

GCE

Travel and Tourism

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

Advanced Subsidiary GCE

Mark Scheme for June 2014

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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
	Blank Page – this annotation must be used on all blank pages within an answer booklet (structured or unstructured) and on each page of an additional object where there is no candidate response.
	Unclear
	Benefit of doubt
	Cross
	Level 1
	Level 2
	Level 3
	Not answered question
	Repeat
	Noted but no credit given
	Vague
	Tick

Question		Answer		Marks	Guidance
1	a		<ul style="list-style-type: none"> • Duchy of Cornwall • Tresco and St Mary's • Scillonian III • 9 miles 	4	<p>Compulsory annotation: ✓ X There are no alternative answers One mark for each correct identification up to a maximum of four identifications</p>
1	b	<p>Exemplar responses</p> <ul style="list-style-type: none"> • The shoulder period is between high and low seasons [1], in the UK generally Autumn and Spring. [1] • Overnight at destination [1] Holidaymakers staying more than 4 nights in a destination[1]. In the Scilly Isles 25% of visitors stay 11 days or more[1] • Small airport with landing [1] and terminal [1] facilities for helicopters only 	<p>Indicative content Shoulder period = the times either side of peak season; periods of less, but not least, demand</p> <p>Long-stay visitor = holidaymaker spending over 4 nights traditional length of summer holiday</p> <p>Heliport = helicopter landing area and terminal for helicopter passengers</p>	6	<p>Compulsory annotation: ✓ 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.</p> <p>Example only/incorrect meaning of correct example - zero marks.</p>
1	c	<p>Exemplar responses</p> <ul style="list-style-type: none"> • The Walk Scilly Festival (1) encourages walking holidays in the shoulder season (1) • (Promotion of) winter breaks (1) by advertising that the islands are not closed for business in the winter (1). 	<p>Indicative content</p> <ul style="list-style-type: none"> • Walk Scilly Festival [1] – • encourages holidays in the shoulder season of March [1] • encourages walking holidays out of high season [1] • increases visitor numbers out of high season [1] • Promotion of winter breaks [1] • advertising that the islands are not closed over winter [1] • encourage visitors in the low season [1] 	4	<p>Compulsory annotation: ✓ X</p> <p>One mark for each correct identification up to a maximum of two identifications, plus a further one mark for each of two explanations.</p> <p>There are no alternative answers for identification of the initiatives.</p> <p>If a candidate scores zero for one sub-section, DO NOT award more than two marks for the other sub-section.</p>

Answer		Marks	Content		Guidance								
					Levels of response								
1d	<p>Exemplar response: As the Isles of Scilly are close to Cornwall, the Isles receive holidaying day trippers, especially in the summer months. Business visitors are also required to make visits to Scilly/the mainland. There are a variety of different types of transport which suit different types of day visitor. The quickest method is the helicopter, which is favoured by business day visitors. Leisure day visitors prefer the slower ferry, as the actual journey is part of the intangible experience of visiting the Isles for a day out. This is also a cheaper method, and so within the budget of holidaying families. Travelling by plane for a day trip would have a distinct advantage, as there are many more departure points from the mainland. This would make the journey more accessible for a wider range of day-trippers; but like the helicopter this would be a fairly expensive method and so restricted to business day travellers. All methods of transport can be severely disrupted by bad weather which will deter the day visitor. [L2]</p>	8	<p>Indicative content:</p> <ul style="list-style-type: none"> ferry between Penzance & St Mary's – strong in day trip market helicopter between Penzance, Tresco & St Mary's – favoured by residents fixed wing aircraft between Southampton, Bristol, Exeter, Newquay, Land's End & St Mary's high fares due to fuel costs cancellations due to poor weather 	<table border="1"> <thead> <tr> <th>% of Passengers by Type of Transport Provider</th> <th>Day trip</th> </tr> </thead> <tbody> <tr> <td>Residents Long-stay visitors Scillonian III</td> <td>50</td> </tr> <tr> <td>Skybus</td> <td>19</td> </tr> <tr> <td>British International Helicopters</td> <td>20</td> </tr> </tbody> </table>	% of Passengers by Type of Transport Provider	Day trip	Residents Long-stay visitors Scillonian III	50	Skybus	19	British International Helicopters	20	<p>Compulsory annotation: L1 or L2 at end of response</p> <p>Level 2: [5-8 marks] <i>To achieve this level the response must have reference to day visitors within the analysis.</i> Candidate will show a clear understanding of the question and include detailed identification and explanation of the suitability of a range of transport methods for the day visitor. Candidate effectively discusses the suitability. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. Identification/description implied/assumed</p> <p>Analysis – 5 or 6 marks An evaluation/judgment without overall conclusion/prioritisation – 7 marks With overall supporting conclusion – 8 marks</p> <p>Level 1: [1-4 marks] Candidate identifies/ describes the suitability of a range of transport methods for the day visitor. Information may be in the form of a list. Candidates will include suitability which may be discussed with some success. The discussion is in the most part accurate, if a little underdeveloped. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>List – max 1 mark Description – up to 2 marks Explanation – up to 3 marks Unsupported judgements/limited discussions – up to 4 marks</p> <p>0 marks – no response worthy of credit</p>
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Question		Answer	Marks	Guidance	
2	a	<p>Exemplar responses:</p> <ul style="list-style-type: none"> • Areas of coastline which have a protected status (1) in order to conserve their natural beauty.(1) • A historic site which is protected by law (1) because it is considered important for heritage (1) 	<p>Indicative content</p> <p>Heritage Coast -</p> <ul style="list-style-type: none"> • designated protected coastline [1] • in danger of being destroyed by too many visitors [1] <p>Scheduled Ancient Monument -</p> <ul style="list-style-type: none"> • historic site protected by English Heritage, [1] • site looked after as important to heritage [1] • 236 scheduled ancient monuments in the Isle of Scilly [1] 	4	<p>Compulsory annotation: ✓ X</p> <p>Up to two marks for each of two descriptions.</p> <p>Vague response – maximum one mark.</p> <p>Example can be credited with second mark.</p> <p>Example only/incorrect meaning of correct example - zero marks</p>
2	b	<p>Exemplar responses/Indicative content</p> <p>Retailing [1] – shopping facilities for tourists/ souvenirs[1] Hotels [1] – form of (serviced) accommodation[1] Restaurants [1] – (serviced) catering establishment[1]</p>	6	<p>Compulsory annotation: ✓ X</p> <p>One mark for each correct identification up to a maximum of three identifications, plus up to an additional one mark for each of three descriptions.</p> <p>Answers must reflect the context of the question</p>	

Answer		Marks	Guidance																										
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2c	<p>Exemplar response: All the visitor statistics demonstrate that there has been an overall decrease in the number of visitors to Scilly. The number arriving by public transport (ferry, plane and helicopter) in total has decreased from 111000 per year in 2005 to 102500 in 2010. This could be due to competition from other destinations; as Scilly requires a ferry journey or flight to get there it is probably cheaper and almost quicker to fly to a short haul overseas destination. This is shown in the 10000 drop in visitor numbers arriving by air between 2005 – 2010; although there are some airports you can depart from the mainland such as Southampton these are limited to the south of the UK, which means there is not great availability of flights. Flying will also be fairly expensive and the recession has hit visitors from 2008 onwards – although they may be taking a ‘staycation’, it will be a cheaper and more accessible destination than Scilly. There has also been a redistribution of the age ranges visiting Scilly between 2005 and 2009. The proportion of those 65+ visiting has increased from 21% to 30%; whereas the other age groups have proportionately decreased. This will probably be due to the disposable income available; Scilly is a long stay holiday destination, those over 65 can take advantage of special rates in off peak times as they may be retired. [L3]</p>	12	<p>Indicative content:</p> <p>Age % each group</p> <table border="1"> <thead> <tr> <th></th> <th>2005</th> <th>2006</th> <th>2007</th> <th>2008</th> <th>trend</th> </tr> </thead> <tbody> <tr> <td>26-44</td> <td>20</td> <td>19</td> <td>21</td> <td>17</td> <td>decrease</td> </tr> <tr> <td>45-65</td> <td>56</td> <td>56</td> <td>54</td> <td>51</td> <td>decrease</td> </tr> <tr> <td>65+</td> <td>21</td> <td>22</td> <td>20</td> <td>30</td> <td>increase</td> </tr> </tbody> </table> <p>Arrivals by public transport - Decrease [except for slight rise 2007 on 2006] Approx Figs below: 2005 – 111000 2006 – 107000 2007 – 109000 2008 – 103000 2009 – 103000 2010 – 102000</p> <p>Day visitors by sea – decrease [with slight rise in previous years 2007 and 2009] Approx Figs below: 2005 – 23000 2006 – 17000 2007 – 18000 2008 – 15000 2009 – 17000</p> <p>Arrivals by air – large decrease [except for slight rise 2007 on 2006] Approx Figs below: 2005 – 66000 2006 – 65000 2007 – 66000 2008 – 62000 2009 – 59000 2010 – 56000</p>			2005	2006	2007	2008	trend	26-44	20	19	21	17	decrease	45-65	56	56	54	51	decrease	65+	21	22	20	30	increase	<p>Levels of response</p> <p>Compulsory annotation: L1, L2 or L3 at end of response</p> <p>Level 3 (9-12 marks) Candidate will show a clear understanding of the question and include detailed identification and explanation of a number of key statistics from document. Candidate effectively draws valid conclusions about the data. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of travel and tourism concepts and principles using specialist vocabulary.</p> <p>Evaluation of more than one statistic – 9 or 10 marks</p> <p>An evaluation/judgment without overall conclusion– 11 marks</p> <p>An evaluation/judgment with overall conclusion– 12 marks</p> <p>Level 2 (5-8 marks) Candidate describes a number of statistics in document. Candidates will show an understanding of the question and include explanations relating to a number of key statistics with valid conclusions made with some success.</p>
	2005	2006	2007	2008	trend																								
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Answer		Marks	Guidance	
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				<p>The drawing of valid conclusions in the most part is accurate and relevant. The answer shows reasonable knowledge and understanding of travel and tourism concepts and principles with some use of specialist vocabulary.</p> <p>No list – must be at least describe Description only – 5 marks Explanation/analysis – 6 or 7 marks Evaluative comment [because....means that....] – 8 marks</p> <p>Level 1 (1-4 marks) Candidate identifies/describes some of the statistics in document. Information may be in the form of a list. There is little or no attempt to draw valid conclusions.</p> <p>List – max 2 marks 2 identifications plus one description – 2, 3 or 4 marks 3 identifications and unsupported judgment – 4 marks Note that comparative 'higher'/'lower' or superlative language 'highest'/'lowest' shows judgement. 0 marks no response worthy of credit.</p>

Question		Answer	Marks	Guidance
3	a	<p>Exemplar responses</p> <ul style="list-style-type: none"> The National Tourist Board for England (1) which promotes England as a tourist destination as well as undertaking research (1) Serviced, inexpensive hotel type accommodation (1) usually only offering bed and breakfast (1) 	4	<p>Compulsory annotation: ✓ X</p> <p>Up to two marks for each of two descriptions.</p> <p>Vague response – maximum one mark.</p> <p>Example can be credited with second mark.</p> <p>Example only/incorrect meaning of correct example - zero marks</p>

Answer		Marks	Guidance	
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3b	<p>Exemplar response: Much of the accommodation on Scilly has been assessed by VisitEngland and the AA. They have been awarded star ratings which reflect the overall quality of the experience, which means that the accommodation has been checked out. This means that an independent inspector has visited; the higher the star rating the better the facilities. This is a good form of publicity for the accommodation providers as it makes visitors aware in advance of the standards they are likely to receive. Accommodation providers which gain the Green Tourism Business award demonstrate that they made efforts to reduce their impact on the environment. This will appeal to the target market of visitors to Scilly, and it will encourage them to book with accommodation that has achieved the award. In conclusion, awards are important for the accommodation provider as they clearly show their standards, and they allow potential guests to easily compare providers. [L2]</p>	8	<p>Indicative content:</p> <ul style="list-style-type: none"> • EnjoyEngland classification with AA [star rating] • EnjoyEngland Quality Rose • Green Tourism Business Scheme • Trip Advisor • Good Hotel Guide 	<p>Compulsory annotation: L1 or L2 at end of response</p> <p>Level 2: [5-8 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the importance of recognition. Candidate effectively discusses the importance. There is sound and frequent evidence of thorough, detailed and accurate travel and tourism knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Identification/description implied/assumed Explanation/ analysis/ – 5 or 6 marks An evaluation/judgment without overall conclusion/prioritisation – 7 marks With overall supporting conclusion – 8 marks</p> <p>Level 1: [1-4 marks] Candidate identifies/ describes the importance of recognition. Information may be in the form of a list. Candidates will include importance which may be discussed with some success. The discussion is in the most part accurate, if not a little underdeveloped. The answer is relevant and accurate and shows reasonable travel and tourism knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>List – max 1 mark Description – up to 2 marks Explanation – up to 3 marks Unsupported judgements /limited discussions – up to 4 marks 0 marks – no response worthy of credit</p>

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3c	<p>Products, facilities, services – indicative content:</p> <p>Exemplar response Both Star Castle and Seaways are accommodation providers in Scilly; but there are differences. Star Castle is an award winning hotel providing serviced accommodation in an old fort; whereas Seaways is self-catering units in converted farm buildings. The Star Castle has 38 rooms; some single rooms and ground floor ones available, whereas Seaways has six units sleeping between two and six people; but also with ground rooms available. Both of the providers have sea views and are situated in beautiful grounds. Seaways is on a flower farm and Star Castle has secluded gardens. Seaways will take dogs; Star Castle will not. Both of the accommodation providers offer some basic facilities, such as ironing, hairdryers and TVs. There are more ‘household’</p>	10	<table border="1"> <thead> <tr> <th>Star Castle Hotel</th> <th>Seaways</th> </tr> </thead> <tbody> <tr> <td>Hotel on St Mary’s</td> <td>Holiday homes on St Mary’s</td> </tr> <tr> <td>Serviced accommodation</td> <td>Self-catering accommodation</td> </tr> <tr> <td>Refurbished castle built in 1593</td> <td>Restored farm buildings</td> </tr> <tr> <td>Situated in 4 acres secluded gardens</td> <td>On a flower farm</td> </tr> <tr> <td>Island tourism member</td> <td>Island tourism member</td> </tr> <tr> <td>2 award winning restaurants - licensed</td> <td>Close to restaurant and bar</td> </tr> <tr> <td>Enjoy England 3* hotel/4*Sliver</td> <td>3* and 4*</td> </tr> <tr> <td>Good hotel guide – other awards</td> <td></td> </tr> <tr> <td>B&B rates/dinner B&B rates daily</td> <td>Prices per unit per week</td> </tr> <tr> <td>38 rooms</td> <td>6 units sleeping 2-6</td> </tr> <tr> <td>Open Feb - Dec</td> <td>Open all year</td> </tr> <tr> <td>Indoor heated pool/tennis court</td> <td></td> </tr> <tr> <td>Broadband</td> <td>Broadband and wifi in restaurant</td> </tr> <tr> <td>Cot available</td> <td>Cot available</td> </tr> <tr> <td></td> <td>Dogs accepted</td> </tr> <tr> <td>Lounge available</td> <td>Lounge available</td> </tr> <tr> <td>TV</td> <td>TV</td> </tr> <tr> <td>Midweek booking all season</td> <td>Midweek booking all season</td> </tr> <tr> <td>Open Christmas/New Year</td> <td>Open Christmas/New Year</td> </tr> <tr> <td></td> <td>Linen provided</td> </tr> <tr> <td>Ground floor bedrooms</td> <td>Ground floor bedrooms</td> </tr> <tr> <td>Sea views</td> <td>Sea views</td> </tr> <tr> <td></td> <td>Washing machine</td> </tr> <tr> <td>Ironing facilities</td> <td>Ironing facilities</td> </tr> <tr> <td>Single rooms available</td> <td></td> </tr> <tr> <td>Heating in all rooms included in price/ real fire</td> <td></td> </tr> <tr> <td>Packed lunches available</td> <td></td> </tr> <tr> <td>Tea making facilities in rooms</td> <td></td> </tr> <tr> <td>Hairdryer</td> <td>Hairdryer</td> </tr> <tr> <td>Gardens</td> <td>Gardens</td> </tr> </tbody> </table>	Star Castle Hotel	Seaways	Hotel on St Mary’s	Holiday homes on St Mary’s	Serviced accommodation	Self-catering accommodation	Refurbished castle built in 1593	Restored farm buildings	Situated in 4 acres secluded gardens	On a flower farm	Island tourism member	Island tourism member	2 award winning restaurants - licensed	Close to restaurant and bar	Enjoy England 3* hotel/4*Sliver	3* and 4*	Good hotel guide – other awards		B&B rates/dinner B&B rates daily	Prices per unit per week	38 rooms	6 units sleeping 2-6	Open Feb - Dec	Open all year	Indoor heated pool/tennis court		Broadband	Broadband and wifi in restaurant	Cot available	Cot available		Dogs accepted	Lounge available	Lounge available	TV	TV	Midweek booking all season	Midweek booking all season	Open Christmas/New Year	Open Christmas/New Year		Linen provided	Ground floor bedrooms	Ground floor bedrooms	Sea views	Sea views		Washing machine	Ironing facilities	Ironing facilities	Single rooms available		Heating in all rooms included in price/ real fire		Packed lunches available		Tea making facilities in rooms		Hairdryer	Hairdryer	Gardens	Gardens	<p>Compulsory annotation L1 or L2 at end of response</p> <p>Level 2: [6-10 marks] Candidate will show a clear understanding of the question and include detailed comparison and contrast of products, facilities and services in relation to Star Castle and Seaways. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>[6 marks] – Candidate makes valid comparative <u>or</u> contrasting comments in relation to one product, facility or service.</p> <p>[7-8 marks] – Candidate makes valid comparative <u>and</u> contrasting comments in relation to one products/facilities/ services.</p> <p>[8 marks] – candidate makes valid comparative <u>and</u> contrasting comments in relation to two</p> <p>[9-10 marks] – Candidate makes valid comparative <u>and</u> contrasting comments in relation to more than two products/ facilities/services.</p> <p>Note: for 7 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.</p>
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			Indicative content	Levels of response
	facilities available at Seaways as it is self-catering – such as washing machines. These will not be available for guests use at the Star Castle as it is serviced. [L2]			<p>If candidate does not attempt to compare and contrast products, facilities and services – they cannot move beyond 6 marks.</p> <p>Level 1: [1-5 marks] Candidate identifies/describes the products, facilities and services of Star Castle and Seaways. Information may be in the form of a list. There is no attempt to compare or contrast products or facilities or services in relation to Star Castle and Seaways.</p> <p>[1-2 marks] – Candidate identifies products, facilities and services of Star Castle and Seaways.</p> <p>[3-5 marks] – Candidate identifies and describes products, facilities and services of both Star Castle and Seaways.</p> <p>Note that a very simple bullet point list with no extra descriptive language would be limited to two marks maximum, whatever the amount of bullet points.</p> <p>0 marks - no response worthy of credit</p>

Question		Answer		Marks	Guidance
4	a	<p>Exemplar responses:</p> <ul style="list-style-type: none"> Cater for themselves (1) as a fully equipped kitchen is available to allow visitors to prepare meals and eat in (1) DB&B means dinner, bed and breakfast (1) which is also known as half board. (1) Meals are provided at the Ruin Beach café. 	<p>Indicative content:</p> <ul style="list-style-type: none"> Cater for themselves/self-catering [1] no or few restaurant services for guests during their stay [1] DB&B/Dinner, bed and breakfast [1] Half board [1] An evening meal plus breakfast provided [1] 	4	<p>Compulsory annotation: ✓ X</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> <p>Answers must reflect the context of the question.</p> <p>If candidate scores zero for one sub-section DO NOT award more than TWO marks for the other sub-section.</p>

Answer		Marks	Content	Guidance
				Levels of response
4b	<p>Exemplar response: The Sunfish, for example, sleeps a maximum of 10 people of a self catering basis, so this works out as a reasonable rate of just over £600 pw per person in peak season. The price for each cottage also includes a lot of extras, not always available in self-catering cottages such as access to all facilities of the Flying Boat Club; on site indoor swimming pool; jacuzzi and sauna; gym entrance to Tresco Abbey Gardens and temporary membership of the Isles of Scilly Golf Club on St Mary's. This could attract a golfing group as they would be able to play; but this would require transport as it is on a different island. There is a fully equipped kitchen for self-catering, which would be advantageous for a group; especially if it is a large family group with children or with special dietary needs, as they could make their own meals. There is also a beachfront restaurant available if they do not want to self-cater. The Sea Garden Cottages will be very good accommodation for groups; although once transport to the island has been included in the price it will still be rather expensive, so will only appeal to a certain market. [L2]</p>	8	<p>Indicative content:</p> <ul style="list-style-type: none"> • Sunfish sleeps 8/10 • Seahorse sleeps 6/8 • Seapink/Starfish sleeps 6/8 • Samphire sleeps 6/8 • Lobster/Oyster sleeps 6/8 • linen , towels and solid fuel included • on site indoor swimming pool • jacuzzi and sauna • gym • The Ruin beachfront restaurant • wifi and broadband • digital TV • access to all facilities of the Flying Boat Club • entrance to Tresco Abbey Gardens • temporary membership of the Isles of Scilly Golf Club on St Mary's • fully equipped kitchen for self-catering • weekly tariff only 	<p>Compulsory annotation: L1 or L2 at end of response Levels of Response</p> <p>Level 2: [5-8 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the advantages and disadvantages to a group of renting the cottage. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of travel and tourism concepts and principles using specialist vocabulary.</p> <p>Identification/description implied/assumed Explanation/ analysis/ – 5 or 6 marks An evaluation/judgment without overall conclusion/prioritisation – 7 marks With overall supporting conclusion – 8 marks</p> <p>Level 1: [1-4 marks] Candidate identifies/ describes the advantages/disadvantages to a group of renting the cottage. Information may be in the form of a list. The discussion of the advantages/disadvantages is in the most part accurate, if not a little underdeveloped. The answer shows reasonable knowledge and understanding of travel and tourism concepts and principles with some use of specialist vocabulary.</p> <p>List – max 1 mark Description – up to 2 marks Explanation – up to 3 marks Unsupported judgements /limited discussions – up to 4 marks</p> <p>0 marks – no response worthy of credit</p>

Answer		Marks	Content	Guidance
				Levels of response
4c	<p>Exemplar response</p> <p>The all-inclusive holiday includes a lot of special features. Everything is arranged for the visitor including the helicopter ride from Penzance on the Wednesday and launch transfer from St Mary's. This means that the visitor will not have to make independent arrangements to travel to the Scillies. Accommodation is also included in the price, with all lunches and evening meals taken care of which means that there is no extra cost to the holiday. The full price includes the baking course, but non-participating partners can also attend at a 'small' cost of £295 to cover flights, transfers and accommodation. There are even special rates for children which means that the holiday will be suitable for families. As it is a package the holiday will be covered by the EU Package Travel Directive which means that refunds will be given if there are any problems, such as the bakery ceases trading or some components of the advertised trip not being available. This would give peace of mind to the visitor. In conclusion the all inclusive package is a good value experience for those interested in learning how to bake.</p> <p>[L3]</p>	10	<p>Indicative content:</p> <ul style="list-style-type: none"> • learn to bake • on these all-inclusive courses we arrange everything for you • helicopter ride from Penzance on the Wednesday • launch transfer from St Mary's • accommodation • three day course with all lunches and evening meals taken care of • a complete folio of laminated St Martin's Bakery recipe cards • transfers to St Mary's on the Monday and flights back to Penzance • fully inclusive • cost £745 per participating person • non-participating partners at a small cost of £295 to cover flights, transfers and accommodation • special rates for children • covered by Package Travel Regulations 	<p>Compulsory annotation: L1 L2 or L3 at end of response</p> <p>Level 3 (9-10 marks) Candidate will show a clear understanding of the question and include detailed identification and explanation of advantages from document. Candidate will show a clear understanding of the question and include detailed identification and explanation relating to the advantages of taking the option. Candidate effectively evaluates the advantages. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of travel and tourism concepts and principles using specialist vocabulary.</p> <p>Identification/description implied/assumed With overall general conclusion– 9 marks With specific supporting conclusion, i.e. the biggest advantage – 10 marks</p> <p>Level 2 (5-8 marks) Candidate describes the advantages of taking the option. Candidates will show an understanding of the question and include explanations of a number of points relating to the advantages of the option. The evaluation is in the most part accurate and relevant and shows reasonable knowledge and understanding of travel and tourism concepts and principles with some use of specialist vocabulary</p> <p>No list – must be at least describe Description only – 5 marks Analysis – 6 or 7 marks Evaluative comment [because....means that....] – 8 marks</p>

Answer		Marks	Content	Guidance
				Levels of response
				<p>Level 1: [1-4 marks] Candidate identifies/describes the advantages. Information may be in the form of a list. Candidates will include details of the all inclusive package which may be discussed with some success. The discussion is in the most part accurate, if not a little underdeveloped. The answer shows reasonable knowledge and understanding of travel and tourism concepts and principles with some use of specialist vocabulary.</p> <p>List – max 2 marks 2 identifications plus one description – 2, 3 or 4 marks 3 identifications and unsupported judgment – 4 marks</p> <p>0 marks – no response worthy of credit</p>

Answer		Marks	Content	Guidance
			Content	Levels of response
5*	<p>Exemplar response</p> <p>Seasonality is the variations in the demand for travel and tourism products and services over the course of a year. Tourism to Scilly is highly seasonal with the period of high demand being in the summer. This is followed by a trough in the winter. This leads to many facilities closing completely. Scilly is trying to extend the season by holding events such as a walking festival in the shoulder period, and promoting winter breaks. It can do this by targeting people who can take holidays outside the peak season, as the majority of repeat visitors to Scilly are over 45 years old this would be a good policy. Accommodation providers will have to offer special reduced rates to encourage visitors at this time of year, which may reduce their profit margin considerably. Many accommodation outlets choose to close in the winter season, such as the Sea Garden Cottages. This means there is going to be less bed space availability, meaning less choice for potential visitors and so they are not likely to want to visit. Extending the season would make economic sense, creating all year round employment; especially as 37% of employees work in tourism and 36% of businesses are directly tourism related. Seasonality has a huge impact on holiday resorts, trying to extend the season can generally bring economic benefits. [L3]</p>	12	<p>Indicative content:</p> <ul style="list-style-type: none"> • accommodation – Seaways open all year. Star Castle closed January, Sea Garden cottages May – November; numerous properties open over Christmas and New Year • recommend insurance due to cancellations due to bad weather – winter storms and summer fog • Easter – October main visitor season; season being extended to shoulder periods • seasonal closure of some uninhabited islands to protect fauna • Spring and autumn migrating birds attract birdwatchers • August highest visitor numbers, peaking at 20,000 in 2009 • economic impact not spread evenly throughout year; affects employment • social impact of services provided for tourists only in high season 	<p>This is the question assessing QWC</p> <p>Compulsory annotation: L1, L2 or L3 at end of response</p> <p>Level 3: [9-12 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation relating seasonality. Candidate effectively evaluates the importance of seasonality and recognises its unique characteristics. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of travel and tourism concepts and principles using specialist vocabulary.</p> <p>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>Evaluation of more than one point - 9 or 10 marks A general conclusion/prioritisation – 11 marks With specific conclusion i.e. the most important impact – 12 marks</p> <p>Level 2: [5-8 marks] Candidate describes the ways in which seasonality affects travel and tourism in Scilly. Candidates will show an understanding of the question and include explanations of a number of points relating to the importance of seasonality, which is evaluated with some success. The evaluation is in the most part accurate and relevant. The answer shows reasonable knowledge and understanding of travel and tourism concepts and principles with some use of specialist vocabulary.</p>

Answer		Marks	Content	Guidance
				Levels of response
			<ul style="list-style-type: none"> environmental impacts of large numbers in high season 	<p>Candidate has a limited ability to organise relevant material. Some appropriate terminology used. Sentences are not always relevant with material presented in a way that does not always address the question. There may be noticeable errors of grammar, punctuation and spelling.</p> <p>No list – must be at least describe Description only – 5 marks Explanation/analysis – 6 or 7 marks Evaluative comment [because....means that....] – 8 marks</p> <p>Level 1 [1-4 marks]</p> <p>Candidate identifies/describes seasonality. Information may be in the form of a list. There is little or no attempt to evaluate.</p> <p>Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling are noticeable and intrusive.</p> <p>List – max 2 marks 2 identifications plus one description – 2, 3 or 4 marks 3 identifications and unsupported judgment – 4 marks 0 marks – no response or no response worthy of credit</p>

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