

GCE

Travel and Tourism

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

Advanced Subsidiary GCE

Mark Scheme for June 2015

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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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These are the annotations, (including abbreviations), including those used in scoris, which are used when marking

Annotation	Meaning of annotation
	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/Indicative content	Mark	Guidance
1	a	<ul style="list-style-type: none"> • Check-in (1) – passenger details confirmed, passport checked (1), questioned about bags (1) • Baggage X-ray (1) – hand luggage scanned for prohibited items (1), • Body scan (1) – metal detector(1), take off belt/coins etc for visual inspection (1) • Frisk/pat-down (1) – individuals who set alarm off(1) 	4	Award one mark for the correct identification of each of two valid security checks prior to boarding gate and award a second mark for an appropriate descriptive development.

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
1	b	<p>Airport services are provided to meet passenger needs and both currency exchange and Internet access are used by travellers. The exchange facility is convenient for those who may not already have cash to use on arrival at their destination. However, exchange rates are not always good and many individuals will avoid the service for this reason. Similarly, many travellers will use their mobile phones for messaging and Internet access and the airport service will not be used by such travellers. However, younger passengers and those without mobiles may use the service either to pass the time or make alternative plans if their flight is subject to delay. Both services will be used by some but ignored by many. (L2)</p>	6	<p>Photograph B clearly shows two airport ancillary services – currency exchange and Internet access for messaging. The question invites candidates to consider the appeal and we can expect to credit a range of opinions on aspects such as:</p> <p>Currency – last minute convenience, will need money on arrival etc (rate not as good as banks) and many travellers plan ahead or use cards</p> <p>Internet – appeal limited to those without smart phones or parents wishing to occupy child. Needed by some, particularly if delayed, to alter arrangements – more convenient for international contacts</p>	<p>Compulsory annotation L1 or L2 at end of response.</p> <p>Level 2: [4-6 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the ways in which both services appeal to some international travellers. Candidate effectively discusses a range of aspects of their appeal. 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.</p> <p>Explanation/analysis/comparison of more than one point/both sides – 4 marks.</p>

Question			Answer/Indicative Content	Marks	Guidance	
					Content	Levels of response
						<p>An evaluation/judgement without overall conclusion/prioritisation – 5 marks. With overall supporting conclusion – 6 marks.</p> <p>Level 1: [1-3 marks] Candidate identifies/describes some valid aspects of the appeal of both services. Information may be in the form of a list. There is little or no attempt to justify the relative appeal of the service to an international traveller. 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 justification – up to 3 marks.</p> <p>0 marks No response worthy of credit.</p>

Question		Answer/Indicative content	Mark	Guidance
1	c	<ul style="list-style-type: none"> Called first for boarding (1) – so parent/infant are not crowded/jostled while finding place (1) Buggy/stroller kept until boarding gate (1) – allows for easier time prior to boarding (1) Cot/Bassinette provided (1) – allows baby to sleep (1) Seat belt extensions (1) – provided for safe take off & landing (1) Baby milk/food heating service (1) – when required for feeding during flight (1) Toys/games (1) – play with during flight (1) Children's TV (1) – help keep entertained (1) Sky nanny (1) – to help mother in flight (1) 	6	Award one mark for the correct identification of each of three valid airline (not the airport's) infant-friendly services and award a second mark for an appropriate explanatory development, indicating how this meets the family/infant's needs while travelling.

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
1	d	Manchester airport provides a range of shopping, food and beverage facilities to meet the needs of all international travellers. All departing passengers have access to a range of places to eat such as Giraffe, The Spud Factory, Frankie & Benny's, Trattoria Milano and many more. Groups can even make a reservation to eat prior to their flights at some venues. There is plenty of choice available for all passengers. Similarly, Duty Free access is available as shopping helps passengers pass the time and there is also a range of convenience shops. However, most passengers will tend to make some duty free purchases and have a drink before boarding their flight. Only those	9	<p>Responses must be set in the context of an identifiable UK international airport – generic comments will be subject to a 5 max limit.</p> <p>The idea is an evaluation of shopping, food and beverage facilities available to international travellers, including those who might be in transit. Thus, we can accept all land side and air-side facilities. However, we should expect a lot more than just duty free for the higher marks. In most cases, passengers have access to a range of facilities including:</p>	<p>This is the question assessing QWC</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 service provision. Candidate effectively discusses a range of facilities meeting passenger needs. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p>

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
		individuals needing a last minute purchase of a particular item tend to visit the other shops. (L3)		<ul style="list-style-type: none"> • High Street chain stores such as Boots & WHS • Specialist stores e.g. Sunglass Hut • Duty Free area • Sandwich • Café bar(s) and cafeteria • Beverage outlets <p>For example, Manchester offers additional services such as:</p> <ul style="list-style-type: none"> • Table reservations for groups of at least six persons • Gift pre-booking and wrapping service • Personal shopper service 	<p><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> <p>Level 2 (4–6 marks) Candidate describes a number of facilities made available to passengers and will show an understanding of the question and include explanations of their usefulness. For example, a number of shopping, food and beverage passenger facilities may be evaluated with some success. The discussion in the most part is accurate and relevant.</p>

Question			Answer/Indicative Content	Marks	Guidance	
					Content	Levels of response
						<p>The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p><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 shopping, food and beverage facilities available at an identifiable UK airport. 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 limited use of specialist vocabulary.</p>

Question			Answer/Indicative Content	Marks	Guidance	
					Content	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 – 2 marks. 2 identifications and unsupported judgement – 3 marks.</p> <p>0 marks No response worthy of credit.</p>

Question		Answer/Indicative content	Mark	Guidance
2	a	Valid activities are: Younger children <ul style="list-style-type: none"> • Noddy and Mr Bump activities (1) • Face Painting (1) Teenagers <ul style="list-style-type: none"> • Youth DJs (1) • Teen Rock Band (1) 	4	Award one mark for the correct identification of each of two valid activities for each age group, as clearly itemised on the Fig. 1 stimulus material.

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
2	b	The company places great importance on child welfare and a variety of strategies has been put in place. All employees, including volunteers and contractors, are expected to share a commitment to child welfare and those working directly with younger passengers are encouraged to hold a qualification relevant to working with children. Recruitment procedures are in line with NSPCC guidelines and key positions subject to the disclosure of criminal records and vetting checks. On board activities also cater for the needs of all young passengers from six months to 17 years of age. Activities cover the whole day, from breakfast clubs to evening babysitting services, in an attempt to create a safe and secure environment for all young passengers on board. (L2)	6	<p>The instruction to refer to Fig. 1 is quite clear and candidates are expected to consider at least two of the following in order to access the higher Level 2 marks.</p> <p>Carnival UK is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults – thus, the company:</p> <ul style="list-style-type: none"> • expects all employees, volunteers and contractors to share this commitment • key positions subject to the disclosure of criminal records and vetting checks • cater for all ages from 6 months up to 17 years, throughout every aspect of their days onboard from breakfast clubs to babysitting services in the evenings • worked with the NSPCC on the safeguarding aspects of our recruitment process in order to promote the safety and well-being of child passengers • tells potential employees that a qualification relevant to working with children Level 3 or above is desirable. 	<p>Compulsory annotation L1 or L2 at end of response.</p> <p>Level 2: [4-6 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the ways in which both child safety and security have been thought about. Candidate effectively discusses a range of issues assessing their appropriateness. 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.</p> <p>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.</p> <p>Level 1: [1-3 marks] Candidate identifies/describes some valid aspects of child safety and</p>

Question			Answer/Indicative Content	Marks	Guidance	
					Content	Levels of response
						<p>security. Information may be in the form of a list. There is little or no attempt to justify the significance of particular measures. 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 justification – up to 3 marks.</p> <p>0 marks No response worthy of credit.</p>

Question			Answer/Indicative content	Mark	Guidance
2	c		<p>Appropriate ways will include:</p> <ul style="list-style-type: none"> • Port/marina based (1) – not have to travel far (1) • Plane trip views (1) – take pictures of main sites (1) • Small plane, few people (1) – less crowded (1) • Likely to be booked in advance (1) – fit in with limited time ashore in destination (1) • Time efficient (1) – can see a lot in 30 mins (1) 	6	<p>Award one mark for the identification of each of three valid ways and award a second mark for an appropriate explanatory development, indicating how this is likely to meet the cruise passenger's sightseeing excursion needs.</p> <p>Credit all valid reasoning in context.</p>

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
2	d	<p>Of all sea routes into the UK the Sea routes are popular because there are a variety of accessible routes, such as Dover to Calais or Santander to Portsmouth, and because they offer excellent accessibility (both road and rail) to English destinations. Some UK visitors will choose to travel on longer routes partly for local convenience but also because the vessels offer cruise style facilities. International travellers thus have plenty of choice of routes/services and car ferries allow leisure travellers the means to explore the UK as they wish. Prices vary and seasonal offers will attract leisure travellers because of the savings compared to flying or using Eurostar. This explains the popularity of sea travel for car owning families seeking a tour of the UK. (L3)</p>	9	<p>It is quite permissible to concentrate on the appeal of cross channel ferry services as these are the most significant, with Dover/Calais being particularly important. We should expect references to and illustrations of the following ideas:</p> <ul style="list-style-type: none"> • Cost • Car rates • Variety of Route • Frequency of service • Access to hinterland served • Vessel facilities • Inclusive packages 	<p>Compulsory annotation L1, L2 or L3 at end of response.</p> <p>Level 3: [7-9 marks] Candidates will show a clear understanding of the question and include detailed identification and explanation of the role played by sea routes in terms of UK arrivals. Candidate effectively assesses a range of 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.</i> <i>Explanation/analysis/comparison of more than one point/both sides – 7 marks.</i> <i>An evaluation/judgement without overall conclusion/prioritisation - 8 marks.</i> <i>With overall supporting conclusion - 9 marks.</i></p> <p>Level 2: [4-6 marks] Candidate identifies/describes a number of aspects regarding UK arrivals by sea. Candidate will show an understanding of the question and include explanations of a</p>

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
					<p>number of circumstances 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><i>No list – must at least ‘describe’. Description only – 4 marks. Explanation/analysis – 5 marks. Evaluative comment (because...means that....) – 6 marks.</i></p> <p>Level 1: [1-3 marks] Candidate identifies/describes some aspects of ferry travel to the UK. Information may be in the form of a list of different aspects. There is little or no attempt to assess the trends. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p><i>List – maximum 2 marks. 2 identifications plus one description – 2 marks. 3 identifications and unsupported judgement – 3 marks.</i></p>

Question			Answer/Indicative Content	Marks	Guidance	
					Content	Levels of response
						0 marks No response worthy of credit.

Question			Answer/Indicative content	Mark	Guidance
3	a		<ul style="list-style-type: none"> Annual number of passengers = 70 million (1) Amount of compensation = 50% of ticket price (1) The two ways disabled receive protection = free-of-charge assistance both at designated bus terminals and on board buses and coaches (1) and financial compensation for loss of or damage to their mobility equipment (1) 	4	Award one mark for the correct identification of each aspect as stated in Fig. 3

Question			Answer/Indicative content	Mark	Guidance
3	b		<ul style="list-style-type: none"> Affordable 15 or 30 day pass (1) – prices start from E185 (1) Value for money (1) – unlimited travel (1) 50+ city destinations (1) – can plan own itinerary around Europe (1) Coach ideal way to see the country (1) – frequent rest breaks (1) City centre to city centre (1) – no transfer costs (1) 	6	<p>Award one mark for the identification of each of three valid advantages and award a second mark for an appropriate explanatory development, indicating how the Eurolines Pass is likely to meet a young UK international leisure traveller's requirements.</p> <p>Credit all valid reasoning in context.</p>

Question			Answer/Indicative content	Mark	Guidance
3	c		<ul style="list-style-type: none"> Pre-booking required (1) – so that venue is not overcrowded (1) Date/time agreed (1) – so that enough staff are on duty (1) Coach parking place (1) – away from other vehicles for ease of access (1) 	6	This has to be answered from the attraction's perspective and credit-worthy points must focus on the managing of coach arrivals. Award one mark for the identification of each of three valid ways and award a second mark for an appropriate explanatory development of each.

Question	Answer/Indicative content	Mark	Guidance
	<ul style="list-style-type: none"> Drop off point (1) – to allow visitors to alight safely without causing disruption (1) Entrance for groups (1) – so that other customers are not overcrowded (1) 		Credit all valid reasoning in context.

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
3	d	<p>The advent of increased competition in the travel services marketplace combined with consumer access to tourism products without the use of intermediaries, primarily through the use of technology and the Internet, means that “do-it-yourself” packaging is becoming much more widespread. This allows consumers, individually or as groups, to assemble all the main components of their tour package (flights, hotel, visits to attractions etc.) without the support or use of professional agencies such as tour operators and travel agents. On-line booking facilities for travel tickets, hotel rooms, event bookings allow direct consumers to make their own arrangements for virtually all aspects of a vacation or other trip. In order to do this, however, consumers require access to the Internet, the skills to use the technology, use of a credit card for payment and the time and skills to search for the wide variety of options available. The key advantages of the “do-it-yourself” approach are cost savings, convenience and immediate</p>	9	<p>This is very straightforward and we should expect to see a variety of references to the advantages of Internet booking. However, the focus should be on the ‘why’ this trend is happening and so better responses will clearly illustrate and comment on aspects such as:</p> <ul style="list-style-type: none"> 24/7 availability and the convenience to use the from home or work or even on the move via smart phone Choice available – searching & links to providers Comparison sites – look for best offers Real-time availability with instant confirmation The availability of on-line reviews and other place-specific information On-line booking procedure is step by step, thus easy and safe to follow 	<p>Compulsory annotation L1, L2 or L3 at end of response.</p> <p>Level 3: [7-9 marks] Candidates will show a clear understanding of the question and include detailed identification and explanation of the reasons why many international travellers make their own arrangements. Candidate effectively assesses a range of 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.</i> <i>Explanation/analysis/comparison of more than one point/both sides – 7 marks.</i> <i>An evaluation/judgement without overall conclusion/prioritisation - 8 marks.</i> <i>With overall supporting conclusion - 9 marks.</i></p>

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
		confirmation of arrangements.			<p>Level 2: [4-6 marks] Candidate identifies/describes a number of aspects regarding the trend for do-it-yourself packaging. Candidate will show an understanding of the question and include explanations of a number of circumstances 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> <p><i>No list – must at least ‘describe’.</i> <i>Description only – 4 marks.</i> <i>Explanation/analysis – 5 marks.</i> <i>Evaluative comment (because...means that....) – 6 marks.</i></p> <p>Level 1: [1-3 marks] Candidate identifies/describes some aspects of do-it-yourself packaging. Information may be in the form of a list of different aspects. There is little or no attempt to discuss the trend. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of</p>

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

Question			Answer/Indicative content	Mark	Guidance
4	a		<ul style="list-style-type: none"> The % of businesses = 88% (1) The number of visitors = 300,000 (1) The occupancy rate = 80% (1) The number of businesses = 250 (1) 	4	Award one mark for the correct identification of each aspect as itemised in Fig. 4

Question			Answer/Indicative Content	Marks	Guidance	
					Content	Levels of response
4		b	City Cruises suffered from the fact that “The people who came to the games really didn’t do very much sightseeing, shopping or eating out.” The reasons for this include the recession. Most visitors were domestic and their primary focus would have been attending the Games rather than taking general sightseeing trips. Furthermore, overall visitor numbers were up to 30% down compared to 2011 and this will have severely reduced City Cruises’ potential market during the period of	6	Fig. 4 highlights the following negative conditions: <ul style="list-style-type: none"> UK recession Visitor numbers down between 10-30% Most visitors domestic and had focus only on Games Spending on food and shopping was thus limited General sightseeing was a low priority for most Games visitors 	Compulsory annotation L1 or L2 at end of response. Level 2: [4-6 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of why City Cruise passenger numbers were likely to be down. Candidate effectively discusses a range of issues assessing their negative effect. There is sound and frequent

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
		the Games. Thus, a combination of cost sensitive domestic visitors and reduced numbers will have made for difficult trading conditions for the company. (L2)			<p>evidence of thorough detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Identification/description implied/assumed.</p> <p>Explanation/analysis/comparison of more than one point/both sides – 4 marks.</p> <p>An evaluation/judgement without overall conclusion/prioritisation – 5 marks.</p> <p>With overall supporting conclusion – 6 marks.</p> <p>Level 1: [1-3 marks] Candidate identifies/describes some valid aspects of the negative trading conditions for City Cruises as itemised in Fig. 3. Information may be in the form of a list. There is little or no attempt to discuss the significance of particular reasons. 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.</p>

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
					Explanation/unsupported judgements/limited justification – up to 3 marks. 0 marks No response worthy of credit.

Question		Answer/Indicative content	Mark	Guidance
4	c	<p>travel/health insurance is essential</p> <ul style="list-style-type: none"> No free treatment (1) – reimbursed from insurer (1) Coverage for valid losses (1) – will not be out of pocket (1) <p>zero tolerance policy possession and use of drugs</p> <ul style="list-style-type: none"> Don't carry or use illegal substances (1) – risk of fine or imprisonment (1) Highlights the risk (1) – implies severity of punishment (1) <p>nearest Metro is SPORTIVNAYA</p> <ul style="list-style-type: none"> Helps fans find their way (1) – reduces risk of getting lost (1) Russian name/spelling (1) – ease of recognition (1) 	6	<p>Very simply, this requires candidates to provide some simple reasoning behind each piece of advice. Thus, in each case, award one mark for the identification of a valid reason and award a second mark for an appropriate explanatory development.</p> <p>Be careful not to credit repetition but do credit all valid reasoning in context.</p>

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
4	d	Winter sports holidays to the Swiss resort of Lenzerheide are popular with UK enthusiasts. The destination provides 155 km of slopes for downhill skiing. Furthermore, with pistes above 2500 metres, skiing and snowboarding	9	This has to be set in the context of an identifiable sports tourism package or a 5 max limit will apply to generic accounts. All sports-related trips are acceptable from skiing to activity holidays or trips to	Compulsory annotation L1, L2 or L3 at end of response. Level 3: [7-9 marks] Candidates will show a clear understanding of the question and

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
		<p>is assured throughout the season. The destination can cope with many visitors and has 40 Ski Lifts that are able to uplift 39,510 skiers / snowboarders per hour. The resort also has Switzerland's longest illuminated run for night skiing. There are 52 km of cross-country runs to explore and a network of over 80 km of trails with the frozen Heidsee lake at its centre for winter hikers and Nordic walkers. However, most skiers choose Lenzerheide because the main skiing areas rise up on both sides of the destination, to the west up to Piz Scalottas at 2,323m which has the benefit of the morning sun whilst the east slopes up to 2,865m at the Rothorn which has the afternoon sun. (L3)</p>		<p>the World Cup etc. However, the focus of the response must be the sporting experience and not the travel and accommodation elements of the package. For example, in terms of skiing, comments about the slopes, runs, number of lifts, types of passes, ski school options and resort facilities are all valid. Thus, in terms of the appeal to the enthusiast, we can credit ideas such as:</p> <ul style="list-style-type: none"> • The destination – details of what is on offer • Quality of sporting experience (watching or participating) • Trip organisation and itinerary • Details of specific opportunities that motivate the participant. 	<p>include detailed identification and explanation of the chosen sports package. Candidate effectively discusses different aspects of the appeal. 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 – 7 marks.</i> <i>An evaluation/judgement without overall conclusion/prioritisation - 8 marks.</i> <i>With overall supporting conclusion - 9 marks.</i></p> <p>Level 2: [4-6 marks] Candidate identifies/describes a number of aspects of the chosen sporting package. Candidate will show an understanding of the question and include explanations of a number of 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</p>

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
					<p>understanding of concepts and principles with some use of specialist vocabulary.</p> <p><i>No list – must at least ‘describe’. Description only – 4 marks. Explanation/analysis – 5 marks. Evaluative comment (because...means that...) – 6 marks.</i></p> <p>Level 1: [1-3 marks] Candidate identifies/describes some aspects of a valid sporting package. Information may be in the form of a list of different aspects. There is little or no attempt to discuss aspects of the appeal to enthusiasts. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p><i>List – maximum 2 marks. 2 identifications plus one description – 2 marks. 3 identifications and unsupported judgement – 3 marks.</i></p> <p>0 marks No response worthy of credit.</p>

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