	<p><b>Domestic visitor</b> = people who take holidays/short breaks/business trips in their own country (1)/93% of visitors to Cumbria were UK visitors (example from case study) (1)</p> <p><b>Overseas visitor</b> = people from outside the UK who take holidays/short breaks/business trips to the UK/outside their own country/(1) only 7% were inbound tourists to Cumbria (example from case study) (1)</p> <p><b>Short break</b> = holiday of 1–3 nights duration/(1) 38% of visitors to Cumbria on one/often over a weekend/usually taken in addition to main holiday (example from case study) (1)</p>	6	<p><b>Compulsory annotation:</b> ✓ X</p> <p>Up to two marks for each of three descriptions.</p> <p>Vague response – maximum one mark.</p> <p>Example can be credited with second mark. Example only/incorrect meaning correct example = zero marks.</p>										
	(b)	<table border="1"> <thead> <tr> <th>Source of information</th> <th>Description</th> </tr> </thead> <tbody> <tr> <td>previous experience</td> <td>Repeat visitors who enjoyed their experience</td> </tr> <tr> <td>internet</td> <td>(Web)sites such as Cumbria Tourist Board</td> </tr> <tr> <td>recommendation from friends/relatives/family</td> <td>Could be VFR tourism (come and see us)/advice from previous visitors to the area/Word of mouth</td> </tr> <tr> <td>guide books</td> <td>detailed publication about the attractions and the area with advice on what to see and do/</td> </tr> </tbody> </table>	Source of information	Description	previous experience	Repeat visitors who enjoyed their experience	internet	(Web)sites such as Cumbria Tourist Board	recommendation from friends/relatives/family	Could be VFR tourism (come and see us)/advice from previous visitors to the area/Word of mouth	guide books	detailed publication about the attractions and the area with advice on what to see and do/	6	<p><b>Compulsory annotation:</b> ✓ X</p> <p>One mark for each correct identification up to a maximum of three marks plus an additional one mark for each of three descriptions.</p> <p>Answers must reflect the context of the question.</p> <p>Be mindful of repetition (especially in description sections).</p> <p>If candidate scores zero for one sub-section <b>DO NOT</b> award more than <b>TWO</b> marks for each other sub-section.</p>
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	(c)	<p><b>Exemplar response</b> Both Carlisle Castle &amp; Hill Top are visitor attractions for all ages in Cumbria; Carlisle Castle is a medieval castle in Carlisle and Hill Top is the old home of Beatrix Potter in Hawkeshead in the Lake District. Both have some facilities specifically available for children – Hill Top has a garden trails and Carlisle Castle has family learning resources. Both of the attractions produce guides – Hill Top has a Braille guide and a large print guide for the blind and visually impaired; Carlisle Castle has a guidebook and unlike Hill Top it also has a guided tour available at peak times (although there is an additional charge for this). Both of the attractions provide for refreshments - Hill Top has drinks and treats available from its shop and also nearby pubs for visitors to use; Carlisle Castle has picnic areas, which is not available at Hill Top as it is such a small attraction. <b>(L2)</b></p>	10	<p><b>Products, facilities, services – indicative content:</b></p> <table border="1"> <thead> <tr> <th>Hill Top</th> <th>Carlisle Castle</th> </tr> </thead> <tbody> <tr> <td>Beatrix Potter's house</td> <td>Medieval castle</td> </tr> <tr> <td>timed ticket system</td> <td rowspan="2">Family learning resources</td> </tr> <tr> <td>garden trail for children</td> </tr> <tr> <td>Shop</td> <td>Shop</td> </tr> <tr> <td>drinks &amp; treats in shop</td> <td>Guided tours available</td> </tr> <tr> <td>limited parking</td> <td>Disabled parking only</td> </tr> <tr> <td>hearing loop/steps/ramped access</td> <td>Limited disabled access</td> </tr> <tr> <td rowspan="7">Braille guide/large print guide</td> <td>Dogs allowed on leads</td> </tr> <tr> <td>Baby changing facilities</td> </tr> <tr> <td>Educational resources available</td> </tr> <tr> <td>Events</td> </tr> <tr> <td>Exhibitions</td> </tr> <tr> <td>Guidebook</td> </tr> <tr> <td>Toilets</td> </tr> <tr> <td>Restricted opening</td> <td>Only closed at Christmas</td> </tr> </tbody> </table>	Hill Top	Carlisle Castle	Beatrix Potter's house	Medieval castle	timed ticket system	Family learning resources	garden trail for children	Shop	Shop	drinks & treats in shop	Guided tours available	limited parking	Disabled parking only	hearing loop/steps/ramped access	Limited disabled access	Braille guide/large print guide	Dogs allowed on leads	Baby changing facilities	Educational resources available	Events	Exhibitions	Guidebook	Toilets	Restricted opening	Only closed at Christmas	<p><b>Compulsory annotation L1 or L2 at end of response</b></p> <p><b>0 marks – no response or no response worthy of credit</b></p> <p><b>Level 1 (1–5 marks)</b> Candidate identifies/describes the products, facilities and services of Hill Top and Carlisle Castle. Information may be in the form of a list. There is only an attempt to compare and contrast products or facilities or services in relation to Hill Top and Carlisle Castle. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p><b>List – maximum 2 marks</b> <b>Description of products, facilities or services in relation to Hill Top or Carlisle Castle – up to 3 marks</b> <b>Description of products, facilities or services in relation to both Hill Top and Carlisle Castle – 4 or 5 marks</b></p> <p><b>Level 2 (6–10 marks)</b> Candidate will show a clear understanding of the question and include detailed comparison and contrast of products, facilities and services in relation to Hill Top and Carlisle Castle. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p>
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						<p><b>Comparison or contrast of one area (products, facilities or services) in relation to Hill Top and Carlisle Castle – 6 marks</b></p> <p><b>Comparison and contrast of one area (products, facilities or services) in relation to Hill Top and Carlisle Castle – 7 marks</b></p> <p><b>Comparison and contrast of two areas (products, facilities or services) in relation to Hill Top and Carlisle Castle - 8 marks</b></p> <p><b>Comparison and contrast of all areas (products, facilities or services) in relation to Hill Top and Carlisle Castle – 9 -10 marks</b></p> <p><b>Note: for 6 marks or more candidates need to use comparative (both, similar) <u>and</u> contrasting (whereas, however, on the other hand, the only one to) language.</b></p> <p>If candidate does not attempt to compare <b>and</b> contrast products, facilities and services – cannot move beyond 5 marks.</p>

Question		Answer	Marks	Guidance
3	(a)	<b>LENGTH</b> = 70 miles or 112 km <b>DESTINATION</b> = Borrowdale <b>SCALE</b> = 1:25000 <b>STORE</b> = Cotswold (Outdoors)	4	<b>Compulsory annotation: ✓ X</b> <b>One mark for each correct identification, up to a maximum of four identifications.</b> <b>There are no other responses to this part of the question</b>

Question		Answer	Marks	Content	Guidance
					<b>Levels of response</b>
	(b)	<p><b>Exemplar response</b></p> <p>Mickledore clearly states it is fully compliant with the Package Travel Regulations. This legislation covers domestic tourism and overseas, and package holidays, such as that provided by Mickledore. (As Mickledore provides transport, accommodation and ancillary services.)</p> <p>The customer knows they can get their money back if the company fails, as they have paid into a bond which ensures there is security against insolvency. This gives total assurance and peace of mind to the customer, as they know they can always get their money back if the company fails. It also means that the customer can claim compensation if their holiday is not exactly the same as the one advertised. This means that the company has to provide the exact holiday. In conclusion the customer is fully protected by the Package Travel Regulations. It also means they are more likely to trust a company which states this clearly, as it shows it has nothing to hide.</p> <p><b>(L2)</b></p>	8	<p><b>Indicative content</b></p> <ul style="list-style-type: none"> <li>• Mickledore fully compliant</li> <li>• Customer payments fully protected if it goes bust/full refund</li> <li>• Access to compensation if things go wrong</li> <li>• Mickledore must provide clear contract terms/give emergency telephone numbers</li> <li>• Promotional materials must be accurate</li> </ul>	<p><b>Compulsory annotation: L1 or L2 at end of response</b></p> <p><b>0 marks – no response or no response worthy of credit</b></p> <p><b>Level 1 (1–4 marks)</b> Candidate identifies/describes the Package Travel Regulations. Information may be in the form of a list. Candidate will include identification of why this is important to the customer, which may be discussed with some success. The discussion is in the most part accurate, if not a little underdeveloped. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p><b>List of points – max 1 mark</b> <b>Description – up to 2 marks</b> <b>Explanation – up to 3 marks</b> <b>Unsupported judgements /limited discussions – up to 4 marks</b></p> <p><b>Level 2 (5-8 marks)</b> Candidate will show a clear understanding of the question and include detailed identification and explanation of the importance of the Package Travel Regulations to the customer. Candidate effectively discusses the ways in which Mickledore Travel complies with the Package Travel Regulations. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p>

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						<i>Identification/description implied/assumed.  Explanation/analysis/comparison of more than one point/both sides – 5 or 6 marks  An evaluation/judgment of more than one point/both sides without overall conclusion/prioritisation – 7 marks  With overall supporting conclusion – 8 marks</i>

Question		Answer	Marks	Content	Guidance
					<b>Levels of response</b>
	(c)	<p><b>Exemplar response</b></p> <p>Mickledore Travel taking the luggage between each overnight stop will mean that the traveller need only take a small bag with them each walking day. This will mean there is far less to carry and that the rest of the luggage will arrive safely at the next accommodation. This will, therefore, make the walking easier as there is much less to carry. Packed lunches are also sensible for the customers as there are few places to purchase lunch en-route. This would mean they would not be without food, which is essential for energy when undertaking active outdoor activities, especially if the weather takes a turn for the worse. There is also the opt out option of having a lift between the overnight stops (as long as Mickledore is transporting your luggage). This will be essential for those who have minor injuries which may prevent them from participating in the walk, or who are exhausted by the previous day's activities. All of these provide excellent customer service which meets the needs to a range of customers, not just the 'super fit'. <b>(L3)</b></p>	10	<p><b>Indicative content:</b></p> <ul style="list-style-type: none"> <li>• Luggage transport</li> <li>• Packed lunches</li> <li>• Off road parking</li> <li>• Arrangement of return transport</li> <li>• Overnight lift</li> </ul>	<p><b>Compulsory annotation: L1 L2 or L3 at end of response</b></p> <p><b>0 marks – no response or no response worthy of credit</b></p> <p><b>Level 1 (1–4 marks)</b> Candidate identifies/describes the advantages to the customer of the options offered by Mickledore Travel. Information may be in the form of a list. Candidate will include options which may be discussed with some success. The discussion is in the most part accurate, if not a little underdeveloped. The answer is basic and shows limited knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p><b>List – max 2 marks</b> <b>2 identifications plus one description – 2 or 3 marks</b> <b>3 identifications &amp; unsupported judgment – 4 marks</b></p> <p><b>Level 2 (5–7 marks)</b> Candidate describes the advantages to the customer of taking the options offered by Mickledore Travel. Candidate will show an understanding of the question and include explanations of a number of points relating to the advantages of the options. The evaluation is in the most part 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>

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						<b>Levels of response</b>
						<p><b>No list – must be at least describe</b>  <b>Description only – 5 marks</b>  <b>Explanation/analysis – 6 marks</b>  <b>Evaluative comment [because....means that....]</b>  <b>– 7 marks</b></p> <p><b>Level 3 (8–10 marks)</b>  Candidate will show a clear understanding of the question and include detailed identification and explanation of a number of points relating to the advantages to the customer of the options offered by Mickledore Travel. Candidate effectively evaluates the advantages. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><b>Identification/description implied/assumed</b>  <b>Evaluations/judgements of more than one option offered, without overall conclusion/prioritisation</b>  <b>– 8–9 marks</b> <b>With overall supporting conclusion</b>  <b>– 10 marks</b></p>

Question		Answer	Marks	Guidance
4	(a)	<p><b>Highest road pass</b> = Kirkstone [Pass]  <b>Supplement</b> = £28</p>	2	<p><b>Compulsory annotation:</b> ✓ X</p> <p>One mark for each correct identification, up to a maximum of two identifications</p> <p>No other responses possible to this part of the question.</p>
	(b)	<p><b>Tour operator</b></p> <ul style="list-style-type: none"> <li>• Organiser of inclusive holidays to domestic/overseas destinations (1)</li> <li>• Role of a wholesaler as package the various components of a holiday (1)</li> <li>• Shearings is a coach holiday tour op (example from case study)</li> </ul> <p><b>Travel agent</b></p> <ul style="list-style-type: none"> <li>• Sells a range of holidays and other travel products to the general public (1) high street/Internet T &amp; T provider (1)</li> <li>• Wallace Arnold Travel Shop (example from case study)</li> <li>• Tourism employee (1) books holidays for customer (1) face to face or on telephone / internet (1) offers advice to potential holidaymaker (1)</li> </ul>	4	<p><b>Compulsory annotation:</b> ✓ X</p> <p>Vague response – maximum one mark.  Example can be credited with second mark.  Example only/incorrect meaning correct example zero marks.</p>

Question		Answer	Marks	Content	Guidance
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	(c)	<p><b>Exemplar Response:</b>            Shearings uses a range of communication methods with its customers. It is not just paper brochures. The customers can download a PDF of the brochure, which they can interact with on the computer; this is the same as having a paper copy of the brochure but the customer can download this quicker than waiting for the post to deliver one. There are also Shearings sites on social networks such as Facebook and Twitter. These are very popular and it allows the customer to be informed directly of any special offers or changes to tours. This means that the customer is kept up to date. As coach tours by Shearings are aimed at the mature traveller they might not always have access to these social networks, or even a computer. In conclusion customers can access information about Shearing's holidays in a range of ways, but the old fashioned paper brochure may be more appropriate for the target age group of the company. <b>(L2)</b></p>	8	<p><b>Indicative content:</b></p> <ul style="list-style-type: none"> <li>• Telephone</li> <li>• Website</li> <li>• Ability to download brochure as PDF</li> <li>• Facebook</li> <li>• Twitter</li> <li>• Brochure (by post)</li> </ul>	<p><b>Compulsory annotation: L1 or L2 at end of response</b></p> <p><b>0 marks – no response or no response worthy of credit</b></p> <p><b>Level 1 (1–4 marks)</b>            Candidate identifies/describes the benefits to the customer of accessible information about holidays. Information may be in the form of a list. This may just be the range of technology used by Shearings to provide customers with information. There is little or no attempt to evaluate. The answer is basic and shows limited knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p><i>List – max 1 mark</i>  <i>Description – up to 2 marks</i>  <i>Explanation – up to 3 marks</i>  <i>Unsupported judgements /limited discussions – up to 4 marks</i></p> <p><b>Level 2 (5–8 marks)</b>            Candidate will show a clear understanding of the question and include detailed identification and explanation of the benefits to the customer of Shearings using a range of technology to provide information. Candidate effectively discusses the benefits. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><i>Identification/description implied/ assumed</i>  <i>Explanation/analysis/comparison of more than one point/both sides – 5 or 6 marks</i>  <i>An evaluation/judgment of more than one point/both sides without overall conclusion/prioritisation – 7 marks</i>  <i>With overall supporting conclusion – 8 marks</i></p>

Question		Answer	Marks	Content	Guidance
	(d)	<p><b>Exemplar response</b> Single travellers often want to travel in a group, so they can have some company. These tours provide that as they are coach tours with the group staying in the same hotel. Single travellers also want to know they are safe and secure - having dinner in the hotel means they do not need to go out by themselves to get a meal, also there is plenty for them to do, either evening entertainment or use the leisure facilities. These are good things for the single traveller. Shearings does charge more, though. The Lake District tour has a single supplement of £10, which is not too bad, but the sole occupancy supplement for the Beatrix Potter tour is £80 which adds a considerable amount to the cost of the holiday. In conclusion Shearings meets the needs of the single traveller very well in respect of the activities and facilities provided; but the extra cost for the Beatrix Potter tour will probably put single travellers off choosing that one. <b>(L2)</b></p>	8	<p><b>Indicative content:</b></p> <ul style="list-style-type: none"> <li>• Sole occupancy supplement £80 for Beatrix Potter tour</li> <li>• Single room supplement £10 Lake District tour</li> <li>• Set excursions</li> <li>• Coach travel in a group</li> <li>• Evening entertainment on Lake District tour in hotel</li> <li>• Dinner provided in hotel</li> <li>• Leisure facilities at Beatrix Potter tour hotel</li> </ul>	<p><b>Compulsory annotation: L1 or L2 at end of response</b></p> <p><b>0 marks – no response or no response worthy of credit</b></p> <p><b>Level 1 (1–4 marks)</b> Candidate identifies/describes the facilities suitable for single travellers. Information may be in the form of a list. There is little or no attempt to evaluate. The answer is basic and shows limited knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p><b>List of benefits – max 1 mark</b> <b>Description – up to 2 marks</b> <b>Explanation – up to 3 marks</b> <b>Unsupported judgements /limited discussions – up to 4 marks</b></p> <p><b>Level 2 (5–8 marks)</b> Candidate will show a clear understanding of the question and include detailed identification and explanation of how effectively the needs of single travellers are met. Candidate effectively discusses what is available for single travellers. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><b>Identification/description implied/ assumed</b> <b>Explanation/analysis/comparison of more than one point/both sides – 5 or 6 marks</b> <b>An evaluation/judgment of more than one point/both sides without overall conclusion/prioritisation – 7 marks</b> <b>With overall supporting conclusion – 8 marks</b></p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
5*		<p><b>Exemplar response</b></p> <p>The private sector makes up the vast majority of travel and tourism, the majority of which are small businesses such as Mountain Goat Tours and Windermere Lake Cruises. These organisations provide a great number of attractions which tourists wish to visit as well as accommodation they can stay in such as the Lindeth House Hotel. The public sector consists of local and national government, which put funding into tourism organisations which will promote and develop the tourism experience in destinations. For example, the Blackpool and Lancashire Tourist Board received £400,000 from local authorities in Lancashire in order to promote the area. It is important that organisations work together to promote the Cumbria brand, which is facing stiff competition from other destinations. Unfortunately Cumbrian Tourism has lost its grant funding from the NWRDA, so it will have to rely on subs from its members in order to promote the area. It is important for the public sector</p>	12	<p><b>Indicative content</b></p> <ul style="list-style-type: none"> <li>• Public sector <ul style="list-style-type: none"> <li>- North west Regional Development Agency</li> <li>- local councils</li> </ul> </li> <li>• Private sector <ul style="list-style-type: none"> <li>- Rheged</li> <li>- Windermere Lake Cruises</li> <li>- Lindeth Howe Country House Hotel</li> <li>- Mountain Goat Tours</li> </ul> </li> <li>• Tourist boards <ul style="list-style-type: none"> <li>- Cumbrian Tourism (lost over £1million a year in funding)</li> <li>- Lancs and Blackpool Tourist Board (local authorities giving £400,000 p.a. to support tourism)</li> </ul> </li> </ul>	<p><b>This is the question assessing QWC.</b></p> <p><b>Compulsory annotation: L1 L2 or L3 at end of response</b></p> <p><b>0 marks – no response or no response worthy of credit</b></p> <p><b>Level 1 (1–4 marks)</b> Candidate identifies/describes some possible sectors and how they work together. Information may be in the form of a list. There is little or no attempt to evaluate. The answer is basic and shows limited knowledge and understanding of concepts and principles with some use of specialist vocabulary. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</p> <p><b>List – max 2 marks</b> <b>2 identifications plus one description – 2 or 3 marks</b> <b>3 identifications and unsupported judgment – 4 marks</b></p> <p><b>Level 2 (5–8 marks)</b> Candidate describes the ways in which the sectors work together. Candidates will show an understanding of the question and include explanations of a number of points relating to the importance of the sectors working together, which is evaluated with some success. The evaluation is in the most part accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary. Candidate has a limited ability to organise relevant material. Some appropriate terminology used. Sentences are not always relevant with material presented in a way that does not always address the question. There may be noticeable errors of grammar, punctuation and spelling.</p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
		to invest in tourism promotions it is the county's second biggest industry and, hence, vitally important to the economic well being of the area. In conclusion the public and private sectors must work together in order for Cumbria to remain competitive and ensure sustainability. <b>(L3)</b>			<p><b>No list – must be at least ‘describe’</b>  <b>Description only – 5 marks</b>  <b>Explanation/analysis – 6 or 7 marks</b>  <b>Evaluative comment [because....means that....] – 8 marks</b></p> <p><b>Level 3 (9–12 marks)</b>  Candidate will show a clear understanding of the question and include detailed identification and explanation relating to the ways in which the sectors work together in order to provide a better tourist experience.</p> <p>Candidate effectively evaluates the importance of interaction to provide the tourist experience. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. Candidate presents relevant material in a well planned and logical sequence. Material clearly structured using appropriate terminology confidently and accurately. Sentences, consistently relevant are well structured in a way that directly answers the question. There will be few, if any, errors of grammar, punctuation and spelling.</p> <p><b>Identification/description implied/assumed</b>  <b>Explanation/analysis/ comparison of more than one point/both sides – 9 or 10 marks</b>  <b>An evaluation/judgment of more than one point both sides. without overall conclusion/prioritisation – 11 marks</b>  <b>With overall supporting conclusion – 12 marks</b></p>

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