

Advanced Subsidiary GCE

G723

Travel and Tourism

Unit G723: International Travel

Specimen Paper

Time: 2 hours

Candidates answer on the question paper.

Additional materials: None

Candidate
Forename

Candidate
Surname

Centre
Number

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Candidate
Number

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INSTRUCTIONS TO CANDIDATES

- Write your name in capital letters, your Centre Number and Candidate Number in the boxes above.
- Use black ink.
- Read each question carefully and make sure you know what you have to do before starting your answer.
- Answer **all** the questions.
- Do not write in the bar codes.
- Do not write outside the box bordering each page.
- Write your answer to each question in the space provided.

INFORMATION FOR CANDIDATES

- The number of marks for each question is given in brackets [] at the end of each question or part question.
- Your Quality of Written Communication is assessed in questions marked with an asterisk (*).
- The total number of marks for this paper is 100.

This document consists of **13** printed pages and **3** blank pages.

Answer **all** questions.

Brittany Ferries' Normandie Express

Introduced in 2005, the high speed Normandie Express provides a fast ferry crossing from Portsmouth to Cherbourg or Caen in France.

Operating from mid-March until mid-November with crossing times of only 180 minutes to Cherbourg and 225 minutes to Caen, the ship runs up to two return trips a day to Cherbourg and a service to Caen every Friday, Saturday and Sunday, supplementing the three return crossings a day by conventional ferry.

The Normandie Express has the capacity to carry 750 passengers and 260 cars. Onboard facilities include:

- shops;
- playroom;
- video games room;
- open viewing deck;
- baby changing room;
- disabled toilets;
- tourist information;
- bureau de change;
- self-service style café (no hot food served);
- bar;
- reclining seats.

Source: Brittany Ferries, www.brittanyferries.co.uk

Fig. 1

1 (a) Refer to Fig. 1.

Identify and explain **two** likely reasons why the Normandie Express service only operates between mid-March and mid-November.

Reason 1:

.....

Explanation:

.....

Reason 2:

.....

Explanation:

..... [4]

(b) Identify and explain **three** ways in which the Normandie Express service from Portsmouth is likely to appeal to UK families holidaying in France.

Way 1:.....

.....

Explanation:.....

.....

Way 2:.....

.....

Explanation:.....

.....

Way 3:.....

.....

Explanation:.....

..... [6]

(c) The Normandie Express is operated by Brittany Ferries. Brittany Ferries is a member of the Passenger Shipping Association (PSA). Discuss the benefits to both Brittany Ferries and its passengers of Brittany Ferries' PSA membership.

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..... [6]



Fig. 2

2 Refer to **Fig. 2**, showing part of the economy cabin of a long-haul international carrier.

(a) Identify the **four** features of cabin design, labelled A, B, C and D on Fig. 2, which have been provided for passenger convenience.

A:

B:

C:

D: [4]

(b) Describe **two** cabin services which long-haul international carriers usually provide for younger passengers travelling as part of a family group.

Service 1:.....
.....
.....
.....
.....

Service 2:.....
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.....
.....

..... [4]

(c) Suggest and justify **one** service which long-haul international carriers must provide for the benefit of an unaccompanied minor travelling alone.

Service:.....
Justification:.....
.....
.....
.....
.....
.....
.....
.....
.....

..... [4]

(d) Passengers travelling in business class enjoy certain advantages over those travelling in economy. Identify and explain **two ground** services provided by many long-haul international carriers for the benefit of business class passengers.

Service 1:.....
.....
.....

Explanation:.....
.....
.....

Service 2:.....
.....
.....

Explanation:.....
.....

..... [4]

Visit over 120 attractions from as little as £18 with the Overseas Visitor Pass

- Free entry to over 120 historic attractions
- Free entry to hundreds of exciting events
- Free colour souvenir guidebook including maps



FRANCAIS

Visitez plus que 120 sites historiques à partir de 18 £ seulement avec le forfait Overseas Visitor Pass (laissez-passer des visiteurs étrangers)

- L'entrée gratuite à plus de 120 sites historiques
- L'entrée gratuite à des centaines d'événements passionnants
- Un guide souvenir gratuit en couleur avec ses plans



DEUTSCH

Eintritt zu über 120 historischen Sehenswürdigkeiten ab £18 mit dem Overseas Visitor Pass

- Freier Eintritt zu über 120 historischen Sehenswürdigkeiten
- Freier Eintritt zu hunderten von aufregenden Events
- Ein kostenloser farbiger Reiseführer mit Landkarten



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Visite más de 120 atracciones históricas por tan sólo 18 libras con el Overseas Visitor Pass (pase de visitante internacional)

- Entrada gratuita a más de 120 atracciones históricas
- Entrada gratuita a centenares de emocionantes eventos
- Una guía gratuita a todo color con mapas

OVERSEAS VISITOR PASS

1 April 2006 to 31 March 2007

	7 days	14 days
1 adult	£18.00	£22.00
2 adults	£34.00	£41.00
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* 2 adults and up to 4 other family members at the same address under 21 years of age

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0870 333 1181

Buy your Overseas Visitor Pass at any staffed English Heritage property

Fig. 3

3 (a) Refer to **Fig. 3**, part of an information leaflet produced by English Heritage.

Identify **three** ways in which European visitors can find out further information about English heritage sites.

Way 1:.....

.....

Way 2:.....

.....

Way 3:.....

..... [3]

(b) Some European visitors will hire a car to visit English Heritage attractions. Identify and explain **three** advantages to such visitors of hiring a car.

Advantage 1:.....

.....

Explanation:.....

.....

Advantage 2:.....

.....

Explanation:.....

.....

Advantage 3:.....

.....

Explanation:.....

..... [6]

SPECIMEN



JAMAICA

ANTIGUA

ST LUCIA

BAHAMAS

CUBA

Love

is all you need



If marriages are made in heaven, then honeymooning at Sandals is like heaven on earth - because no other resorts in the world are so completely dedicated to couples in love. Our white-sand beaches are swept each morning in anticipation of your client's arrival. Every possible land and water sport - even scuba diving and golf - is included for their enjoyment. We've recruited great chefs from around the world to prepare scintillating menus for their dining pleasure. And best of all, everything is included so they need only

think of each other. They can even choose a lavish suite with an obliging personal butler. And for the ultimate in pampering, step into a Red Lane™ Spa, exclusively at Sandals. Your clients only have one honeymoon, so choose Sandals, because happily ever after begins here.

SAMSONITE LUGGAGE AND WEDGWOOD TABLEWARE WITH OUR COMPLIMENTS



ENHANCE THEIR HONEYMOON WITH ONE OFF, CELEBRITY WEDDING PLANNER, PRESTON BAILEY'S EXCLUSIVE COLLECTIONS. PLEASE CALL 020 7590 0212 FOR DETAILS.

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RESORTS

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CALL SANDALS ON 020 7590 0210

Visit our website at www.sandals.co.uk

Source: Sandals resorts. www.sandals.co.uk

Fig. 4

4 Refer to **Fig. 4**.

(a) Identify **three** Caribbean Islands on which Sandals resorts are located.

1:.....
.....
2:.....
.....
3:.....
..... [3]

(b) Sandals Resorts are 'all-inclusive'. State **three** features of an all-inclusive resort.

Feature 1:
.....
Feature 2:
.....
Feature 3:
..... [3]

(c) With reference to **Fig. 4**, describe **three** luxury services which Sandals provides for guests, including honeymoon couples.

Service 1:.....
.....
.....
.....
Service 2:.....
.....
.....
.....
Service 3:.....
.....
..... [6]

(d) The winter months (December to February) are high season in the Caribbean. Identify and explain **two** reasons why many UK tourists wish to visit the Caribbean at that time of year.

Reason 1:
.....
Explanation:
.....
Reason 2:
.....
Explanation:
..... [4]

(e)* Evaluate the factors which influence UK travellers' choice of overseas leisure destination.

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..... **[9]**
Paper Total [100]

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OXFORD CAMBRIDGE AND RSA EXAMINATIONS

Advanced Subsidiary GCE

TRAVEL AND TOURISM

G723

Unit G723: International Travel

Specimen Mark Scheme

The maximum mark for this paper is 100.

SPECIMEN

Question Number	Answer	Max Mark
1(a)	<p>Identify and explain two likely reasons why the Normandie Express service only operates between mid-March and mid-November.</p> <p>One mark for each correct identification up to a maximum of two identifications plus an additional one mark for each of two explanations.</p> <ul style="list-style-type: none"> • Low demand in winter (✓) – people have Xmas/New Year at home (✓). • High demand in season (✓) – covers the main Easter, Whit and summer holiday periods (✓). • Bad weather (✓) – winter period has adverse conditions (✓). • Ferries used elsewhere (✓) repairs/other route (✓). 	[4]
1(b)	<p>Identify and explain three ways in which the Normandie Express service from Portsmouth is likely to appeal to UK families holidaying in France.</p> <p>One mark for each correct identification up to a maximum of three identifications plus an additional one mark for each of three explanations.</p> <ul style="list-style-type: none"> • Service to Cherbourg and Caen (✓) – gives a choice (✓). • Quick journey times (✓) – important with children (✓). • Frequent crossings (✓) – convenience (✓). • Takes cars (✓) – good for camping/luggage unlimited/ease of travel/flexibility at destination (✓). • Playroom (✓) – amusements (✓). • Baby changing room (✓) – needed (✓). • Cheaper than flying (✓) for a family (✓). 	[6]
1(c)	<p>The Normandie Express is operated by Brittany Ferries. Brittany Ferries is a member of the Passenger Shipping Association (PSA). Discuss the benefits to both Brittany Ferries and its passengers of Brittany Ferries' PSA membership.</p> <p>[0 marks] No response or no response worthy of credit.</p> <p>Level 1: [1-3 marks]</p> <p>Candidate identifies some benefit(s) of PSA membership to Brittany Ferries/its passengers. Candidate is able to explain some benefit(s) of PSA membership to Brittany Ferries/its passengers. Candidate makes attempts to discuss benefit(s) of PSA membership to Brittany Ferries/its passengers</p> <p>Level 2: [4-6 marks]</p> <p>Candidate identifies a number of benefits of PSA membership to Brittany Ferries and its passengers showing a detailed knowledge and understanding of the information. Candidate is able to analyse a number of benefits in order to provide an effective discussion of the benefits of PSA membership to both Brittany Ferries and its passengers</p>	[6]

Question Number	Answer	Max Mark
1(c) cont'd	<p>Benefits of membership – indicative content:</p> <p>Brittany Ferries:</p> <ul style="list-style-type: none"> • promoting market growth • raises awareness of best practice • raises awareness of statutory regulations • additional promotional opportunities. <p>Passengers:</p> <ul style="list-style-type: none"> • impact of Package Travel Regulations • possibility of finding out extra information • security. <p>Exemplar Response:</p> <p>The PSA aims to provide a service of excellence to its members and to ensure that the PSA is the recognised industry body for the cruise and ferry sectors (L1). It benefits members for example, by promoting market growth in the passenger shipping industry through public relations campaigns. It also aims to ensure that member companies are aware of best practice and statutory regulations on safety, protection of the environment, health, hygiene and security (L2).</p> <p>It also benefits passengers in the following ways. The PSA currently bonds 17 members for their non-licensable (cruise only) activity under the Package Travel Regulations (L1). This means that if you have booked a cruise only or a ferry package holiday with a bonded member, your money is protected should the company fail for any reason (L2). The PSA's website contains links to PSA member companies and this means that potential customers can find out extra information. Companies like Brittany Ferries get additional promotion and customers feel more secure (L2).</p>	
1(d)	<p>Evaluate the factors which influence international travellers' method of transport and route to travel from the UK to continental Europe.</p> <p>[0 marks] No response or no response worthy of credit.</p> <p>Level 1: [1-3 marks]</p> <p>Candidate identifies/describes some factor(s) which influence travellers' method of transport and route to travel from the UK to continental Europe. Information may be a list of factors, with little or no explanations. There is little or no attempt to evaluate.</p> <p>Level 2: [4-6 marks]</p> <p>Candidate identifies/describes a number of factors which influence travellers' method of transport and route to travel from the UK to continental Europe. Candidates will show an understanding of a number of factors by evaluating with some success. The evaluation will be in the most part accurate and relevant.</p> <p>Level 3: [7-9 marks]</p> <p>Candidates will show a clear understanding of the question and include detailed identification and explanation of a range of factors which influence travellers' method of transport and route to travel from the UK to continental Europe. Candidate effectively evaluates a range of these factors which influence international travellers' method of transport and route to travel from the UK to continental Europe.</p>	[9]

Question Number	Answer	Max Mark
1(d) cont'd	<p>Factors – indicative content:</p> <ul style="list-style-type: none"> • cost • convenience • accessibility • mass media – brochures, adverts & promotions • amount of disposable income • cost of transport in time & money • personal preference. <p>Exemplar Response:</p> <p>All travel decisions are influenced by such factors as cost, convenience and relative accessibility (L1). Final destination choice and particular travel arrangements are subject to a complex set of inter-relationships. Each international traveller has certain constraints that effectively limit their ability to choose from the full range of alternatives that are currently available to the international travelling public (L2).</p> <p>This explains why the Dover/Calais route is so popular because it offers the shortest crossing point and accessibility (both road and rail) (L2). Key influences on the decision-making process include the mass media, brochures, adverts & promotions, amount of disposable income, cost of transport in time & money and personal preference. Given the nature of these constraints, most people will act as 'satisficers' rather than 'optimisers' and select the travel package that best fits their personal circumstances (L3).</p>	
2(a)	<p>Identify the <u>four</u> features of cabin design, labelled A, B, C and D on Fig. 2, which have been provided for passenger convenience.</p> <p>One mark for each correct identification up to maximum of four identifications.</p> <p>A = Overhead locker (✓) B = Personal TV screen (✓) C = Pull out/storable table (✓) D = Overhead personal reading light (✓).</p>	[4]
2(b)	<p>Describe <u>two</u> cabin services which long-haul international carriers usually provide for younger passengers travelling as part of a family group.</p> <p>Up to two marks for each description.</p> <ul style="list-style-type: none"> • Infant bassinette (✓) – kept safe and secure in immediate parent proximity (✓). • Special meals (✓) – served first and suitable for children (✓). • Cartoon channel (✓) – appropriate entertainment (✓). • Activity pack/toys (✓) – keep actively occupied and happy on journey (✓). • Cabin crew will make up passenger food and drink on request (✓) – convenient for parents (✓). 	[4]

Question Number	Answer	Max Mark
2(c)	<p>Suggest and justify <u>one</u> service which long-haul international carriers must provide for the benefit of an unaccompanied minor travelling alone.</p> <p>One mark for correct identification plus up to an additional three marks for development of suggestion.</p> <ul style="list-style-type: none"> • Meet and greet (✓). Child taken from check-in by staff (✓). Guided through passport control and security so that minor does not get lost and/or miss the flight (✓). Most importantly will be kept observed at all times and thus safe (✓). 	[4]
2(d)	<p>Passengers travelling in business class enjoy certain advantages over those travelling in economy. Identify and explain <u>two</u> ground services provided by many long-haul international carriers for the benefit of business class passengers.</p> <p>One mark for each correct identification up to a maximum of two identifications plus an additional one mark for each of two explanations.</p> <ul style="list-style-type: none"> • Private limo transfer from home to airport and/or destination to hotel (✓) – convenience and privacy (✓) • Priority check-in desk (✓) – greater speed and convenience (✓) • Lounge access (✓) – work and relax in comfortable surroundings (✓). 	[4]
2(e)	<p>Discuss the types of ancillary service which are available land-side at UK international airports for the convenience of international business and leisure travellers.</p> <p>[0 marks] No response or no response worthy of credit.</p> <p>Level 1: [1-3 marks]</p> <p>Candidate identifies/describes some service(s) which are available land-side at UK international airports for the convenience of international business/leisure travellers. Information may be a list of services, with limited explanation. There is little or no attempt to discuss.</p> <p>Level 2: [4-6 marks]</p> <p>Candidate identifies/describes a number of services which are available land-side at UK international airports for the convenience of international business/leisure travellers. Candidate is able to consider a number of the services in order to provide a discussion of the types of ancillary service which are available land-side at UK international airports for the convenience of international business and/or leisure travellers.</p> <p>Level 3: [7-9 marks]</p> <p>Candidate identifies/describes a range of services which are available land-side at UK international airports for the convenience of international business and leisure travellers. Candidate is able to analyse a range of the products/services in order to provide an effective detailed discussion of the types of ancillary service which are available land-side at UK international airports for the convenience of international business and leisure travellers.</p>	[9]

Question Number	Answer	Max Mark
<p>2(e) cont'd</p>	<p>Types of service – indicative content:</p> <ul style="list-style-type: none"> • foreign exchange • car hire • airport transfers • passport and visa information • coach tickets • rail tickets • hotel bookings • guide books and guiding services • sight-seeing tours • special event information. <p>Exemplar Response:</p> <p>The arrival and departure halls contain a variety of ancillary service providers including foreign exchange, car hire, hotel booking and different methods of transport (L1). They are of use to both business and leisure travellers. Money exchange is important as a convenience (L2) to both arriving and departing travellers but car hire, hotels and local transport tickets are more important services for those arriving in the UK (L3). Many travellers will pre-book a stay at an airport hotel as part of their travel arrangements and may also use the secure car parking (L2). However, business travellers are more likely to use hire cars and this explains why booking, collection and drop-off facilities exist at the terminal (L3).</p>	
<p>3(a)</p> <p>3(b)</p>	<p>Identify <u>three</u> ways in which European visitors can find out further information about English heritage sites.</p> <p>One mark for each correct identification up to a maximum of three identifications.</p> <ul style="list-style-type: none"> • Internet (✓). • Staff on site (✓). • Phone customer services (✓). <p>Some European visitors will hire a car to visit English Heritage attractions. Identify and explain <u>three</u> advantages to such visitors of hiring a car.</p> <p>One mark for each correct identification up to a maximum of three identifications plus an additional one mark for each of three explanations.</p> <ul style="list-style-type: none"> • Cost (✓) – cheaper than public transport (✓). • Convenience (✓) – can go door-to-door (✓). • Flexibility (✓) – stop on way (✓). • Can pre-book (✓) – include as part of holiday package (✓). • Satellite navigation (✓) in own language (✓). 	<p>[3]</p> <p>[6]</p>

Question Number	Answer	Max Mark
3(c)(i)	<p>State three laws or regulations which affect the operation of English Heritage properties.</p> <p>One mark for each correct identification up to a maximum of three identifications.</p> <ul style="list-style-type: none"> • Supply of Goods and Services Act 1979 (✓) • Trade Descriptions Act 1968 (✓) • The Consumer Protection Act 1987 (✓) • The Health and Safety at Work Act 1974 (✓) • The Data Protection Act 1974 (✓) • Disability Discrimination Act (✓) • COSHH (✓). 	[3]
3(c)(ii)	<p>Explain how one of the laws and regulations chosen in part (c)(i) will affect the operation of English Heritage properties.</p> <p>Up to four marks for explanation.</p> <ul style="list-style-type: none"> • H and S at Work says organisations must have a H and S policy (✓) and this will involve use of accident book (✓), having fire extinguishers (✓), first aid box (✓) and adequate toilet and washing facilities (✓). 	[4]
3(d)	<p>English Heritage operates over 120 historic attractions. Discuss how such attractions meet the needs of overseas visitors.</p> <p>[0 marks] No response or no response worthy of credit.</p> <p>Level 1: [1-3 marks]</p> <p>Candidate identifies/describes some way(s) in which such attractions meet the needs of overseas visitors. Information may be in the form of a list, with limited explanation. There is little or no attempt to discuss.</p> <p>Level 2: [4-6 marks]</p> <p>Candidate identifies/describes a number of ways in which such attractions meet the needs of overseas visitors. Candidate demonstrates understanding by discussing a number of ways in which such attractions meet the needs of overseas visitors.</p> <p>Level 3: [7-9 marks]</p> <p>Candidate identifies/describes a range of ways in which such attractions meet the needs of overseas visitors. Candidate is able to analyse a range of the attractions in order to provide an effective detailed discussion of how such attractions meet the needs of overseas visitors.</p> <p>Ways in which needs are met – indicative content:</p> <ul style="list-style-type: none"> • range of leaflets and booklets available in foreign languages • guided tours with multi-lingual guides • visitor centre with interactive displays. 	[9]

Question Number	Answer	Max Mark
<p>3(d) cont'd</p>	<p>Exemplar Response: UK heritage attractions meet the needs of overseas visitors in a variety of ways. The visitor can obtain information in advance by visiting the website (L1) and can often pre-book their visit to avoid delays (L2). On arrival, a range of leaflets and books (L1) are available, some in foreign languages (L2). Similarly, guided tours (L1) will often have a multi-lingual guide for the convenience of overseas visitors (L2). Some attractions have a visitor centre with interactive displays which have a choice of languages and this is clearly the most appropriate way to provide services to foreign visitors (L3).</p>	
<p>4(a)</p>	<p>Identify <u>three</u> Caribbean Islands on which Sandals resorts are located. One mark for each correct identification up to a maximum of three identifications.</p> <ul style="list-style-type: none"> • Jamaica (✓) • Antigua (✓) • St Lucia (✓) • Bahamas (✓) • Cuba (✓). 	<p>[3]</p>
<p>4(b)</p>	<p>Sandals Resorts are 'all-inclusive'. State <u>three</u> features of an all-inclusive resort. One mark for each correct identification up to a maximum of three identifications.</p> <ul style="list-style-type: none"> • Price includes accommodation (✓) • Price includes all food (✓) • Price includes all beverages (✓) • Prices includes all activities (✓) • Prices includes all entertainment (✓). 	<p>[3]</p>
<p>4(c)</p>	<p>With reference to Fig. 4, describe <u>three</u> luxury services which Sandals provides for guests, including honeymoon couples. Up to two marks for each description.</p> <ul style="list-style-type: none"> • Free luggage and china (✓) – high quality incentive gift to a married couples (✓). • Personal butler (✓) – provides a range of personal services to guests (✓). • Preston Bailey Celebrity Wedding Planner Collection (✓) – prestige and convenience for couples (✓). • Red Lane Spa (✓) – exclusivity (✓). • Beach sweeping (✓) – pampering (✓). • Special outdoor dining (✓). • Room comments from image (✓). 	<p>[6]</p>

Question Number	Answer	Max Mark
4(d)	<p>The winter months (Dec-Feb) are high season in the Caribbean. Identify and explain <u>two</u> reasons why many UK tourists wish to visit the Caribbean at that time of year.</p> <p>One mark for each correct identification up to a maximum of two identifications plus an additional one mark for each of two explanations.</p> <ul style="list-style-type: none"> • Best weather (✓) – no hurricanes etc (✓). • Poor weather in UK (✓) – Caribbean is a winter sun destination (✓). • Festive season (✓) – many people have Xmas and New Year holiday (✓). 	[4]
4(e)*	<p>Evaluate the factors which influence UK travellers' choice of overseas leisure destination.</p> <p>[0 marks] No response or no response worthy of credit.</p> <p>Level 1: [1-3 marks]</p> <p>Candidate identifies/describes some factor(s) which influence UK travellers' choice of overseas leisure destination. Information may be a list of issues and/or problems, with little or no explanation. There is little or no attempt to evaluate.</p> <p>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.</p> <p>Level 2: [4-6 marks]</p> <p>Candidate identifies/describes a number of factors which influence UK travellers' choice of overseas leisure destination. Candidates will show an understanding of the question and include explanations of a number of these issues/problems. A number of these problems/issues are evaluated with some success.</p> <p>Candidate has a limited ability to organise relevant material. Some appropriate terminology used. Sentences are not always relevant with material presented in a way that does not always address the question. There may be noticeable errors of grammar, punctuation and spelling.</p> <p>Level 3: [7-9 marks]</p> <p>Candidates will show a clear understanding of the question and include detailed identification and explanation of factors which influence UK travellers' choice of overseas leisure destination.</p> <p>Candidate effectively evaluates a range of factors which influence UK travellers' choice of overseas leisure destination.</p> <p>Candidate presents relevant material in a well planned and logical sequence. Material clearly structured using appropriate terminology confidently and accurately. Sentences, consistently relevant are well structured in a way that directly answers the question. There will be few, if any errors of grammar, punctuation and spelling.</p>	[9]

Question Number	Answer	Max Mark
4(e)* cont'd	<p>Factors – indicative content:</p> <p>General influences on destination awareness such as:</p> <ul style="list-style-type: none"> • past family holidays • friends • family & colleagues • TV & films • mass media • brochures • adverts & promotions • school/college & work-related trips. <p>Factors limiting destination choice such as:</p> <ul style="list-style-type: none"> • amount of disposable income • employment status • size of household and number of children • number of trips taken last year • amount of free time • age and health status • cost of transport in time & money • personal preference, needs and wants. <p>Exemplar Response:</p> <p>All travel decisions are influenced by such factors as cost, convenience and relative accessibility (L1). Final destination choice is subject to a complex set of inter-relationships. Each UK traveller has certain constraints that effectively limit their ability to choose from the full range of alternatives that are currently available to the international travelling public (L2).</p> <p>Key influences on the decision-making process include the mass media for example the travel supplements, brochures, adverts & promotions, amount of disposable income, cost of transport in time & money and personal preference. Given the nature of these constraints, most people will act as 'satisficers' rather than 'optimisers' and select the travel package that best fits their personal circumstances (L3). However, the threat of terrorism and the advice provided by the FCO will be the most significant factor in any decision to travel (L3).</p>	
	Paper Total	[100]

Assessment Objectives Grid

Question	AO1	AO2	AO3	AO4	Total
1(a)	2		2		4
1(b)		3	3		6
1(c)	2		2	2	6
1(d)	3		3	3	9
2(a)		4			4
2(b)	2	2			4
2(c)	1		1	2	4
2(d)	2		2		4
2(e)	3		3	3	9
3(a)		3			3
3(b)	3		3		6
3(c)(i)	3				3
3(c)(ii)	2	2			4
3(d)		3	3	3	9
4(a)		3			3
4(b)	3				3
4(c)	3	3			6
4(d)	2	2			4
4(e)	3		3	3	9
Totals	34	25	25	16	100