

Travel and Tourism

Advanced Subsidiary GCE

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

Mark Scheme for January 2013

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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.

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Annotations

Annotation	Meaning
	Unclear
	Benefit of doubt
	Cross
	Ignore
	Level 1
	Level 2
	Level 3
	Not answered question
	Benefit of doubt not given
	Additional QWC credit given
	Repeat
	Tick
	Development of point
	Vague

Question		Answer	Marks	Guidance
1	(a)	<p>One mark for each correct identification up to a maximum of four identifications.</p> <p>One mark for each of four correct identifications as follows:</p> <ul style="list-style-type: none"> • accommodation (1) • car parking (1) • public toilets (1) • destination cleanliness (1). 	4	

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(b)	<p>Exemplar Response:</p> <p>Liverpool John Lennon has direct flights to 15 Spanish destinations so it is easily accessible to Spanish visitors. The main carriers are Ryanair and easyJet which are budget airlines offering cheap fares. The Euro is strong against the Pound and so the trip would represent value for money. Furthermore, Madrid and Barcelona are major population centres so there is considerable market potential. However, Liverpool will also be a popular choice with Spaniards because of football, the Beatles and the fact it is a cheaper destination than London. (L2)</p>	6	<p>Indicative content:</p> <ul style="list-style-type: none"> • Fig. 1(b) shows 15 destinations – wide accessibility • Ryanair & easyJet routes – cheap fares • Frequent flights – short duration • Euro strong against £ – value for money. 	<p>Compulsory annotation L1 or L2 at end of response.</p> <p>Level 2 (4–6 marks)</p> <p>Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible reasons for the number of Spanish visitors. Candidate effectively evaluates a range of possible reasons. 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. Explanation/analysis/comparison of more than one point/both sides – 4 marks. An evaluation/judgement without overall conclusion/prioritisation – 5 marks. With overall supporting conclusion – 6 marks.</i></p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p>Level 1 (1–3 marks) Candidate identifies/describes some valid reason(s) for the number of Spanish visitors. Information may be in the form of a list of reasons. There is little or no attempt to discuss. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>List of points – maximum 1 mark. Description – up to 2 marks. Explanation/unsupported judgements/limited discussion – up to 3 marks.</p> <p>0 marks No response worthy of credit.</p>

Question	Answer	Marks	Guidance
(c)	<p>One mark for each correct identification up to a maximum of three identifications, plus an additional one mark for each of three explanations.</p> <p>Likely approach:</p> <ul style="list-style-type: none"> • drop-off zone (1) – near entrance (1) • designated parking facilities (1) – adjacent to lifts (1) • wheelchair access (1) – lifts available (1) • disabled toilets (1) – clearly signed (1) • announcements (1) – visually impaired (1) • service staff appointed by the airlines (1) escort passengers to departure gate, as required (1) • signage (1) – assist passengers who may be deaf or hard of hearing (1) • special vehicles (1) – to convey non-walking passengers and their companion (1) • all lifts have tactile buttons (1) and voice synthesisers to minimise mistakes (1). 	6	Credit all valid reasoning.

Question		Answer	Marks	Content	Guidance
					Levels of response
	(d)*	<p>Exemplar Response: TICs can provide various types of information for the benefit of international visitors. Destination maps are usually available so that these visitors can self-guide and not get lost. Transport timetables are available so that visitors can plan journeys if they are relying on public transport. The TIC can provide details of local accommodation providers and can make bookings on the visitor's behalf. It can even book hotels in other destinations through the BABA scheme, thus saving the visitor much time and effort. However, the TIC's most significant visitor function is to provide international visitors with local attraction information. The many leaflets which are distributed help visitors know about the costs, opening times and facilities available at each location and can plan their time accordingly. If in any doubt, the well informed TIC staff can provide a source of additional guidance.(L3)</p>	9	<p>Indicative content: Types of information to include:</p> <ul style="list-style-type: none"> • maps – directions, eg routes for self-drivers • timetables – plan journey effectively • attraction details/leaflets – give full details of all products and services to be found at destination • accommodation details – booking service • staff knowledge – can answer questions/give advice • Touch screen displays – images/data in convenient format, no need to queue etc. 	<p>This is the question assessing QWC Compulsory annotation L1, L2 or L3 at end of response.</p> <p>Level 3 (7–9 marks) Candidate will show a clear understanding of the question and include detailed identification and explanation of the types of information which a TIC provides. Candidate effectively discusses a range of possible benefits in terms of international leisure traveller needs. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. <i>Candidate presents relevant material in a well planned and 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.</i></p> <p>Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 7 marks. An evaluation/judgement without overall conclusion/prioritisation – 8 marks. With overall supporting conclusion – 9 marks.</p>

Question			Answer	Marks	Content	Guidance
						Levels of response
						<p>Level 2 (4–6 marks) Candidate describes a number of information types. Candidate will show an understanding of the question and include explanations of their usefulness to international leisure travellers which may be discussed with some success. The discussion in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary. <i>Candidate has a limited ability to organise relevant material. Some appropriate terminology used. Sentences are not always relevant with material presented in a way that does not always address the question. There may be noticeable errors of grammar, punctuation and spelling.</i></p> <p>No list – must at least ‘describe’. Description only – 4 marks. Explanation/analysis – 5 marks. Evaluative comment (because...means that....) – 6 marks.</p> <p>Level 1 (1–3 marks) Candidate identifies/describes some of the types of information available at a TIC. Information may be in the form of a list. There is little or no attempt to discuss. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p>

Question			Answer	Marks	Content	Guidance
						Levels of response
						<p><i>Candidate communicates at least one point using some appropriate terminology. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</i></p> <p>List – maximum 2 marks. 2 identifications plus one description – 3 marks. 2 identifications and unsupported judgement – 3 marks.</p> <p>0 marks No response worthy of credit.</p>

Question		Answer	Marks	Guidance
2	(a)	<p>Award one mark for each correct identification up to a maximum of four identifications:</p> <ul style="list-style-type: none"> • on-line booking = F (1) • business meeting = C (1) • gala banquet = D (1) • room service order = E (1). 	4	
	(b)	<p>One mark for each correct identification, up to a maximum of three identifications, plus a further one mark for each of the three appropriate explanations.</p> <p>Correct ideas will include, for example:</p> <ul style="list-style-type: none"> • guest on inclusive tour (1) – so all transfers usually included (1) • all aspects likely to have been pre-booked by agent (1) so little need for such ancillary services (1) • short stay (1) – no need for car hire (1) • inclusive tour package (1) – so excursions included (1). 	6	Credit all valid reasoning in context
	(c)	<p>One mark for each correct identification, up to a maximum of three identifications, plus a further one mark for each of the three appropriate explanations.</p> <p>Likely approach:</p> <ul style="list-style-type: none"> • in-room tv (1) – guest will see regularly (1) • newsletter to room (1) – key events listed (1) • chalk menu board (1) – F&B offer seen (1) • menu insert (1) – all customers see (1) • staff comments (1) – face to face contact (1) • phone (1) – voicemail (1). 	6	Credit all valid reasoning in context.

Question		Answer	Marks	Content	Guidance
					Levels of response
	(d)	<p>Exemplar Response: Self-catering is where you hire a house, cottage or chalet, usually by the week, and cater for yourself. The accommodation is fully furnished with the more expensive options having swimming pools and tennis courts. The UK has thousands of self-catering options from seaside apartments to cottages in the mountains. Self-catering can provide good value for money if there are lots of people in the travel group; for example, a large family. Going self-catering also gives you a lot of freedom to come and go as you please and the privacy of having your own retreat. Another option for self catering holidays involves static caravans. This is considered the most cost efficient option as the vehicle also doubles as the accommodation. Families and groups can travel from one park to another without having to worry about finding a place to stay in the area. The UK has also acknowledged the increase in popularity of these types of travelling accommodations by constructing holiday parks. These holiday parks are greater for children regardless of age, being built with playgrounds to keep them busy and entertained during the stay. There are also activity clubs which are aimed at catering for younger children. A more popular option involves self catering cottages. These are more expensive than caravans but are still significantly cheaper than a stay in a hotel.</p>	9	<p>Indicative content: UK self-catering options include:</p> <ul style="list-style-type: none"> • Hotels – room only basis • Apartments/flats • Houses/villas/lodges • Boats/barges • Hostels • Camp sites • Caravan – touring/fixed • Mobile home. 	<p>Compulsory annotation L1, L2 or L3 at end of response.</p> <p>Level 3 (7–9 marks) Candidate will show a clear understanding of the question and include detailed identification and explanation of the self-catering options available. Candidate effectively evaluates a range of types/options. 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. Explanation/analysis/comparison of more than one point/both sides –7 marks. An evaluation/judgement without overall conclusion/prioritisation – 8 marks. With overall supporting conclusion – 9 marks.</i></p> <p>Level 2 (4–6 marks) Candidate describes a number of the possible self-catering options currently available in the UK for international travellers. Candidate will show an understanding of the question and include explanations of a number of the possible types which may be evaluated with some success. The discussion in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p>

Question			Answer	Marks	Content	Guidance
						Levels of response
			With renting holiday cottages travellers will usually be able to talk with the actual owner. This allows travellers to better determine if the accommodation is right for their needs and preferences. These rentals are also often conveniently located near the town or popular tourist destinations, enabling tourists to see as much as possible with little travelling involved. (L3)			<p>No list – must at least ‘describe’. Description only – 4 marks. Explanation/analysis – 5 marks. Evaluative comment (because...means that....) – 6 marks.</p> <p>Level 1 (1–3 marks) Candidate identifies/describes some possible self-catering options. Information may be in the form of a list of types. There is little or no attempt to evaluate. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>List – maximum 2 marks. 2 identifications plus one description – 3 marks. 2 identifications and unsupported judgement – 3 marks.</p> <p>0 marks No response worthy of credit.</p>

Question		Answer	Marks	Guidance
3	(a)	<p>Award one mark for each correct identification up to a maximum of four identifications: Points marking:</p> <p>Active = walking (1) dancing (1) Nature = gardens (1) wildlife (1)</p>	4	
	(b)	<p>One mark for each correct identification, up to a maximum of two identifications, plus up to a further two marks for each of the explanations.</p> <ul style="list-style-type: none"> • variations in life expectancy (1) one partner lives longer (1) likely to be many widowed single travellers (1) • divorce/separation rates (1) – have been increasing (1) – produces more ‘singles’ (1) • lifestyle choice (1) – become more common to remain single (1) – over-50s confident/affluent to travel alone (1) need to socialise (1). 	6	Credit all valid reasoning and mark to the candidate’s advantage following the (1+1+1) x 2 format
	(c)	<p>One mark for each correct identification, up to a maximum of three identifications, plus up to an additional one mark for each of three explanations.</p> <p>Likely approach:</p> <ul style="list-style-type: none"> • ABTA agents have to abide by a code of conduct (1) – give the customer accurate information, guidance about any health requirements and the passport and visa requirements for their travel arrangements (1) • customers also recognise that ABTA agents offer security should they experience difficulty (1) – sense of security and peace of mind (1) • any complaints can go to ABTA for arbitration (1) – fair treatment assured (1) • the bond system and ATOL means that even if their company fails all payments are safe (1) – customers will get their holiday or full refund. 	6	Credit all valid reasoning.

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(d)	<p>Exemplar Response: These tours are very popular with holidaymakers for a number of reasons. They are easily available and can be pre-booked at the time of travel or purchased in the resort. They usually offer good value for money as the price will often include attraction entrance fees at the particular site visited by the excursion. A local rep or guide will be present to provide information, answer questions and make sure that the holidaymakers are not late or get lost. The client likes this sense of security when visiting new areas. The really important aspect of these trips is their convenience for the holidaymaker. Guests are collected from their hotel usually in an air conditioned coach, transported in comfort to the particular sites, have some free time for shopping before their return and final drop-off back at their hotel. (L3)</p>	9	<p>Indicative content: Aspects of any given tour's appeal might include:</p> <ul style="list-style-type: none"> • ease of booking – via different distribution channels • price – value for money, includes entrance fees etc • itinerary – route and sites visited • guide – information provided, commentary, Q&A • method of transport used – comfort issues • hotel collection/drop-off arrangements • free time, shopping, F&B etc. 	<p>Compulsory annotation L1, L2 or L3 at end of response.</p> <p>Level 3: (7–9 marks) Candidate will show a clear understanding of the question and include detailed identification and explanation of the appeal of different tour aspects. Candidate effectively discusses a range of possible factors. 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. Explanation/analysis/comparison of more than one point/both sides – 7 marks. An evaluation/judgement without overall conclusion/prioritisation – 8 marks. With overall supporting conclusion – 9 marks.</i></p> <p>Level 2 (4–6 marks) Candidate describes a number of aspects of the appeal of sight-seeing tours to international leisure travellers. Candidate will show an understanding of the question and include explanations of a number of tour aspects which may be discussed with some success. The discussion in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p>

Question		Answer	Marks	Guidance
4	(a)	<p>Award one mark for each correct identification up to a maximum of four identifications:</p> <ul style="list-style-type: none"> • Reach destination fast = C (1) • Travel when convenient = D (1) • Relaxing, trouble free = B (1) • Get there on time = E (1). 	4	
	(b)	<p>One mark for each correct identification, up to a maximum of three identifications, plus a further one mark for each of the three explanations.</p> <ul style="list-style-type: none"> • wheelchair users Dedicated spaces located in one of the Standard Premier and Business Premier carriages (1) – companion may travel with user at a discounted rate (1) there are only two wheelchair spaces per train (1) • passengers with special dietary requirements Business Premier or Standard Premier can tell Eurostar if they have any specific dietary requirements (1) – passengers can choose from the following: vegetarian, kosher, halal, vegan, diabetic, low fat, low salt and gluten free (1) – Eurostar requires 24/36 hours notice in advance of travel (1) • unaccompanied minors Eurostar will not allow children under the age of 12 onto any train by themselves (1) – it will consider doing this for 13 to 17 year olds, subject to an email discussion (1) 	6	

Question	Answer	Marks	Guidance
(c)	<p>One mark for each correct identification, up to a maximum of three identifications, plus a further one mark for each of the three explanations.</p> <p>Likely approach:</p> <ul style="list-style-type: none"> • a conference is generally accepted as being a multi day event (1) – time is needed to explore the topic or theme under consideration (1) • there are usually many more delegates than at a business meeting (1) – the number of delegates reflecting the importance of the topic/theme (1). The delegates attend the event for the purpose of exchanging information (1) • such a conference is termed to be an international conference if 40% of the delegates originate from outside of the host country (1). Conferences are differentiated from meetings by both the duration of the event (1) and the number of people attending it (1) • numbers involved require specialised venues (1) and these range from hotels, conference (convention) centres to academic institution halls (1). 	6	Credit all valid reasoning in context and allow references to seminar rooms, AV equipment and event organisers, etc.

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(d)	<p>Exemplar Response: Flying Diamond First Class from London to Abu Dhabi on Etihad is a luxury journey. There is chauffeur service at both ends of your journey, a quick and easy private check-in and personal attention all through your flight. Diamond First Guests have a cabin with more than six feet of space, a luxurious environment, state-of-the-art in-flight entertainment and signature cuisines. Diamond First Suites feature revolutionary seats which rotate 180 degrees — creating a perfect setting for a business meeting or a quiet dinner — and recline into luxurious 6 ft 8-inch flat beds. Each Diamond First Suite has a privacy shell which ensures you get maximum space and direct access to the aisles. Within this space you will find a range of facilities, including a coatroom, a mini-bar, a fold-and-swivel meal table, an integrated personal mirror, a magazine rack, a reading light and a desk lamp. These features allow you to personalise your private space for the whole flight. However, the greatest sense of luxury comes from the personal service and an in-flight dining experience which comes closest to</p>	9	<p>Indicative content: Aspects of appeal will vary according to the travel product chosen. Candidates selecting a trip on the Orient Express, for example, might be expected to include details like the following:</p> <ul style="list-style-type: none"> • All overnight passengers are automatically given their own compartments – these come complete with wooden marquetry and brass fittings in original 1920s detail • The historic decor of the train and its atmosphere encourages everyone to dress to suit the occasion • Dinner provides passengers with a marvellous opportunity to recreate the style and glamour of a bygone age • For evening dinner many travellers will wear black tie or evening dress • Service is everything – a steward is available at all times and may be called by the bell in each cabin and they change your cabin from day to night configuration, serve breakfast and provide you with any other refreshments in your cabin as required • All Double Cabins are private, and include washbasins with hot and cold water, luxurious towels and toiletries 	<p>Comments must relate to an identifiable luxury journey or 5 max limit will apply. First class flights, luxury cruise/yacht, Orient Express etc are all valid.</p> <p>Compulsory annotation L1, L2 or L3 at end of response.</p> <p>Level 3 (7–9 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the appeal of the chosen luxury journey. Candidate effectively assesses a range of possible ways in which the chosen journey appeals to affluent leisure travellers. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 7 marks. An evaluation/judgement without overall conclusion/prioritisation – 8 marks. With overall supporting conclusion – 9 marks.</p>

Question			Answer	Marks	Guidance	
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			<p>fine dining in the air. Your individual table service features specially-designed china, exquisite table linen, silver-plated cutlery and quality glassware. The Diamond First Class menu is prepared by award-winning international chefs, specialising in a variety of classic cuisines from around the world.</p> <p>(L3)</p>		<ul style="list-style-type: none"> The journeys can be combined with stays at prestigious 5* hotels such as the Cipriani in Venice The London/Venice Orient Express route is marketed as the most popular and prestigious luxury train journey through Europe. 	<p>Level 2 (4–6 marks) Candidate describes a number of aspects of the appeal of an identifiable luxury journey to affluent international leisure travellers. Candidate will show an understanding of the question and include explanations of a number of product aspects which may be assessed with some success. The assessment in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>No list – must at least ‘describe’. Description only – 4 marks. Explanation/analysis – 5 marks. Evaluative comment (because...means that....) – 6 marks.</p> <p>Level 1 (1–3 marks) Candidate identifies/describes some possible aspects of the appeal of an identifiable luxury journey. Information may be in the form of a list of different aspects of the chosen product. There is little or no attempt to assess. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p><i>List – maximum 2 marks.</i> <i>2 identifications plus one description – 3 marks.</i> <i>3 identifications and unsupported judgement – 3 marks.</i></p> <p>0 marks No response or no response worthy of credit.</p>

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