

**Advanced Subsidiary GCE**

**G720**

**Travel and Tourism**

**Unit G720: Introducing Travel and Tourism**

**Specimen Paper**

Time: 2 hours

Candidates answer on the question paper.

**Additional materials:** Case Study material

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 **10** printed pages and **2** blank pages.

Answer **all** questions.

1 (a) Refer to **Document 1a**.

Explain each of the following terms:

(i) waterway holiday;

.....  
.....  
.....  
..... [2]

(ii) short break.

.....  
.....  
..... [2]

(b) **Document 1c** refers to self catering provision.

Identify and describe **three** types of non-serviced accommodation.

Type 1:.....  
.....

Description:.....  
.....

Type 2:.....  
.....

Description:.....  
.....

Type 3:.....  
.....

Description:.....  
..... [6]



2 (a) Refer to **Document 1b**.

Describe each of the following:

(i) TIC;

.....  
.....  
.....  
..... [2]

(ii) public transport;

.....  
.....  
.....  
..... [2]

(iii) day visit.

.....  
.....  
.....  
..... [2]

(b) Refer to **Document 1c**.

Identify and explain **three** reasons why special events are an important part of travel and tourism in Northamptonshire.

Reason 1: .....

Explanation: .....

Reason 2: .....

Explanation: .....

Reason 3: .....

Explanation: .....

..... [6]



3 (a) Refer to **Documents 2a and 2b**.

Identify:

- (i) a form of public transport;

.....  
..... [1]

- (ii) the theatre in Northampton.

.....  
..... [1]

3 (b) Refer to **Document 2b**.

78 Derngate developed new facilities for visitors in 2007:

- The Dining Room;
- Shopping;
- Contemporary Gallery.

- (i) Identify and explain **two** benefits **to the visitor** of 78 Derngate developing such facilities.

Benefit 1:.....  
.....

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

Benefit 2:.....  
.....

Explanation:.....  
..... [4]

- (ii) Identify and explain **two** benefits **to 78 Derngate** of developing such facilities.

Benefit 1:.....  
.....

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

Benefit 2:.....  
.....

Explanation:.....  
..... [4]



4 (a) Refer to **Documents 5a and 5b**.

Identify each of the following:

- (i) a motor sport venue;

.....  
..... [1]

- (ii) a well known country house;

.....  
..... [1]

- (iii) a reservoir;

.....  
..... [1]

- (iv) a railway.

.....  
..... [1]

4 (b) Identify and describe **two** outdoor activities at Brixworth Country Park.

Activity 1: .....

Description: .....

Activity 2: .....

Description: .....

..... [4]

4 (c) Refer to **Documents 5a and 5b**.

- (i) Identify **two** public sector organisations.

Organisation 1: .....

Organisation 2: ..... [2]

- (ii) Identify and explain **two** roles of public sector organisations.

Role 1: .....

Explanation: .....

Role 2: .....

Explanation: .....

..... [4]







SPECIMEN

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**OXFORD CAMBRIDGE AND RSA EXAMINATIONS**

**Advanced Subsidiary GCE**

**TRAVEL AND TOURISM**

**G720**

Unit G720: Introducing Travel and Tourism

**Specimen Mark Scheme**

The maximum mark for this paper is 100.

SPECIMEN

Question Number	Answer	Max Mark
1(a)(i)	<p><b>Explain each of the following terms:</b>  <b>waterway holiday;</b>  <b>Up to two marks for explanation.</b>            Leisure break (✓+) that takes place on <b>inland</b> canal (✓+)/river (✓+)/lake (✓+).            Leisure break (✓+) that takes place on canal barge (✓+) on Grand Union canal (✓+).            Self catering vacation (✓+) on board boat (✓+).</p>	[2]
1(a)(ii)	<p><b>Explain each of the following terms:</b>  <b>short break.</b>  <b>Up to two marks for explanation.</b>            Holiday of less than four nights duration (✓+).            Weekend break (✓+) to British Grand Prix at Silverstone (✓+).</p>	[2]
1(b)	<p><b>Identify and describe <u>three</u> types of non-serviced accommodation.</b>  <b>One mark for each correct identification up to a maximum of three identifications plus an additional one mark for each of three descriptions.</b>            Identifications:  <ul style="list-style-type: none"> <li>• Camping (✓)</li> <li>• Self catering cottage (✓)</li> <li>• Self catering chalets in holiday camps (✓)</li> <li>• Caravanning (✓)</li> <li>• Villas (✓)</li> <li>• Apartments (✓)</li> <li>• Self catering boat (✓).</li> </ul>           Descriptions:            Staying at a hostel (✓) which offers basic accommodation. You just pay for your bed (✓). Any serviced accommodation mentioned – zero marks.</p>	[6]
1(c)	<p><b>Using the statistics in Documents 1a, 1b and 1c, draw valid conclusions about visitor expenditure in Northamptonshire.</b></p> <p><b>[0 marks]</b> No response or no response worthy of credit  <b>Level 1: [1-4 marks]</b>            Candidate identifies/describes some relevant statistics, showing a limited understanding of the material in Documents 1a, 1b and 1c. Candidate makes an attempt to draw some conclusions from relevant statistics in Documents 1a, 1b and 1c.  <b>Level 2: [5-6 marks]</b>            Candidate identifies/describes a number of relevant statistics in Documents 1a, 1b and 1c. Candidate demonstrates their understanding of the material by considering the information and drawing a number of valid conclusions from relevant statistics in Documents 1a, 1b and 1c.</p>	[12]

Question Number	Answer	Max Mark
<p><b>1(c)</b> <b>cont'd</b></p>	<p><b>Level 3: [7-8 marks]</b> Candidate demonstrates a clear understanding of the statistics in Documents 1a, 1b and 1c. Candidate analyses and effectively uses a range of relevant statistics in Documents 1a, 1b and 1c to draw a range of valid conclusions about visitor expenditure in Northamptonshire.</p> <p><b>Statistics – indicative content:</b></p> <ul style="list-style-type: none"> <li>• £365m spending</li> <li>• catering £132m business turnover</li> <li>• £107m retailers</li> <li>• £39m accommodation sector</li> <li>• £36 leisure, attractions and entertainments</li> <li>• £250m spending by day visitor</li> <li>• £18 spend per head for town visits</li> <li>• £13 spend per head countryside visits</li> <li>• £115m overnight market – spend per head £149 for business; £136 holiday and £50 VFR</li> <li>• £3 spend per head per trip on waterways</li> <li>• transport £51m</li> <li>• day visitor market spend £250m.</li> </ul> <p><b>Analysis:</b></p> <ul style="list-style-type: none"> <li>• majority of business turnover on catering (<b>L2</b>)</li> <li>• spend per head VFR low (<b>L2</b>)</li> <li>• spend per head greatest for business (<b>L2</b>)</li> <li>• low spend per head on waterways (<b>L2</b>)</li> <li>• expenditure on town visits more than countryside visits (<b>L2</b>)</li> <li>• day visitor highest expenditure in total (<b>L2</b>).</li> </ul> <p><b>Exemplar Response:</b> Catering expenditure shows most visitors eat out (<b>L1</b>). One reason for this is the lack of attractions and things to do for the weekend (<b>L2</b>); If more activities were provided for tourists such as white knuckle theme parks for teenagers and families then the level of visitor expenditure would increase substantially (<b>L3</b>). If column 3 of Fig. 2 is used as a basis for answer can still award L2 and L3.</p>	
<p><b>2(a)</b></p>	<p><b>Describe each of the following:</b> <b>TIC;</b> <b>Up to two marks for description.</b> Tourist Information Centre (✓) which provides visitors with information on an area with relevant information/services (✓). A place to get information (✓) on a destination about accommodation/restaurants/attractions (✓).</p>	<p><b>[2]</b></p>

Question Number	Answer	Max Mark
<p>2(a) cont'd</p>	<p><b>Describe each of the following: public transport; Up to two marks for description.</b> Mass travel (✓) available for everyone (✓) provided for paying passengers (✓) – bus (✓)/train (✓)/taxi (✓)/tram (✓)/ferry (✓)/tube (✓)/coach (✓).</p> <p><b>Describe each of the following: day visit. Up to two marks for description.</b> Travel to another destination for purposes of tourism but returning home within 24 hours (✓)/no overnight accommodation (✓) - trip to 78 Derngate (✓).</p>	<p>[2]</p> <p>[2]</p>
<p>2(b)</p>	<p><b>Identify and explain <u>three</u> reasons why special events are an important part of travel and tourism in Northamptonshire.</b></p> <p><b>One mark for each correct identification up to a maximum of three identifications plus an additional one mark for each of three explanations.</b></p> <ul style="list-style-type: none"> <li>• Can be regarded as major tourist attractions (✓) so they bring in money to an area (✓).</li> <li>• Provision of employment (✓) in many different components of travel and tourism (✓).</li> <li>• Advertise positive points about area (✓) – promotion/PR (✓).</li> <li>• Provide entertainment for locals (✓) – community benefit (✓).</li> <li>• Encourage repeat business (✓) visitor enjoying event one year may return (✓).</li> <li>• Large volume of visitors (✓) increase total number of tourists (✓).</li> <li>• Increase occupancy level in accommodation (✓) due to increase business for providers at certain times of year (✓).</li> <li>• Boost visitor numbers to attractions (✓) therefore increase business turnover (✓).</li> <li>• Increase in length of stay of visitors (✓) brings increased expenditure (✓).</li> <li>• International recognition (✓) due to world famous events such as Silverstone (✓).</li> <li>• Increase in local businesses (✓) brings money into local economy (✓).</li> </ul>	<p>[6]</p>



Question Number	Answer	Max Mark
2(c)	<p><b>Compare and contrast the products, facilities and services of 78 Derngate and Canons Ashby.</b></p> <p><b>[0 marks]</b> No response or no response worthy of credit</p> <p><b>Level 1: [1-2 marks]</b></p> <p>Candidate identifies some products, facilities and services of 78 Derngate and/or Canons Ashby. The response may take the form of a list. There is little or no attempt to compare and contrast.</p> <p><b>Level 2: [3-5 marks]</b></p> <p>Candidate identifies a number of products, facilities and services of 78 Derngate and/or Canons Ashby. Candidate displays their understanding of a number of differences between some of the products, facilities and services. Candidate compares and/or contrasts with some success.</p> <p><b>Level 3: [6-10 marks]</b></p> <p>Candidate identifies a range of products, facilities and services of 78 Derngate and/or Canons Ashby. Candidate effectively compares and contrasts a range of products, facilities and services offered by 78 Derngate and Canons Ashby.</p> <p><b>Products, facilities, services – indicative content:</b></p> <p><b><u>78 Derngate:</u></b></p> <ul style="list-style-type: none"> <li>• house and museum</li> <li>• restaurant</li> <li>• shop</li> <li>• gallery</li> <li>• private functions and corporate hospitality</li> <li>• events</li> <li>• talks</li> <li>• friends group</li> <li>• volunteers</li> <li>• town centre location</li> <li>• no specific car park</li> <li>• public transport accessible</li> <li>• partial mobility access</li> <li>• open March – Christmas, Tues pm – Sun</li> <li>• entrance fee</li> <li>• group and school rates</li> <li>• guided tours</li> <li>• charitable trust supported by many organisations.</li> </ul>	[10]

Question Number	Answer	Max Mark
2(c) cont'd	<p><b><u>Canons Ashby:</u></b></p> <ul style="list-style-type: none"> <li>• house</li> <li>• tea room</li> <li>• shop</li> <li>• church</li> <li>• gardens</li> <li>• events</li> <li>• countryside location</li> <li>• braille and taped guides available</li> <li>• disabled parking close</li> <li>• wheelchair available</li> <li>• open March – Dec Mon – Wed, Sat and Sun</li> <li>• entrance fee includes donation</li> <li>• national trust property.</li> </ul> <p><b>Exemplar Response:</b></p> <p>both are houses (L2), but 78D a 20<sup>th</sup> century town house, CA 16<sup>th</sup> century country house (L3)</p> <p>both are voluntary sector (L2), 78D an independent charitable trust, CA National Trust (L3)</p> <p>both charge admission (L2), CA costs more as bigger property with more to see (L3)</p> <p>both have catering (L2), 78D a restaurant which offers more than the tea room at CA (L3)</p> <p>both have shops (L2), allowing for secondary spend (L3)</p> <p>78D has rooms for hire (L1), this is not available at CA (L2)</p> <p>both have special events (L2), but there are a wider range at CA, even in the closed season (L3)</p> <p>78D is more accessible via public transport than CA (L3)</p> <p>similar opening times over the year (L2), but 78D open more days each week (L3)</p> <p>both are difficult for those with mobility impairment (L2), but there is a wheelchair available at CA (L3)</p> <p>CA has car parking facilities (L1), 78D need to use public car parks close by (L3).</p>	

Question Number	Answer	Max Mark
3(a)(i)	<p><b>Identify:</b>  <b>a form of public transport;</b>  <b>For one mark.</b></p> <ul style="list-style-type: none"> <li>• Train (✓)</li> <li>• Bus (✓)</li> <li>• Coach (✓).</li> </ul>	[1]
3(a)(ii)	<p><b>Identify:</b>  <b>the theatre in Northampton.</b>  <b>For one mark.</b></p> <p>Royal and Derngate (Theatre/Theatres) (✓)          Royal (Theatre) (✓)          Derngate (Theatre) (✓).</p>	[1]
3(b)(i)	<p><b>Identify and explain <u>two</u> benefits to the visitor of 78 Derngate developing such facilities.</b>  <b>One mark for each correct identification up to a maximum of two identifications plus an additional one mark for each of two explanations.</b></p> <ul style="list-style-type: none"> <li>• Additional experience for the visitor (✓), extend dwell time/activities to 'make a day of it' (✓).</li> <li>• Indoor activities (✓) good for bad weather (✓).</li> <li>• Provision of catering service (✓) so can get a meal (✓).</li> <li>• Provision of shopping facility (✓) for souvenirs (✓).</li> </ul>	[4]
3(b)(ii)	<p><b>Identify and explain <u>two</u> benefits to 78 Derngate of developing such facilities.</b>  <b>One mark for each correct identification up to a maximum of two identifications plus an additional one mark for each of two explanations.</b></p> <ul style="list-style-type: none"> <li>• Increase income (✓) by secondary spend in shop/restaurant (✓).</li> <li>• Increase visitor numbers (✓) as there is more on offer at the attraction (✓).</li> <li>• Increase dwell time at house (✓) and hence secondary spend (✓).</li> <li>• Increase in membership (✓) and hence secondary spend (✓).</li> <li>• Charitable income may give donations(✓).</li> <li>• Increased publicity (✓) new services attract media attention/word of mouth (✓).</li> </ul>	[4]

Question Number	Answer	Max Mark
3(c)	<p><b>Evaluate possible advantages to the conference guest of staying at Highgate House.</b></p> <p><b>[0 marks]</b> No response or no response worthy of credit</p> <p><b>Level 1: [1-4 marks]</b> Candidate identifies/describes some advantages to the conference guest of staying at Highgate House. Information may be a list of advantages, with little or no explanation. There is little or attempt to evaluate.</p> <p><b>Level 2: [5-8 marks]</b> Candidate will show a sound level of understanding by identifying/describing a number of advantages to the conference guest of staying at Highgate House. These advantages are evaluated with some success.</p> <p><b>Level 3: [9-12 marks]</b> Candidate will show a high level of understanding of the question and include detailed identification and explanation of a range of advantages. Candidate effectively evaluates a range of advantages to the conference guest of staying at Highgate House. The response will be logically developed.</p> <p><b>Advantages – indicative content:</b></p> <ul style="list-style-type: none"> <li>• nice setting</li> <li>• dedicated and secure conference centre</li> <li>• air conditioned meeting rooms</li> <li>• ergonomic seating</li> <li>• presentation equipment</li> <li>• high quality bedrooms, desk and phone</li> <li>• video conferencing</li> <li>• helipad</li> <li>• outdoor team building activities</li> <li>• 24 hour message handling</li> <li>• currency exchange</li> <li>• cheques cashed/cc taken</li> <li>• high quality food and drink</li> <li>• fitness facilities</li> <li>• games available nearby sports clubs.</li> </ul> <p><b>Exemplar Response:</b> It has luxurious bedrooms (L1) which would suit a business guest's needs (L2) as they usually have quite a high budget as the company pays (L3). Currency exchange (L1) is helpful for foreign guests going abroad (L2) because they don't need to go outside the conference centre to do this (L3).</p>	[12]

Question Number	Answer	Max Mark
4(a)(i)	<p><b>Identify each of the following:</b>  <b>a motor sport venue;</b>  <b>For one mark.</b>            Rockingham Speedway (✓).</p>	[1]
4(a)(ii)	<p><b>Identify each of the following:</b>  <b>a well known country house;</b>  <b>For one mark.</b>            Althorp House (✓).</p>	[1]
4(a)(iii)	<p><b>Identify each of the following:</b>  <b>a reservoir;</b>  <b>For one mark.</b>            Pitsford Reservoir (✓).</p>	[1]
4(a)(iv)	<p><b>Identify each of the following:</b>  <b>a railway;</b>  <b>For one mark.</b>            Northampton and Lamport Railway (✓).</p>	[1]
4(b)	<p><b>Identify and describe <u>two</u> outdoor activities at Brixworth Country Park.</b>  <b>One mark for each correct identification up to a maximum of two identifications plus an additional one mark for each of two descriptions.</b></p> <ul style="list-style-type: none"> <li>• Walks (✓)</li> <li>• French boules (✓)</li> <li>• Picnicking/Picnic area (✓)</li> <li>• Maze (✓)</li> <li>• Wildlife observation (✓)</li> <li>• Cycling (✓)</li> <li>• Sailing (✓)</li> <li>• Windsurfing (✓)</li> <li>• Canoeing (✓)</li> <li>• Fishing (✓)</li> <li>• Sensory garden (✓)</li> <li>• Walks (✓) are along way marked trails (✓), variable length (✓) and easy to follow (✓).</li> </ul>	[4]

Question Number	Answer	Max Mark
4(c)(i)	<p><b>Identify <u>two</u> public sector organisations.</b>  <b>One mark for each correct identification up to a maximum of two identifications.</b></p> <p>Northamptonshire County Council (✓)  The Countryside Agency (✓)  The Millennium Commission (✓)  Brixworth Country Park (✓)  The Mackintosh Centre (✓).</p>	[2]
4(c)(ii)	<p><b>Identify and explain <u>two</u> roles of public sector organisations.</b>  <b>One mark for each correct identification up to a maximum of two identifications plus an additional one mark for each of two explanations.</b></p> <ul style="list-style-type: none"> <li>• Provide service to local community(✓) benefit of community (✓).</li> <li>• Provide advice (✓) service to public (✓).</li> <li>• Management of public areas(✓) demonstration of good practice (✓).</li> <li>• Protection (of countryside) (✓) conservation aspect (✓).</li> <li>• Provide facilities (✓) benefit community (✓).</li> <li>• Promote understanding (✓) educational aspect (✓).</li> <li>• Provides funding (✓) by grant aid (✓).</li> <li>• Improving the local economy (✓) through encouraging business growth (✓).</li> <li>• Increasing local jobs (✓) both in the public and private sectors (✓).</li> </ul>	[4]

Question Number	Answer	Max Mark
4(d)	<p><b>Discuss the products and services provided by the Mackintosh Centre for disability groups.</b>            [0 marks] No response or no response worthy of credit  <b>Level 1: [1-4 marks]</b>            Candidate identifies/describes some product(s) and/or service(s) provided by the Mackintosh Centre for disability groups. Candidate makes attempts to discuss some of the product(s) and/or service(s) provided by the Mackintosh Centre for disability groups.  <b>Level 2: [5-8 marks]</b>            Candidate identifies a range of products and services showing a detailed knowledge and understanding of the topic. Candidate is able to provide an effective discussion of those products and services provided by the Mackintosh Centre for disability groups. The response will be logically developed and coherent.  <b>Services - indicative content:</b></p> <ul style="list-style-type: none"> <li>• fully accessible facilities</li> <li>• bottom bunks accessible</li> <li>• full access to toilets/shower and bathrooms</li> <li>• purpose built</li> <li>• self catering</li> <li>• large communal area</li> <li>• specialist diets</li> <li>• countryside activities</li> <li>• tailor made countryside activity package.</li> </ul> <p><b>Analysis:</b></p> <ul style="list-style-type: none"> <li>• communal area (L1) ensures group can meet together (L2)</li> <li>• drying and laundry facilities (L1) means activities can take place in all weathers (L2)</li> <li>• self catering (L1) allows flexibility, can eat out (L2)</li> <li>• communal area (L1) allows indoor activities to take place if wet (L2).</li> </ul> <p><b>Exemplar Response:</b>            The Mackintosh Centre offers a range of activities and facilities for all ages and abilities (L1) including fully equipped kitchen suitable for people with disabilities (L2) as well as fully accessible toilets (L2). This shows that the centre takes equal opportunities seriously and makes sure that all people are regarded equally whatever their disability (L2).</p>	[8]
5*	<p><b>Evaluate issues and problems facing tourism in Northamptonshire.</b>            [0 marks] No response or no response worthy of credit  <b>Level 1: [1-4 marks]</b>            Candidate identifies/describes issues/problems facing tourism in Northamptonshire. Information may be a list of issues/problems, with little or no explanation. There is little or no attempt to evaluate.            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>	[12]

Question Number	Answer	Max Mark
5* cont'd	<p><b>Level 2: [5-8 marks]</b> Candidate identifies/describes a number of issues/problems facing tourism in Northamptonshire. Candidate will show an understanding of the question 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><b>Level 3: [9-12 marks]</b> Candidate will show a clear understanding of the question and the issues/problems facing tourism in Northamptonshire. Candidate effectively evaluates a range of these issues/problems facing tourism in Northamptonshire.</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> <p><b>Issues/problem – indicative content:</b></p> <ul style="list-style-type: none"> <li>• low level of income from tourist compared with surrounding counties</li> <li>• low level of spending by LAs on tourism</li> <li>• day visitor market 90%</li> <li>• spend per head VFR low</li> <li>• low spending per head on waterways hols</li> <li>• transit market – only passing through</li> <li>• repeat business high</li> <li>• low % use public transport</li> <li>• decisions to visit taken at short notice</li> <li>• visitors do not seek out info prior to visit</li> <li>• high awareness of some attractions</li> <li>• nice natural environment</li> <li>• weaknesses such as visitor infrastructure, car parking, WCs, signposting, shops and places to eat</li> <li>• accommodation does not promote weekend short breaks</li> <li>• lack of self catering accommodation.</li> </ul>	



Question Number	Answer	Max Mark
	<p><b>Analysis:</b></p> <ul style="list-style-type: none"> <li>• many day visitors from within area (L1), shows those in others regions not aware (L2)</li> <li>• VRF low spend (L1) as perhaps perception of not much to do (L2)</li> <li>• poor facilities (L1) will put people off visiting (L2)</li> <li>• little self catering (L1) will make it too expensive to visit for low income groups/families (L2)</li> <li>• development of budget airways (L1) allow easy access to other destinations (L2)</li> <li>• changing socio – economic factors (L1), higher disposable income so visitors go to more exotic destinations (L2).</li> </ul> <p><b>Exemplar Response:</b></p> <p>Hotels and other serviced accommodations are successful enough mid week (L1) so they are less likely to appeal to weekend guests by offering cheap deals (L2). When an event is on at the weekend, tourists are less inclined to visit (L2) if they have to pay a lot of money for accommodation (L3). Offering special deals at weekends at hotels would encourage more domestic and inbound tourists (L3).</p>	
	<b>Paper Total</b>	<b>[100]</b>

## Assessment Objective Grid

Question	AO1	AO2	AO3	AO4	Total
1(a)(i)	2				2
1(a)(ii)	2				2
1(b)	3	3			6
1(c)		4	4	4	12
2(a)(i)	2				2
2(a)(ii)	2				2
2(a)(iii)	2				2
2(b)		3	3		6
2(c)	5			5	10
3(a)(i)		1			1
3(a)(ii)		1			1
3(b)(i)		2	2		4
3(b)(ii)		2	2		4
3(c)	4		4	4	12
4(a)(i)		1			1
4(a)(ii)		1			1
4(a)(iii)		1			1
4(a)(iv)		1			1
4(b)	2	2			4
4(c)(i)		2			2
4(c)(ii)	2		2		4
4(d)	4	2		2	8
5		4	4	4	12
<b>Totals</b>	30	30	21	19	100