# Applied Travel and Tourism

Advanced GCE **G720**

Unit 1: Introducing Travel and Tourism

# Mark Scheme for June 2010

**Testing of Quality of Written Communication**

The quality of written communication will be assessed in questions that are indicated accordingly (*). Marks will be awarded for spelling, punctuation and grammar, use of appropriate form and style of writing, and for organising work clearly and coherently.

In this external assessment the assessment of QWC will take place in Question 5 which is a level of response question and carries 12 marks.

Marks are embedded within this question for assessing the quality of written communication. The following criteria are embedded within the levels of response for Question 5.

**Level 1**: Ability to communicate 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.
[1 mark representing the appropriate level of written communication is embedded in this level of response].

**Level 2**: 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.
[2 marks representing the appropriate level of written communication are embedded in this level of response].

**Level 3**: Ability to present 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.
[3 marks representing the appropriate level of written communication are embedded in this level of response].

Please note answers which are assessed as a L1, L2 and L3 from the individual unit mark scheme criteria may be awarded an additional mark for the quality of written communication if the standard is above the embedded criteria for the quality of written communication.

| Question | Expected Answer | Additional Guidance |
|---|---|---|
| **1(a)**<br>What is meant by each of the following terms?<br>**Non-serviced accommodation**<br>**[2 marks]**<br>**[1+1]**<br><br><br>**Direct employment**<br>**[2 marks]**<br>**[1+1]** | **Up to two marks for meaning.**<br><br><br>Self catering (✓), no provision of housekeeping on stay (✓).<br>Need to provide own food/drink (✓)<br><br><br>**Up to two marks for meaning.**<br>People working in travel & tourism industry (✓) jobs in hotels/tourist accommodation/travel agencies/tour operators/tourist attractions/hospitality (✓) | **Compulsory annotation: ✓ X**<br><br>Vague response – maximum one mark.<br><br>Named example can be credited with second mark (not stats from case study)<br><br><br><br>**DO NOT** accept words from question |
| **1(b)**<br>**State and describe three types of serviced accommodation.**<br><br>**[6 marks]**<br>**[1+1]*3** | **One mark for each correct identification up to a maximum of three identifications plus an additional one mark for each of three descriptions.**<br><br>| Accommodation type | Description of accommodation |<br>|---|---|<br>| hotel (✓) | minimum six letting bedrooms (✓) housekeeping (✓) leisure facilities (✓) hospitality (✓) |<br>| motel (✓) | found on road network/often budget (✓) |<br>| B&B (✓) | often only a couple of letting rooms (✓) |<br>| inn (✓) | B&B in a pub setting (✓) |<br>| guesthouse (✓) | small establishment, often only B&B (✓) run by owners (✓) |<br>| holiday camp/park (✓) | many leisure services also included (✓) |<br>| (youth) hostel (✓) | basic service, eg. breakfast and cleaning (✓) dormitories (✓) | | **Compulsory annotation: ✓ X**<br><br>Any non-serviced accommodation mentioned – zero marks.<br><br>Be mindful of repetition (especially in description sections) e.g if write Bed and breakfast in type the description must have more detail<br><br>If candidate scores zero for one sub-section **DO NOT** award more than **one** mark for other sub-sections. |

| Question | Expected Answer | Additional Guidance |
|---|---|---|
| **1(c)**<br>**Using the statistics in Document 1, draw valid conclusions about visitor expenditure in Liverpool**<br><br>**[12 marks]**<br>**Levels** | **0 marks – no response or no response worthy of credit**<br><br>**Level 1: [1-4 marks]**<br>**Candidate identifies / describes some of the statistics in Document 1. Information may be in the form of a list of information. There is little or no attempt to draw valid conclusions.**<br><br>**Level 2: [5-8 marks]**<br>**Candidate describes a number of statistics in Document 1. Candidates will show an understanding of the question and include explanations relating to a number of key stats with valid conclusions made with some success. The drawing of valid conclusions 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.**<br><br>**Level 3: [9-12 marks]**<br>**Candidate will show a clear understanding of the question and include detailed identification and explanation of a number of key stats from Document 1. Candidate effectively draws valid conclusions about the data presented to them. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.**<br><br>**Statistics – indicative content:**<br>2006 total £424.66 m/2005 total £406.71 m<br>2006 accommodation £60.86m/2005 £56.28m<br>2006 food & drink £86.13m/2005 £82.67m<br>2006 recreation £17.72m/ 2005 £17.98m<br>2006 shopping £58.70m/2005 £55.71m<br>2006 transport £49.71m/2005 £48.51m<br>Indirect expenditure 2006 £103.74m/2005 £99.85m | **Compulsory annotation: L1 L2 or L3 at end of response**<br><br>**Level 1**<br>**If statistics are used they must be accurate using accurate units (£, %, m).**<br>List – max 2 marks<br>Identification(s) plus one description – 2, 3 or 4 marks<br>Identification(s) and unsupported judgment – 4 marks<br>**Note that comparative 'higher'/'lower' or superlative language 'highest'/'lowest' shows judgement.**<br><br>**Level 2**<br>No list – must be at least describe<br>Description only – 5 marks<br>Explanation / analysis – 6 or 7 marks<br>Evaluative comment [because....means that....] – 8 marks<br><br>**Level 3**<br>Identification / description implied / assumed<br>Explanation/ analysis/ comparison of more than one stat / both sides – 9 or 10 marks<br>An evaluation / judgment without overall conclusion / prioritisation – 11 or 12 marks |

| Question | Expected Answer | Additional Guidance |
|---|---|---|
| | **Revenue from staying visitors**<br>Serviced accommodation 2006 £132.77m/2005 £119.38m<br>Non-serviced accommodation 2006 £24.47m/2005 £26.56m<br>VFR 2006 £31.50m/2005 £31.29m<br><br>**Exemplar Response:**<br>Visitor expenditure 2006 £86.13 on food and drink this is the highest sector of expenditure<br>Total spend £424.66m 2006, this is an increase of 4.4% on 2005<br>Indirect expenditure £103.74 in 2006, this is money not spent directly on travel and tourism products/services<br>£60.86m was spent on accommodation in 2006, this is the sector with the biggest % increase<br>Recreation expenditure was £17.72m in 2006, this was the only aspect which saw a decrease in expenditure from 2005<br>Those staying in serviced accommodation spent £132.77 in 2006, a 11.2 % increase from 2005 [L1]<br><br>Those staying in serviced accommodation spent £132.77 in 2006, a 11.2 % increase from 2005. Staying visitors in serviced accommodation spent £132.77 m; this is the greatest spending by staying visitors. Serviced accommodation costs more than other types, such as non-serviced. [L2].<br><br>Those staying in serviced accommodation spent £132.77 in 2006, a 11.2 % increase from 2005. Staying visitors in serviced accommodation spent £132.77 m; this is the greatest spending by staying visitors. Serviced accommodation costs more than other types, such as non-serviced, and will probably be higher spending visitors who will eat out more and pay for entertainment [L3]. | |

| Question | Expected Answer | Additional Guidance |
|---|---|---|
| **2(a)**<br>**Describe each of the following terms:**<br><br>**National Trust;**<br>**[2 marks]**<br>**[1+1]**<br><br><br>**Country Park;**<br>**[2 marks]**<br>**[1+1]**<br><br><br>**Safari park**<br>**[2 marks]**<br>**[1+1]** | **Up to two marks for description**<br><br>Voluntary sector organisation (✓) conservation of buildings/land (✓) membership organisation (✓)<br><br><br><br>**Up to two marks for description**<br>Public sector organisation (✓) area for outdoor public activities (✓) protected by local authority (✓) open/free access<br><br>**Up to two marks for description**<br>Animal attraction (✓) exotic/non native animals in open area, not caged (✓) family attraction (✓). | **Compulsory annotation: ✓ X**<br><br>Vague response – maximum one mark.<br><br>**Accept Albert dock as an example of NT.**<br>Example can be credited with second mark. |
| **2(b)**<br>**Identify three different types of built attractions in Liverpool. For each attraction, suggest the likely nature of it's appeal.**<br><br>**[6 marks]**<br>**[1+1]*3** | **One mark for each correct identification up to a maximum of three identifications plus an additional one mark for each of three identifications of likely appeal.**<br><br><table><tr><td>Identification of built attraction</td><td>Identification of likely appeal</td></tr><tr><td>Mersey Ferries (✓)</td><td>waterborne transport on boat (✓).</td></tr><tr><td>Empire theatre(✓)</td><td>place of entertainment/arts (✓).</td></tr><tr><td>Aintree racecourse (✓)</td><td>horseracing venue (✓).</td></tr><tr><td>World museum/ Merseyside Maritime</td><td>exhibits (✓).</td></tr><tr><td>Tate Art gallery(✓) Walker Art Gallery (✓)</td><td>contains range of paintings to view (✓).</td></tr><tr><td>Croxteth Hall(✓)</td><td>old stately home/mansion(✓)</td></tr><tr><td>cathedral/Liverpool Cathedral/Metropolitan (✓)</td><td>place of worship that opens to tourists (✓).</td></tr><tr><td>Stadium /Liverpool FC (✓)</td><td>guided tour of football ground (✓).</td></tr></table> | **Compulsory annotation: ✓ X**<br><br>Answers must reflect the context of the question.<br><br>Be mindful of repetition (especially in identification sections). **DO NOT accept repetition of attraction name e.g. Tate Art Gallery for Art lovers.**<br><br>If candidate scores zero for one sub-section **DO NOT** award more than **one** mark for other sub-sections.<br><br>**DO NOT** accept attractions from districts from any district other than **Liverpool**.<br><br>**DO NOT** accept attractions that are not listed in document 2 |

| Question | Expected Answer | | Additional Guidance |
|---|---|---|---|
| | Dock/Albert Dock (✓) | variety of attractions in old building (✓) | Do not accept NT at Formby or Wirral/Croxteth CP, as natural |
| | Exhibition/Beatles Story (✓) | Themed attraction (✓) | |
| | Birthplace of the Beatles(✓) | NT properties/historic houses(✓) | |
| **2 (c)**<br>**Compare and contrast the products, facilities and services of The Beatles Story and Mendips/ 20 Forthlin Road**<br>**[10 marks]**<br>**Levels** | **0 marks – no response or no response worthy of credit**<br><br>**Level 1: [1-5 marks]**<br>**Candidate identifies/ describes the products, facilities and services of The Beatles Story and/or 20 Forthlin Road and Mendips. Information may be in the form of a list. There is only an attempt to compare and contrast products or facilities or services in relation to the BS and 20F / Mendips.**<br><br>**Level 2: [6-10 marks]**<br>**Candidate will show a clear understanding of the question and include detailed comparison and contrast of products, facilities and services in relation to The Beatles Story and 20 Forthlin Road/Mendips. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.**<br><br>**Products, facilities, services – indicative content:**<br><br>**20 Forthlin Rd**<br>In Allerton, Liverpool<br>NT property<br>Childhood home of Paul M<br>Important house in history of pop music<br>Beatles composed & rehearsed here<br>Authentically furnished<br>Display of family photos | | **Compulsory annotation: L1 or L2 at end of response**<br><br>**L1:**<br>List – max 2 marks<br>Description of products, facilities or services in relation to BS or 20F/ Mendips – up to 3 marks<br>Description of products, facilities or services in relation to both BS and 20F/ Mendips – up to 4 marks<br>Comparison or contrast of products, facilities or services in relation to  BS and 20F/ Mendips – 5 or 6 marks<br><br>**L2:**<br>Identification / description is implied / assumed.<br>Comparison and contrast of one product, facility / service in relation to BS and 20F/ Mendips – 7 marks<br>Comparison and contrast of two products, facilities / services in relation to BS and 20F/ Mendips – 8 marks<br>Comparison and contrast of three products, facilities / services in relation to BS and 20F/ Mendips – 9 or 10 marks |

| Question | Expected Answer | Additional Guidance |
|---|---|---|
| | No direct access by car or foot | |
| | Visits - combined minibus with Mendips | |
| | NT members need to pay | |
| | Deposit bags, etc. at entrance | |
| | Open 1 Mar – 28 Nov, Wed – Sun | |
| | Guided tour only | |
| | 4 tours a day | |
| | Need to book in advance | |
| | Open Bank Holiday Mondays | |
| | Joint tickets with Mendips £13, child £2, NT members £7 | |
| | On-line booking service | |
| | Accessible WC | |
| | Induction loop | |
| | Braille guide available | |
| | Large print guide available | |
| | Steps in building | |
| | No shopping or restaurant in site | |
| | Suitable for school groups | |
| | **Mendips** | |
| | In Woolton, Liverpool | |
| | NT property | |
| | Childhood home of John L | |
| | Important house in history of pop music | |
| | Beatles composed here | |
| | Authentically furnished | |
| | Display of photos/memorabilia | |
| | Lodgers' reminiscences | |
| | No direct access by car or foot | |
| | Visits - combined minibus with 20 Forthlin Rd | |
| | NT members need to pay | |
| | Deposit bags, etc. at entrance | |
| | Open 1 Mar – 28 Nov, Wed –Sun | |
| | Guided tour only | |
| | 4 tours a day | |
| | Need to book in advance | |
| | Open Bank Holiday Mondays | |

| Question | Expected Answer | Additional Guidance |
|---|---|---|
| | Joint tickets with Mendips £13, child £2, NT members £7<br>On-line booking service<br>Accessible WC<br>Induction loop<br>Braille guide available<br>Large print guide available<br>Steps in building<br>No shopping or restaurant on site<br>Suitable for school groups<br>**Beatles Story**<br>Open 7 days a week<br>All year opening (except 25/26 Dec)<br>Open 09.00 – 19.00<br>Gift shop<br>Coffee house<br>Self-guided experience<br>Adult £12.50/child £6.50/concessions £38.50 – reduced rates for groups/ family tickets<br>Situated on Albert Dock<br>Only permanently themed Beatles attraction<br>Audio guide narrated by Julia Lennon<br>Fully accessible<br>No need to book in advance | |
| **3(a)**<br>**Identify:**<br>**The attraction most likely to be visited by visitors to Liverpool**<br>**[1 mark]** | **For one mark each**<br><br>Beatles Story (✓). | **Compulsory annotation:** ✓ X<br><br>No other possible answers accepted |
| **The cathedral most likely to be visited by visitors to Liverpool**<br>**[1 mark]** | Anglican Cathedral (✓) | Accept just Anglican |

| Question | Expected Answer | Additional Guidance |
|---|---|---|
| **3(b)**<br>**Explain two reasons for visits to Liverpool**<br><br>**[4 marks]**<br>**[1+1]*2** | **One mark for each correct reason up to a maximum of two reasons, plus an additional one mark for each of two explanations.**<br><br>• Business day visit (✓), travel for the purpose of work (✓).<br>• Special shopping trip (✓) specific visit for non – essentials (✓).<br>• VFR day visit (✓) seeing a relative, but not staying over night (✓).<br>• VRR staying (✓) overnight stays with friends/relatives (✓).<br>• holiday (✓) leisure trip (✓).<br>• Day visit whilst on holiday in region (✓) special visit to Liverpool whilst on leisure break (✓).<br>• Day trip/outing from home (✓) visit not staying overnight (✓). | **Compulsory annotation: ✓ X**<br><br>Answers must reflect the context of the question.<br><br>Be mindful of repetition<br><br>If candidate scores zero for one sub-section **DO NOT** award more than **TWO** marks for other sub-section. |
| **3(c)**<br>**Assess the suitability of the range of methods of transport to Liverpool for business visitors**<br><br>**Levels** | **0 marks – no response or no response worthy of credit**<br><br>**Level 1: [1-4 marks]**<br>**Candidate identifies/ describes the range of methods of transport for business visitors. Information may be in the form of a list of methods. Candidates will include explanations of the suitability 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 knowledge and understanding of concepts and principles with some use of specialist vocabulary.**<br><br><br>**Level 2: [5-8 marks]**<br>**Candidate will show a clear understanding of the question and include detailed identification and explanation of the suitability of a range of methods of transport suitable for business visitors. Candidate effectively discusses the suitability to business visitors of different methods. There is sound and frequent evidence of thorough, detailed and** | **Compulsory annotation: L1 or L2 at end of response**<br><br>**MUST relate to business visitors to gain credit**<br><br>**L1: [1-4 marks]**<br>List – max 1 mark<br>Description – up to 2 marks<br>Explanation – up to 3 marks<br>Unsupported judgements /limited discussions – up to 4 marks<br><br>**L2: [5-8 marks]**<br>Identification / description implied / assumed<br>Explanation/ analysis/ comparison of more than one method of transport – 5 or 6 marks<br>An evaluation / judgment without overall conclusion / prioritisation – 7 marks<br>With overall supporting conclusion – 8 marks |

| Question | Expected Answer | Additional Guidance |
|---|---|---|
| | **accurate knowledge and understanding of concepts and principles using specialist vocabulary.**<br><br>**Methods to include:**<br>•     ferry/Mersey Ferry<br>•     Self–drive car hire<br>•     Taxi/private hire car<br>•     Private hire coach/bus<br>•     Scheduled coach /bus/public transport running to a timetable<br>•     train<br>•     Own car<br><br>**Exemplar Response:**<br>Own car is used by the majority of visitors<br>Public transport, such as train and coach, popular method of travel as run to a timetable, so reliable for business visitors<br>Ferry used by some, this would be Mersey Ferry across the river or from Ireland [L1]<br><br>Business visitors to Liverpool are likely to use their own car, as the majority of visitors [50%] do. This will allow them flexibility of travel and also they will get paid travel expenses for petrol use [L2] | |

| Question | Expected Answer | Additional Guidance |
|---|---|---|
| **3(d)**<br>**Discuss the changing socio-economic factors that influence tourism to Liverpool.**<br>**[8 marks]**<br>**Levels** | **0 marks – no response or no response worthy of credit**<br><br>**Level 1: [1-4 marks]**<br>**Candidate identifies/ describes the changing SE factors. Information may be in the form of a list. Candidates will include explanations of the changing SE factors 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 knowledge and understanding of concepts and principles with some use of specialist vocabulary.**<br><br>**Level 2: [5-8 marks]**<br>**Candidate will show a clear understanding of the question and include detailed identification and explanation of changing SE factors. Candidate effectively discusses the changing SE factors. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.**<br><br><br>**Indicative content:**<br>Car ownership dramatic increase/50% travel to Liverpool in own car<br>Increase in leisure time due to legislation/labour saving devices<br>Increase in disposable income/more spent on travel and tourism<br>National economy/boom – more spending on travel and tourism/ credit crunch, less on travel and tourism<br><br>**Exemplar Response:**<br>Most households now own at least one car. There has been a dramatic increase in car ownership over recent years as cars are more affordable [L1]. | **Compulsory annotation: L1 or L2 at end of response**<br><br>**L1: [1-4 marks]**<br>List – max 1 mark<br>Description – up to 2 marks<br>Explanation – up to 3 marks<br>Unsupported judgements /limited discussions – up to 4 marks<br><br>**L2: [5-8 marks]**<br>Identification / description implied / assumed<br>Explanation/ analysis/ comparison of more than one SE factor – 5 or 6 marks<br>An evaluation / judgment without overall conclusion / prioritisation – 7 marks<br>With overall supporting conclusion – 8 marks |

| Question | Expected Answer | Additional Guidance |
|----------|-----------------|---------------------|
|          | Most households now own at least one car. There has been a dramatic increase in car ownership over recent years as cars are more affordable. It is easier to use this method of travel if visiting places such as Liverpool as people can choose when to travel without timetable restrictions. It is truly flexible [L2]. |                     |

| Question | Expected Answer | Additional Guidance |
|---|---|---|
| **4(a)**<br>**Identify each of the following:**<br><br>**A canal;**<br>**[1 mark]** | **For one mark each**<br><br><br><br>Manchester Ship (✓). | **Compulsory annotation: ✓ X**<br><br>Answer must be taken from Document.<br><br>No other response possible to this question. |
| **A World Heritage site;**<br>**[1 mark]** | Liverpool waterfront (✓). | |
| **The ferry terminal at Birkenhead;**<br>**[1 mark]** | Woodside (✓). | |
| **The earliest departure time for a River Explorer Cruise from Pier Head;**<br>**[1 mark]** | 10.00 (✓). | |
| **4(b)**<br>**Identify and describe two activities for children at Seacombe Terminal.**<br><br>**[4 marks]**<br>**[1+1]*2** | **One mark for each correct identification up to a maximum of two identifications, plus an additional one mark for each of two descriptions.**<br><br>• Spaceport (✓) space based attraction/interactive/hands-on exhibits<br>• Mini Mersey Ferries (✓). Model boats (✓)<br>• Play Planet (✓). Themed soft play area (✓)<br>• Children's Party at Play Planet (✓). Two hour party/party tea/arts & crafts (✓)<br>• Children's Party at Spaceport (✓). Specialist party at attraction (✓)<br>• Sci-fi at the movies exhibition (✓) iconic superheroes (✓) | **Compulsory annotation: ✓ X**<br><br>Answers must reflect the context of the question.<br><br>Be mindful of repetition.<br><br>If candidate scores zero for one sub-section **DO NOT** award more than **TWO** marks for other sub-sections. |

| Question | Expected Answer | Additional Guidance |
|---|---|---|
| **4(c)**<br>**Describe three roles of organisations involved in tourism promotion.**<br><br>**[6 marks]**<br>**[1+1]*3** | **One mark for each correct role up to a maximum of three roles, plus an additional one mark for each of three explanations of the role.**<br><br>Making potential visitors aware of destination (✓) producing brochures/providing TICs (✓).<br>Persuading potential visitors to visit (✓) offering incentives – free entry/prize draws(✓)<br>Providing information about accommodation/attractions/ events (✓) producing leaflets/websites. (✓)<br>Enhance image of destination (✓) advertise positive points/events (✓)<br>Maximising tourism's contribution to economy (✓), creating wealth/jobs. (✓)<br>Market research (✓) undertaking report writing / stat analysis (✓)<br>Organising events (✓) trade fairs to promote regions (✓)<br>Check organisations adhere to guidelines (✓) VAQAS / accomm grading (✓) | **Compulsory annotation: ✓ X**<br><br>Answers must reflect the context of the question.<br>Tourism promotion is an area in the specs, DO NOT accept ref to travel agents; tour ops; visitor attractions etc – i.e the private sector<br><br>Be mindful of repetition.<br><br>If candidate scores zero for one sub-section **DO NOT** award more than **TWO** marks for other sub-sections. |
| **4(d)**<br>**Discuss the advantages to groups of visiting the Williamson Tunnels.**<br><br>**[8 marks]**<br>**Levels** | **0 marks – no response or no response worthy of credit**<br><br>**Level 1: [1-4 marks]**<br>**Candidate identifies/ describes the advantages to groups. Information may be in the form of a list. Candidates will include advantages to groups 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 knowledge and understanding of concepts and principles with some use of specialist vocabulary.**<br><br>**Level 2: [5-8 marks]**<br>**Candidate will show a clear understanding of the question and include detailed identification and explanation advantages to groups. Candidate effectively discusses the advantages to groups. There is sound and frequent evidence** | **Compulsory annotation: L1 or L2  at end of response**<br><br>**L1: [1-4 marks]**<br>List – max 1 mark<br>Description – up to 2 marks<br>Explanation – up to 3 marks<br>Unsupported judgements /limited discussions – up to 4 marks<br><br>**L2: [5-8 marks]**<br>Identification / description implied / assumed<br>Explanation/ analysis/ comparison of more than one advantage – 5 or 6 marks<br>An evaluation / judgment without overall conclusion / prioritisation – 7 marks<br>With overall supporting conclusion – 8 marks |

| Question | Expected Answer | Additional Guidance |
|---|---|---|
| | **of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.** | |
| | **Indicative content:**<br>• group discount<br>• visits outside normal opening times<br>• educational tours<br>• educational activities<br>• primary education programme KS2/3<br>• secondary education programme<br>• guided tour<br>• details on website<br>• family group admission price<br>• quality assured visitor attraction | |
| | **Exemplar Response:**<br>discount means reduction in overall cost for group;<br>tours anytime tailored to group needs;<br>education tours guided tour from specialists;<br>educational activities hands on for school groups (**L1**). | |
| | The Williamson Tunnels offer a range of activities and services for groups, including opening for groups outside normal hours, which may be suitable for groups who want evening activities. This will mean that the group can build a trip around a usual meeting date, increasing flexibility of use [L2]. | |

| Question | Expected Answer | Additional Guidance |
|---|---|---|
| **5***<br>**Evaluate the importance of events such as the Grand National to tourism destinations.**<br><br>**[12 marks]**<br>**Levels** | **0 marks – no response or no response worthy of credit**<br><br>**Level 1: [1-4 marks]**<br>**Candidate identifies/describes the importance of events. Information may be in the form of a list. There is little or no attempt to evaluate. 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.**<br><br>**Level 2: [5-8 marks]**<br>**Candidate describes the importance of events to tourism destinations. Candidates will show an understanding of the question and include explanations of a number of points relating to the importance of events evaluated with some success. The evaluation is in the most part accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary. Candidate has a limited ability to organise relevant material. Some appropriate terminology used. Sentences are not always relevant with material presented in a way that does not always address the question. There may be noticeable errors of grammar, punctuation and spelling.**<br><br><br>**Level 3: [9-12 marks]**<br>**Candidate will show a clear understanding of the question and include detailed identification and explanation relating to the importance of events. Candidate effectively evaluates the importance of events. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. Candidate presents relevant material in a well planned and logical sequence. Material clearly structured using appropriate terminology confidently and accurately.** | **This is the question assessing QWC!**<br><br>**Compulsory annotation: L1 L2 or L3 at end of response**<br><br>**Level 1**<br>List – max 2 marks<br>Identification(s) plus one description – 2, 3 or 4 marks<br>Identification(s) and unsupported judgment – 4 marks<br><br>**Level 2**<br>No list – must be at least describe<br>Description only – 5 marks<br>Explanation / analysis – 6 or 7 marks<br>Evaluative comment [because....means that....] – 8 marks<br><br>**Level 3**<br>Identification / description implied / assumed<br>Explanation/ analysis/ comparison of more than one point / both sides – 9 or 10 marks<br>An evaluation / judgment without overall conclusion / prioritisation – 11  marks<br>With overall supporting conclusion – 12 marks |

| Question | Expected Answer | Additional Guidance |
|---|---|---|
| | **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.** | |

**Indicative content:**
- large attendance at event
- impact of event extends beyond immediate area
- attracts day visitors
- attracts staying visitors
- serviced accommodation used
- self-catering accommodation used
- large economic impact (eg. Liverpool total £5.6m)
- no economic impact on visitor attractions/ other retail
- promotion of region
- media attention
- creation/ maintenance of jobs

**Exemplar Response:**

Large number of visitors means increased visitor expenditure [L1].

Large number of visitors means increased visitor expenditure
Event encourages visitors to surrounding area. Increased visitor expenditure to region [L2].

Large number of visitors means increased visitor expenditure
Event encourages visitors to surrounding area. Increased visitor expenditure to region
The Grand National is a major event which attracts a great number of visitors to Aintree. These visitors spend money in local economy. The total benefit to Liverpool being £5.6m. This is important as it means that jobs are created and maintained in the area as a direct result of the event in aspects such as accommodation. This in turn benefits the economy of the area due to the multiplier effect [L3].

**Assessment Objective Grid**

| Q | AO1 | AO2 | AO3 | AO4 |
|---|---|---|---|---|
| **1a** | 4 | | | |
| **1b** | 6 | | | |
| **1c** | | 4 | 4 | 4 |
| **2a** | 6 | | | |
| **2b** | 3 | 3 | | |
| **2c** | | 5 | 5 | |
| **3a** | | 2 | | |
| **3b** | | 2 | 2 | |
| **3c** | 2 | 2 | 2 | 2 |
| **3d** | 2 | | 3 | 3 |
| **4a** | | 4 | | |
| **4b** | | 4 | | |
| **4c** | 6 | | | |
| **4d** | | 2 | 3 | 3 |
| **5** | 4 | | 4 | 4 |
| **total** | 33 | 28 | 23 | 16 |