

# **Travel and Tourism**

Advanced Subsidiary GCE

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

## **Mark Scheme for January 2012**

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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.

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## Annotations

Annotation	Meaning
	Correct response
	Incorrect response
	Vague
	Development of point
	Repeat
	Benefit of doubt not given
	Unclear
	Benefit of doubt
	Ignore
	Level 1
	Level 2
	Level 3
	Level 4
	Not answered question

**Subject Specific Marking Instructions****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 3d which is a level of response question and carries 9 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 3d.

**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		Answer	Mark	Guidance
1	(a)	<p>Number of French ports served by cross channel ferries:</p> <ul style="list-style-type: none"> <li>• 7 (✓).</li> </ul> <p>Number of Welsh ports with ferry services to Ireland:</p> <ul style="list-style-type: none"> <li>• 4 (✓).</li> </ul> <p>Number of European destinations served by ferries from Newcastle:</p> <ul style="list-style-type: none"> <li>• 2 (✓).</li> </ul> <p>The United Kingdom (UK) port with the greatest number of routes:</p> <ul style="list-style-type: none"> <li>• Portsmouth (✓).</li> </ul>	4 [4*1]	<p>One mark for each correct identification up to a maximum of four identifications.</p> <p>No other responses possible.</p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(b)	<p>Fig. 1(b) points out that ferry travel is affordable and can be considerably cheaper than flying. Ferry services offering a choice of destination to day trippers and ports like Calais and Zeebrugge are well served by local transport to allow visits to local attractions. These ports have more facilities than many European airports (restaurants, shops and bars) and passengers will not be bored waiting for their return service. However, the main attraction for foot passengers on a day trip will be the frequency of service which will allow early departure and late return, giving them a full day in the chosen destination (L2).</p>	6	<ul style="list-style-type: none"> <li>• Cheaper alternative to air travel/affordable.</li> <li>• Numerous daily sailings to most of the most popular destinations.</li> <li>• Larger ports in Europe such as Zeebrugge in Belgium and Calais in France are better equipped than most European airports – many shops, restaurants and bars.</li> <li>• Network of cheap and efficient public transport systems (for exploring).</li> </ul>	<p><b>Compulsory annotation L1 or L2 at end of response.</b></p> <p><b>Level 1: [1-3 marks]</b> Candidate identifies/describes some possible advantages for foot passengers of travelling by ferry for a day trip. Information may be in the form of a list of advantages. There is little or no attempt to assess. The answer is basic and shows limited understanding of concepts and principles with limited use of specialist vocabulary.</p> <p><i>List of points – maximum 1 mark. Description – up to 2 marks. Explanation/unsupported</i></p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p><i>judgements/limited discussion – up to 3 marks.</i></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 possible advantages for foot passengers of travelling by ferry for a day trip. Candidate effectively assesses the advantages. 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 – 4 marks.</i> <i>An evaluation/judgement without overall conclusion/prioritisation – 5 marks.</i> <i>With overall supporting conclusion – 6 marks.</i></p>

Question		Answer	Mark	Guidance
	(c)	<ul style="list-style-type: none"> <li>Convenient locations (✓) – easy high street access (✓).</li> <li>Special offers/late deals (✓) – window adverts (✓).</li> <li>Security (✓) – ABTA and ATOL protected (✓).</li> <li>Personalised service (✓) – opportunity for Q&amp;A (✓).</li> <li>Ancillary services (✓) – do all aspects together (✓).</li> </ul>	6 [1+1]*3	One mark for each correct identification up to a maximum of three identifications, plus up to an additional one mark for each of three developments.

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(d)	Key factors influencing cruising within the leisure tourism marketplace include the more active life style of older travellers, the development of new emerging destinations and the growing disposable income of the key market segments. The all-inclusive nature of cruises offers excellent value for money and the facilities on board cater for a range of interests, be they active or passive. One of the main attractions is visiting different destinations and new itineraries are constantly being introduced together with a range of large luxury vessels. The market has room for further growth (L3).	9	<ul style="list-style-type: none"> <li>Aging population (western countries).</li> <li>Active life style of older traveller.</li> <li>Development of emerging markets/destinations.</li> <li>Growing disposable income of the youth market segment.</li> <li>Increased awareness about impact of tourism on environment etc.</li> </ul>	<p><b>Compulsory annotation L1, L2 or L3 at end of response.</b></p> <p><b>Level 1: [1-3 marks]</b> Candidate identifies /describes some possible reasons for the popularity of cruise holidays. Information may be in the form of a list of reasons. There is little or no attempt to discuss. The answer is basic and shows limited understanding of concepts and principles with limited use of specialist vocabulary.</p> <p><b>List – maximum 2 marks. 2 identifications plus one description – 3 marks. 2 identifications and unsupported judgement – 3 marks.</b></p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p><b>Level 2:[4-6 marks]</b> Candidate describes a number of possible reasons for the popularity of cruise holidays. Candidate will show an understanding of the question and include explanations of a number of possible reasons which may be discussed with some success. The discussion in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p><b><i>No list – must at least ‘describe’. Description only – 4 marks. Explanation/analysis – 5 marks. Evaluative comment (because...means that...) – 6 marks.</i></b></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 the possible reasons for the popularity of cruise holidays. Candidate effectively discusses these reasons for popularity. There is sound and frequent evidence of through, detailed and accurate knowledge and understanding of</p>



Question			Answer	Marks	Guidance	
					Content	Levels of response
						concepts and principles using specialist vocabulary.  <b>Identification/description implied/assumed.</b> <b>Explanation/analysis/comparison of more than one point/both sides – 7 marks.</b> <b>An evaluation/judgement without overall conclusion/prioritisation – 8 marks.</b> <b>With overall supporting conclusion – 9 marks.</b>

Question		Answer	Mark	Guidance
2	(a)	<ul style="list-style-type: none"> <li>• Croatia (✓).</li> <li>• Egypt (✓).</li> <li>• Turkey (✓).</li> <li>• India (✓).</li> </ul>	4 [4*1]	One mark for each correct identification up to a maximum of four identifications.
	(b)	2012 Olympic Games: <ul style="list-style-type: none"> <li>• Sports Tourism (✓).</li> </ul> Whitewater Rafting: <ul style="list-style-type: none"> <li>• Adventure Tourism (✓).</li> </ul> Bethlehem Xmas Eve: <ul style="list-style-type: none"> <li>• Religious Tourism (✓).</li> </ul> Arenal National Park: <ul style="list-style-type: none"> <li>• Ecotourism (✓).</li> </ul>	4 [4*1]	One mark for each correct identification up to a maximum of four identifications.

Question	Answer	Mark	Guidance
(c)	<p>Carrying a photocopy of the personal details page of your passport:</p> <ul style="list-style-type: none"> <li>• For use as means of identification (✓) – random checks common overseas (✓).</li> <li>• Reduces risk of passport being lost/stolen (✓) – can be left in place of safe keeping (✓).</li> </ul> <p>Visiting jungle areas being accompanied by experienced local guides:</p> <ul style="list-style-type: none"> <li>• Danger of getting lost (✓) – local guides will have knowledge of area (✓).</li> <li>• Locals know best site/routes (✓) – better tourist experience (✓).</li> </ul> <p>Travelling on your own be particularly careful to keep wallets, money and valuables out of sight.</p> <ul style="list-style-type: none"> <li>• Lone persons more vulnerable (✓) – more likely to be a victim (✓).</li> <li>• Petty theft common in some destinations (✓) – don't advertise fact that you have wealth (✓).</li> </ul> <p>Avoiding any particular gatherings and/or demonstrations.</p> <ul style="list-style-type: none"> <li>• In some countries these become violent (✓) – reduces risk of harm (✓).</li> <li>• Police may not know you are a tourist (✓) – risk of arrest/imprisonment (✓).</li> </ul>	8 [4*2]	Up to two marks for each of four explanations.

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(d)	<p>Sightseeing tours are an ancillary travel product and are usually available to UK holiday makers in a variety of ways. Some package holidays will include such excursions as part of the package while other companies will sell them through hotel representatives. Depending on the type of tour, they might be pre-bookable at the travel agency or sold over the Internet direct from the operator. At the destination, such tours can often be booked in a variety of ways. The hotel concierge can suggest a good tour and make reservations on the guest's behalf. Local TIC's will offer a similar service and the visitor can ask for advice as well as compare prices. Many independent travellers prefer this approach and will use local adverts to seek out the tour that best meets their individual needs and expectations (L3).</p>	9	<ul style="list-style-type: none"> <li>• Travel agent.</li> <li>• Part of inclusive tour package.</li> <li>• Direct via Internet.</li> <li>• Via hotel rep as excursion.</li> <li>• Concierge desk at hotel.</li> <li>• Phone to local operator.</li> <li>• TIC.</li> </ul>	<p><b>Compulsory annotation L1, L2 or L3 at end of response.</b></p> <p><b>Level 1: [1-3 marks]</b> Candidate identifies/describes some possible ways in which local sightseeing tours are made available to UK travellers. Information may be in the form of a list of ways. There is little or no attempt to discuss. The answer is basic and shows limited understanding of concepts and principles with limited use of specialist vocabulary.</p> <p><b>List – maximum 2 marks. 2 identifications plus one description – 3 marks. 2 identifications and unsupported judgement – 3 marks.</b></p> <p><b>Level 2:[4-6 marks]</b> Candidate describes a number of possible ways in which local sightseeing tours are made available to UK travellers. Candidate will show an understanding of the question and include explanations of a number of possible ways which may be discussed with some success.</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p>The discussion in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p><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 3: [7-9 marks]</b>  Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible ways in which local sightseeing tours are made available to UK travellers. Candidate effectively discusses ways in which local sightseeing tours are made available. There is sound and frequent evidence of through, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><b>Identification/description implied/assumed.</b>  <b>Explanation/analysis/comparison</b></p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p><i>of more than one point/both sides – 7 marks.</i></p> <p><i>An evaluation/judgement without overall conclusion/prioritisation – 8 marks.</i></p> <p><i>With overall supporting conclusion – 9 marks.</i></p>

Question		Answer	Mark	Guidance
3	(a)	<p>Most dissatisfied:</p> <ul style="list-style-type: none"> <li>Seating (✓).</li> </ul> <p>Most satisfied with:</p> <ul style="list-style-type: none"> <li>Check in (✓).</li> </ul> <p>% satisfied with staff:</p> <ul style="list-style-type: none"> <li>59 (✓).</li> </ul> <p>% dissatisfied overall experience</p> <ul style="list-style-type: none"> <li>7 (✓).</li> </ul>	4 [4*1]	One mark for each correct identification up to a maximum of four identifications.
	(b)	<ul style="list-style-type: none"> <li>All lounges provide seating and a room to relax (✓) – a quiet, comfortable environment (✓).</li> <li>Payment allows 3 hours access (✓) – display boards show flight details for information (✓).</li> <li>Unlimited complimentary snacks and drinks (✓) – customers serve themselves, as they wish (✓).</li> <li>A selection of newspapers and magazines, and payphones (✓) – easy availability (✓).</li> <li>Other facilities depend on the individual lounge (✓), but may include satellite television, children's games, computer points and wireless Internet access (✓).</li> </ul>	6 [1+1]*3	One mark for each correct identification up to a maximum of three identifications, plus up to an additional one mark for each of three descriptions.

Question		Answer	Mark	Guidance
	(c) (i)	Number in Canada: <ul style="list-style-type: none"> <li>• 600 000 (✓).</li> </ul> Number of top ten destinations: <ul style="list-style-type: none"> <li>• 5 (✓).</li> </ul>	2 [2*1]	One mark for each correct identification up to a maximum of two identifications.
	(ii)	Frequency of visit: <ul style="list-style-type: none"> <li>• Australia less frequent (✓) – further away/expensive/longer travel time (✓).</li> <li>• Spain more frequent (✓) – nearer/cheaper/shorter travel time (✓).</li> </ul> Length of stay: <ul style="list-style-type: none"> <li>• Australia longer (✓) – to get value for money (✓).</li> <li>• Spain shorter (✓) – ease of access means many short breaks possible (✓).</li> </ul> <p><b>This needs looking at by PE – not sure we are asking for more than the marks available. This question was answered quite well – 1+1 x 2 perfectly accessible.</b></p>	4 [1+1]*2	One mark for identifying how travel patterns differ and one mark for identifying why travel patterns may differ in respect of both frequency of visit and length of stay.

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(d)*	Private car travel is popular with leisure tourists visiting the UK because they are free to travel according to their own preferences and do not have to rely on public transport or put up with the fixed timings of organised tours. Many European visitors can arrive in the UK via car ferry and are then free to explore at will. Many UK destinations such as North Wales and Highlands of Scotland are not well served by public transport and touring by car is a good way to see such locations. Furthermore, the UK has a good motorway network which allows visitors to access all areas of the country and accommodation can easily be booked in advance either direct with the establishment or via a service available at all TICs (L3).	9	<ul style="list-style-type: none"> <li>• Convenience.</li> <li>• Cost effective for families.</li> <li>• Door-to-door.</li> <li>• Luggage.</li> <li>• Touring remote areas/route flexibility etc</li> </ul>	<p><b>Compulsory annotation L1, L2 or L3 at end of response.</b></p> <p><b>Level 1: [1-3 marks]</b> Candidate identifies /describes some possible reasons why many inbound leisure tourists visiting the UK will choose to travel by car. Information may be in the form of a list of ways. There is little or no attempt to discuss. The answer is basic and shows limited understanding of concepts and principles with limited use of specialist vocabulary. <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. 2 identifications plus one description – 3 marks. 2 identifications and unsupported judgement – 3 marks.</b></p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p><b>Level 2:[4-6 marks]</b>  Candidate describes a number of possible ways in which local sightseeing tours are made available to UK travellers. Candidate will show an understanding of the question and include explanations of a number of possible ways 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.  <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’.  Description only – 4 marks.  Explanation/analysis – 5 marks.  Evaluative comment (because...means that...) – 6 marks.</b></p>



Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p><b>Level 3: [7-9 marks]</b>  Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible ways in which local sightseeing tours are made available to UK travellers. Candidate effectively discusses ways in which local sightseeing tours are made available. There is sound and frequent evidence of through, detailed and accurate knowledge and understanding of concepts and principles using 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</b></p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						– 8 marks. With overall supporting conclusion – 9 marks.

Question		Answer	Mark	Guidance
4	(a)	<ul style="list-style-type: none"> <li>• The economic downturn (✓).</li> <li>• Volcanic ash (✓).</li> <li>• Bad weather (✓).</li> <li>• Strikes (✓).</li> </ul>	4 [4*1]	One mark for each correct identification up to a maximum of four identifications.
	(b)	<ul style="list-style-type: none"> <li>• If your flight is delayed for more than four hours, you are entitled to free meals and refreshments (✓) – you would have received these on the flight (✓) and you would not expect to purchase them in the airport (✓).</li> <li>• Phone calls (✓) – to advise family/business of delay (✓) make alternative arrangements (✓).</li> <li>• If delay lasts overnight, hotel accommodation (✓) – unreasonable to stay in departure area (✓) and airlines/operators will have arrangements with local hotels (✓).</li> </ul>	6 [1+2]*2	One mark for each correct identification up to a maximum of two identifications, plus up to an additional two marks for each of two explanations.
	(c)	<ul style="list-style-type: none"> <li>• Purchasing of goods duty free (✓) – make savings (✓).</li> <li>• Buy any items needed (✓) – left behind or last minute (✓).</li> <li>• Passing time (✓) – waiting for flight in safe and secure environment (✓).</li> <li>• Signage and announcements (✓) – can be kept informed and easy to get to flight gate (✓).</li> </ul>	6 [1+1]*3	One mark for each correct identification up to a maximum of three identifications, plus up to an additional one mark for each of three explanations.

Question		Answer	Marks	Guidance	
				Content	Levels of response
4	(d)	<p>Airlines such as Etihad offer a range of services to family groups. In addition to baby-friendly hosts on their flights, they offer everything to make a baby's journey comfortable. Changing facilities, baby meals (to be requested at the time of reservation or 24 hours before departure) and bassinets (available on a first come, first serve basis, infant must not exceed 10kg or 10 months). If parents wish to carry milk or food for the baby, you can have these warmed up on board. They also have soft toys and games to keep their youngest guests happy and entertained on the flight. Children aged 2-11 years can expect, as well as toys and games, a range of in-flight entertainment programmes and interactive games specially designed for them. They also have a special child menu with items like burgers, fish fingers, chicken nuggets and vegetable patties. However, these need to be requested at the time of booking or at least 24 hours before departure. Furthermore, Etihad has recognised that caring for a child in an airport environment isn't always easy. To further meet the needs of parents travelling with children, in Abu Dhabi and other major airports they can lend a stroller to help families through the airport.</p>	9	<ul style="list-style-type: none"> <li>• Early call for boarding.</li> <li>• Changing tables and bassinets.</li> <li>• Child meals.</li> <li>• Toys/activity packs.</li> <li>• Childrens' TV channel/games.</li> <li>• Use of buggy up to boarding gate.</li> </ul>	<p><b>Compulsory annotation L1, L2 or L3 at end of response.</b></p> <p><b>Level 1: [1-3 marks]</b> Candidate identifies /describes some possible ways in which major international airlines meet the needs of families travelling with young children. Information may be in the form of a list of ways. There is little or no attempt to discuss. The answer is basic and shows limited understanding of concepts and principles with limited use of specialist vocabulary.</p> <p><b>List – maximum 2 marks. 2 identifications plus one description – 3 marks. 2 identifications and unsupported judgement – 3 marks.</b></p> <p><b>Level 2:[4-6 marks]</b> Candidate describes a number of possible ways in which major international airlines meet the needs of families travelling with young children. Candidate will show an understanding of the question and include explanations of a number of possible ways which may be discussed with some success. The discussion in the</p>

Question			Answer	Marks	Guidance	
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			For Diamond First and Pearl Business a new Family Room in Abu Dhabi offer soft toys, comfortable seating, books, games and qualified nannies ( <b>L3</b> ).			<p>most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p><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 3: [7-9 marks]</b>  Candidate will show a clear understanding of the question and include detailed identification and explanation of possible ways in which major international airlines meet the needs of families travelling with young children. Candidate effectively discusses ways in which major international airlines cater for the needs of this target group. There is sound and frequent evidence of through, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><b>Identification/description implied/assumed.</b></p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p><i>Explanation/analysis/comparison of more than one point/both sides – 7 marks.</i></p> <p><i>An evaluation/judgement without overall conclusion/prioritisation – 8 marks.</i></p> <p><i>With overall supporting conclusion – 9 marks.</i></p>

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