

**GCE**

**Travel and Tourism**

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

Advanced Subsidiary GCE

**Mark Scheme for June 2016**

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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

## MARK SCHEME

Question		Answer/Indicative content	Mark	Guidance
1	a	<ul style="list-style-type: none"> <li>• Since August 2014, the CAA has been using its information duties (1) to work with major airlines and airports to improve the quality of 'special assistance' information available on their websites(1)</li> <li>• They asked 50 airlines and all UK airports to ensure information was more comprehensive, clearer to understand and displayed just one click away from their website's homepage (1) - also asked that websites include a helpline number, so passengers can pre-arrange special assistance and have information on how to complain (1)</li> <li>• Have now issued a notice to all UK airports (1) to provide ten pieces of information, on their websites, for disabled persons and person with reduced mobility (1)</li> </ul>	4	Award one mark for the correct identification from Fig. 1 of each of two valid ways and award a second mark for an appropriate descriptive development.

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
1	b	Between 2008 and 2013 the UK's regional airports show mixed fortunes in terms of passenger numbers and their percentage share of all air travellers. Only Edinburgh, Aberdeen and Leeds showed an increase in numbers and percentage share. All other regional airports shown in Fig. 2 experienced some degree of relative decline. Manchester was something of an anomaly in so far as passenger numbers fell but percentage share	6	<p>Fig. 2 indicates the following about the UK's <b>regional</b> airports in terms of numbers (n) and percentage share (%):</p> <ul style="list-style-type: none"> <li>• Cardiff n↓ %↓</li> <li>• Prestwick n↓ %↓</li> <li>• Southampton n↓ %same</li> <li>• Belfast GB n↓ %same</li> </ul>	<p>Compulsory annotation L1 or L2 at end of response.</p> <p><b>Level 2: [4-6 marks]</b> Candidate will show a clear understanding of the question and include detailed identification and explanation of the ways in which the UK's regional airports performed. Candidate effectively assesses a range of aspects of UK regional airport relative growth. There is</p>

Question		Answer/Indicative Content	Marks	Guidance	
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		increased slightly. However, most changes were minor and reflect a degree of stability within the five year period. The fact remains that most UK regional airports did not experience growth in passenger numbers or their percentage share of passenger volumes (L2).		<ul style="list-style-type: none"> <li>• Leeds n↑%↑</li> <li>• Aberdeen n↑%↑</li> <li>• Belfast Int. n↓ %↓</li> <li>• Liverpool n↓ %↓</li> <li>• East Midlands n↓ %↓</li> <li>• Newcastle n↓ %↓</li> <li>• Bristol n↓%↑</li> <li>• Glasgow n↓ %↓</li> <li>• Birmingham n↓ %↓</li> <li>• Luton n↓ %↓</li> <li>• Edinburgh n↑%↑</li> <li>• Stansted n↓ %↓</li> <li>• Manchester n↓%↑</li> </ul>	<p>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> <p>An evaluation/judgement without overall conclusion/prioritisation – 5 marks.</p> <p>With overall supporting conclusion – 6 marks.</p> <p><b>Level 1: [1-3 marks]</b> Candidate identifies/describes some valid aspects of UK regional airport growth. Information may be in the form of a list. There is little or no attempt to assess the relative rates of growth. 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</p>

Question			Answer/Indicative Content	Marks	Guidance	
					Content	Levels of response
						to 3 marks. <b>0 marks</b> No response worthy of credit.

Question			Answer/Indicative content	Mark	Guidance
1	c		<ul style="list-style-type: none"> <li>low cost (1) – cheap and affordable (1)</li> <li>frequency (1) – increased choice of times (1)</li> <li>convenience (1) – regional departures (1)</li> <li>access (1) – range of destinations served (1)</li> <li>‘no frills’ (1) – not paying for services that are not required (1)</li> </ul>	6	Award one mark for the correct identification of each of three valid characteristics and award a second mark for an appropriate explanatory development, indicating how this meets customer needs.

Question			Answer/Indicative Content	Marks	Guidance	
					Content	Levels of response
1		d	<p>Birmingham airport provides a range of ancillary services to meet the needs of both arriving and departing passengers. The Visitor Centre, conveniently located next to Arrivals, provides information on local attractions and events and also offers booking services for accommodation, events and onward travel. This is helpful for independent travellers unfamiliar with the destination and as the Centre provides more than one service it is particularly convenient. The Travelex foreign exchange point provides a convenient service for travellers entering or leaving the UK. Six of the largest global car rental firms</p>	9	<p>Responses must be set in the context of an identifiable UK international airport – generic comments will be subject to a <b>5 max limit</b>.</p> <p>The idea is a discussion of the ancillary services available to international travellers, including those who might be in transit. Thus, we can accept all <b>land side</b> and <b>air-side</b> facilities. However, we should expect a lot more than just car hire and 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><b>Level 3 (7–9 marks)</b> Candidate will show a clear understanding of the question and include detailed identification and explanation of ancillary 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</p>

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
		operate at the airport and arrivals have plenty of choice. Departing passengers have access to a range of shopping, food and beverage facilities to meet the needs of the international traveller. Duty Free access is available as shopping helps passengers pass the time and there is also a range of convenience shops for last minute purchases. The airport provides a range of ancillary services that meet the needs of both inbound and outbound international traveller (L3).		<ul style="list-style-type: none"> <li>• High Street chain stores such as Boots &amp; WHS</li> <li>• Specialist stores e.g. Sunglass Hut</li> <li>• Duty Free area</li> <li>• Car hire</li> <li>• Accommodation booking</li> <li>• Café bar(s) and cafeteria</li> </ul> <p>For example, Manchester even offers additional services such as:</p> <ul style="list-style-type: none"> <li>• Table reservations for groups of at least six persons</li> <li>• Gift pre-booking and wrapping service</li> <li>• Personal shopper service</li> </ul>	<p>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><b>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.</b></p> <p><b>Level 2 (4–6 marks)</b>  Candidate describes a number of services 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 discussed with some success. The discussion in the most part is</p>

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
					<p>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>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><b>No list – must at least ‘describe’.</b>  <b>Description only – 4 marks.</b>  <b>Explanation/analysis – 5 marks.</b>  <b>Evaluative comment (because...means that....) – 6 marks.</b></p> <p><b>Level 1 (1–3 marks)</b>  Candidate identifies/describes some of the ancillary services available at an identifiable UK airport. 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/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><b>List – maximum 2 marks.</b>  <b>2 identifications plus one description – 2 marks.</b>  <b>2 identifications and unsupported judgement – 3 marks.</b></p> <p><b>0 marks</b>            No response worthy of credit.</p>

Question		Answer/Indicative content	Mark	Guidance
2	a	Valid destinations are: <b>USA</b> <ul style="list-style-type: none"> <li>• New York (1)</li> <li>• Hawaii (1)</li> <li>• Las Vegas (1)</li> </ul> <b>Europe</b> <ul style="list-style-type: none"> <li>• Italy (1)</li> <li>• Greece (1)</li> <li>• Cyprus (1) and Croatia (1)</li> </ul>	4	Award one mark for the correct identification of each of two valid destinations in each location, as clearly itemised on the Fig. 3 stimulus material.

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
2	b	A variety of factors influence UK nationals to get married abroad according to an ABTA survey. In terms of customer behaviour, there is a desire to combine both the wedding ceremony and the subsequent honeymoon. Already being overseas allows this to happen more readily. Couples will be influenced by the press coverage of celebrity weddings and would be keen to have their own special event, particularly in a sunny destination where good weather is almost guaranteed. However, the most significant factor for many couples will be the cost of such a wedding. As Fig. 3 points out, weddings abroad tend to be much cheaper than in the UK; the average cost of a wedding abroad is reported to be £7,000-8,000 compared to over £20,000 in the UK. (L2)	6	<p>The instruction to refer to Fig. 3 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>Fig. 3 highlights:</p> <ul style="list-style-type: none"> <li>• couples keen to combine their wedding and honeymoon</li> <li>• looking for something a bit different</li> <li>• seeking more reliable weather</li> <li>• cost savings</li> <li>• celebrity fashions/trends</li> </ul>	<p>Compulsory annotation L1 or L2 at end of response.</p> <p><b>Level 2: [4-6 marks]</b> Candidate will show a clear understanding of the question and include detailed identification and explanation of the factors influencing UK nationals to get married abroad. Candidate effectively assesses a range of issues commenting on their relative significance. 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><b>Level 1: [1-3 marks]</b> Candidate identifies/describes some valid factors influencing UK nationals to get married abroad. Information</p>

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
					<p>may be in the form of a list. There is little or no attempt to assess the significance of particular factors. 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><b>0 marks</b> No response worthy of credit.</p>

Question		Answer/Indicative content	Mark	Guidance
2	c	<ul style="list-style-type: none"> <li>• 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 plans (1)</li> <li>• Customers also recognise that ABTA agents offer security should they experience difficulty (1) – sense of security and peace of mind (1)</li> <li>• Any complaints can go to ABTA for arbitration (1) – fair treatment assured (1)</li> <li>• 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.</li> </ul>	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 this is likely to be of benefit to the UK international traveller</p> <p>Credit all valid reasoning in context.</p>

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
2	d	The World Tourism Organisation regards weddings as being a type of business tourism. There are many similarities between the two types of international traveller and both share the following characteristics. They are not on holiday but are travelling for a particular event. Similarly, they will be abroad for a limited amount of time and will return home after attending their function. However, their needs abroad are likely to differ. The wedding guest is unlikely to require a business class room and will have no great need for wifi Internet or access to a business centre for work purposes. They will both seek accommodation near the venue for their event, be it a conference or wedding reception. Both will use some form of transport while abroad which may involve car hire, taxis or other service such as airport transfer. The main difference between the two is that business tourists may travel business class whereas wedding guests will look for a budget flight or fly economy in order to save money (L3).	9	<p>It is interesting to note that the UNWTO regards weddings as a sub-set of business travel, suggesting that both sets of tourists share certain characteristics. We should thus expect references to and illustrations of the following ideas:</p> <ul style="list-style-type: none"> <li>• Duration of stay – both of limited extent</li> <li>• Host venue – both travel to a particular place for event</li> <li>• Accommodation – needed by both, near to host venue</li> <li>• Transport abroad – business versus leisure needs are different</li> <li>• Both need access to services but business more extensive</li> <li>• Business more likely to be individuals whereas guests may travel in groups</li> </ul>	<p>Compulsory annotation L1, L2 or L3 at end of response.</p> <p><b>Level 3: [7-9 marks]</b> Candidates will show a clear understanding of the question and include detailed identification and explanation of the characteristics of both business tourists and wedding guests. Candidate effectively discusses a range of these. 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><b>Level 2: [4-6 marks]</b> Candidate identifies/describes a number of characteristics regarding both types of traveller. Candidate will show an understanding of the question and include explanations of</p>

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
					<p>a number of characteristics which may be discussed with some success. The discussion in the most part is accurate and relevant 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><b>Level 1: [1-3 marks]</b>  Candidate identifies/describes some characteristics of business travel and wedding guest travel. Information may be in the form of a list of different aspects. There is little or no attempt to discuss the characteristics. 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.</i>  <i>2 identifications plus one description – 2 marks.</i>  <i>3 identifications and unsupported judgement – 3 marks.</i></p>

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

Question		Answer/Indicative content	Mark	Guidance
3	a	<ul style="list-style-type: none"> <li>• Access to Eurostar (1) – St Pancras the London terminus (1)</li> <li>• Convenient access if travelling to/from East Midland region (1) – no transfer needed (1)</li> <li>• Parking available for meeting/drop off (1) – passengers in cars or coaches both catered for (1)</li> <li>• Luggage facility (1) – can be left securely while waiting (1)</li> </ul>	4	<p>Award one mark for the correct identification of each of two valid advantages as shown on Photographs A and then award a second mark for an appropriate descriptive development/amplification about each.</p> <p>Credit all valid interpretations based on photo evidence.</p>

Question		Answer/Indicative content	Mark	Guidance
3	b	<ul style="list-style-type: none"> <li>• high-speed trains travelling at 186mph (1) – mean that business travellers can reach the centre of Paris in just 2h 15mins (1), no need for lengthy check-ins etc</li> <li>• city centre to city centre journey (1) – business travellers arrive in the CBD for meetings with little additional travel required (1)</li> <li>• choice of departure times (1) – can attend scheduled meetings without overnighing (1)</li> <li>• Service is very reliable (1) - punctuality rates of over 90% for both Paris and Brussels routes (1)</li> <li>• Eurostar travellers can use electronic devices on board (1) - so making phone calls, or using laptop to prepare for meetings not a problem (1)</li> <li>• lounge access (1) – so can work in comfort prior to departure at stations (1)</li> </ul>	6	<p>Award one mark for the identification of each of three valid characteristics of the Eurostar service and award a second mark for an appropriate explanatory development, indicating how each is likely to meet the needs of an international business traveller.</p> <p>Credit all valid reasoning in context.</p>

Question		Answer/Indicative content	Mark	Guidance
3	c	<ul style="list-style-type: none"> <li>via Internet (1) – convenient because available 24/7 from home or work (1)</li> <li>through intermediary such as agents (1) – can have face to face contact, question answered etc (1)</li> <li>TIC (1) – take advantage of BABA, particularly if travelling without prior arrangements (1)</li> <li>direct with particular hotels (1) – in receipt of loyalty promotions or similar (1)</li> </ul>	6	<p>Award one mark for the identification of each of three valid ways likely to be used by an independent traveller and award a second mark for an appropriate explanatory development of each.</p> <p>Credit all valid reasoning in context.</p>

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
3	d	<p>The 'grey pound' now accounts for £320billion of consumer spending in the UK, £100billion more than a decade ago. People are living longer and have more active, social and economic lives which is changing how 'retirement' is now viewed. Older travellers are increasing in number and now account for over half of tourism spending, highlighting the power of the "grey pound". Many tour operators create products aimed at this market segment. For example, an increasing number of people over 50 are taking long haul adventure holidays - trips they could never have done when they were younger. They now have the disposable income to afford this kind of leisure travel. The number of over 55s in the UK is forecast to reach almost 21 million by 2020 which suggests this trend will continue. Similarly, later state retirement ages mean that the high-</p>	9	<p>The key factor here is the change in demographic characteristics of the 'Baby Boom' generation. The number of over 55s in the UK is forecast to reach almost 21 million by 2020. This trend is being encouraged by:</p> <ul style="list-style-type: none"> <li>increased life expectancy</li> <li>changes in lifestyle (diet, exercise etc)</li> <li>better health care</li> <li>increased standard of living</li> <li>access to pension pots</li> <li>disposable income</li> </ul> <p>Retirement has become a more fluid concept and many elderly workers are semi-retired, often self-employed, in order to help fund a more active lifestyle that includes international travel. Companies like Saga tailor products to this market and many older people are wealthy</p>	<p>Compulsory annotation L1, L2 or L3 at end of response.</p> <p><b>Level 3: [7-9 marks]</b> Candidates will show a clear understanding of the question and include detailed identification and explanation of the reasons why the UK 'grey market' is expanding. Candidate effectively discusses a range of 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.</i> <i>Explanation/analysis/comparison of more than one point/both sides – 7 marks.</i> <i>An evaluation/judgement without</i></p>

Question		Answer/Indicative Content	Marks	Guidance	
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		<p>spending pre-retired 55-68 age group will increase to more than 8 million. Pre-retired travellers take multiple annual holidays and account for over 40% of all expenditure on holidays abroad, spending £8.5 billion. Two-thirds of travellers aged 55-64, usually well educated and skilled workers are booking the whole of their overseas holidays online. This enables them to take advantage of the many travel offers and promotions targeted at this age group by profit seeking travel providers. (L3)</p>		<p>enough to afford holiday homes abroad.</p>	<p><i>overall conclusion/prioritisation - 8 marks.</i> <i>With overall supporting conclusion - 9 marks.</i></p> <p><b>Level 2: [4-6 marks]</b> Candidate identifies/describes a number of reasons regarding the growth in UK 'grey market' travel. Candidate will show an understanding of the question and include explanations of a number of reasons which may be discussed with some success. The discussion in the most part is accurate and relevant 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><b>Level 1: [1-3 marks]</b> Candidate identifies/describes some reasons for the growth in UK 'grey market' travel. 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</p>



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

Question		Answer/Indicative content	Mark	Guidance
4	a	<ul style="list-style-type: none"> <li>the number of cars = <b>8.5 million</b> (1)</li> <li>the number of passengers = <b>39.01 million</b> (1)</li> <li><b>two</b> countries from: <b>France</b> (1) <b>The Netherlands</b> (1) <b>Ireland</b> (1)</li> </ul>	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	The major benefits of going on a coach tour include everything being organised for you, value for money and stress-free travel. Other aspects such as comfort, good leg room, modern facilities on board, local pick-ups and a flexible itinerary are regarded as	6	<p>A variety of explanations are possible, but key aspects of the appeal relate to things like:</p> <ul style="list-style-type: none"> <li>cost – affordability to price sensitive groups such as the elderly and school groups</li> <li>convenience of door-to-door</li> </ul>	<p>Compulsory annotation L1 or L2 at end of response.</p> <p><b>Level 2: [4-6 marks]</b> Candidate will show a clear understanding of the question and include detailed identification and</p>

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
		<p>being important, particularly to elderly international travellers. Coach holidays very much appeal to those who like touring and who wish to visit multiple attractions. The UK's motorway network and access to Channel ports make the continent easy to get to. Coach holidays are particularly suited to the UK education market, many operators will tailor packages to meet the needs of client schools. Furthermore, coach travel is very suited to groups where price per person and thus overall affordability are important considerations. For these reasons, school groups and the elderly are important market segments for coach holiday operators. (L2)</p>		<p>travel with limited need for change of transport</p> <ul style="list-style-type: none"> <li>• comfort – aircraft seats, videos, toilets, refreshments and regular rest stops</li> <li>• sightseeing – panoramic windows for journey and many operators include excursions within package</li> </ul>	<p>explanation of the appeal of UK coach holidays to UK international travellers. Candidate effectively discusses a range of issues relating to customer 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> <p>An evaluation/judgement without overall conclusion/prioritisation – 5 marks.</p> <p>With overall supporting conclusion – 6 marks.</p> <p><b>Level 1: [1-3 marks]</b> Candidate identifies/describes some valid aspects of the appeal of coach holidays. Information may be in the form of a list. There is little or no attempt to discuss the significance of particular aspects. 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
						List of points – maximum 1 mark. Description – up to 2 marks. Explanation/unsupported judgements/limited justification – up to 3 marks. <b>0 marks</b> No response worthy of credit.

Question		Answer/Indicative content	Mark	Guidance
4	c	<ul style="list-style-type: none"> <li>the use of images in brochures/website (1) – illustrate the product (1) to give an impression of what it will be like (1)</li> <li>CDs and video clips (1) – to bring product alive (1) and convey an ‘atmosphere’ (1)</li> <li>publishing of satisfied customer feedback (1) – to highlight value, quality etc (1) in attempt to provide additional authenticity (1)</li> <li>the use of trade association logos (1) – professional association membership/affiliation (1), a sign of quality (1) and customer reassurance (1)</li> </ul>	6	Award one mark for the identification of each of two ways in which operators can try to make their products more tangible and then award a second and third mark for an explanatory comment and development.  Be careful not to credit repetition but do credit all valid reasoning in context.  Mark to candidate’s advantage following the <b>1+1+1x2 =6</b> format.

Question			Answer/Indicative Content	Marks	Guidance	
					Content	Levels of response
4		d	Dominica is a traditional Caribbean cruise destination and it is popular with UK visitors for a variety of reasons. It boasts a range of natural attractions easily accessible on a short tour. A twenty-minute drive provides the visitor with the option of snorkelling, whale watching, and scuba diving, even the	9	This has to be set in the context of an identifiable long haul destination which has recently been offered to UK travellers. Aspects of the appeal may include any of the following: <ul style="list-style-type: none"> <li>Climate</li> <li>Natural environment</li> <li>Built attractions</li> </ul>	Compulsory annotation L1, L2 or L3 at end of response.  <b>Level 3: [7-9 marks]</b> Candidates will show a clear understanding of the question and include detailed identification and explanation of the chosen

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
		<p>possibility of visiting the Soufriere and Watten Waven Sulphur Springs or Trafalgar Falls. Tourists can thus view a variety of natural wonders. The more active ones can participate in adventurous pursuits. Apart from these natural attractions, visitors to Roseau who like to walk can visit the Old Market Museum and plaza at the Bayfront. Shoppers will also find several duty free shops nearby. Others who chose to walk through the city will be stunned by the quaint Creole architecture that reflects the Island's intriguing colonial past. The Botanical Gardens and Parrot Research Centre (located within the Botanical Gardens) are also recommended stops as they summarise this tropical island's natural appeal as the Caribbean's premier eco-destination. (L3)</p>		<ul style="list-style-type: none"> <li>• Range of tours</li> <li>• Choice of accommodation</li> <li>• Events / festivals</li> <li>• Shopping etc</li> </ul>	<p>destination's appeal. 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><b>Level 2: [4-6 marks]</b>  Candidate identifies/describes a number of aspects of the chosen destination's appeal. 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 understanding of concepts and principles with some use of specialist vocabulary.</p>

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
					<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><b>Level 1: [1-3 marks]</b> Candidate identifies/describes some aspects of the chosen destination’s appeal. 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 UK international travellers. 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><b>0 marks</b> No response worthy of credit.</p>

APPENDIX 1 – this contains a generic mark scheme grid

	<i>Q</i> (Identify)	e.g: AO1	AO2	AO3	AO4	<i>relevant)</i>				<i>question or part)</i>				
Targets →														
1(a)	3.4.5		4			low					4			
1(b)	3.4.1		2	2	2	high					6			
1(c)	3.4.2	3		3		medium					6			
1(d)	3.4.3	3		3	3	high				9	QoWC			
2(a)	3.4.6		4			low					4			
2(b)	3.4.6		2	2	2	high					6			
2(c)	3.4.4	3		3		medium					6			
2(d)	3.4.6	3		3	3	high					9			
3(a)	3.4.1		4			low					4			
3(b)	3.4.1/2	3		3		medium					6			
3(c)	3.4.6	3	3			medium					6			
3(d)	3.4.6	3		3	3	high					9			
4(a)	3.4.1		4			low					4			
4(b)	3.4.2		2	2	2	high					6			
4(c)	3.4.6	2	4			medium					6			
						Context (e.g. specific focus of question or topic area and level of demand where appropriate)								
4(d)	3.4.6	3		3	3	high					9			
Auto totals														
		26	29	27	18	0	0	0	0	100	0	0	0	
Targets →														

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