

Travel and Tourism

Advanced Subsidiary GCE

Unit **G720**: Unit 1 – Introducing Travel and Tourism

Mark Scheme for June 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.

Mark schemes should be read in conjunction with the published question papers and the report on the examination.

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1. Annotations

used in the detailed Mark Scheme (to include abbreviations and subject-specific conventions):

Annotation	Meaning
	Correct response – one tick per mark
	Incorrect response
	Not answered question
	Level 3 achieved
	Level 2 achieved
	Level 1 achieved
	Benefit of doubt [hence mark awarded; no need to put tick]
	Repetition
	Vague – so no credit awarded

2. Subject-specific Marking Instructions

that apply across the whole question paper to be included here.

Question		Answer	Marks	Guidance														
1	(a)	<p>One mark for each correct advance booking method up to a maximum of three methods plus an additional one mark for each of three descriptions.</p> <table border="1"> <thead> <tr> <th>service</th> <th>description</th> </tr> </thead> <tbody> <tr> <td>Accommodation (provider)</td> <td>Contact direct with accommodation (provider), staying, place to stay</td> </tr> <tr> <td>On line/ internet</td> <td>Specific accommodation website/laterooms etc</td> </tr> <tr> <td>Transport (provider)</td> <td>Coach company, travelling</td> </tr> <tr> <td>Tour operator/travel company</td> <td>Packages, such those at holiday parks</td> </tr> <tr> <td>Travel agent</td> <td>on line, retail outlet, selling face-to-face</td> </tr> <tr> <td>Tourist board/TIC</td> <td>Brochures produced by tourist board/website</td> </tr> </tbody> </table>	service	description	Accommodation (provider)	Contact direct with accommodation (provider), staying, place to stay	On line/ internet	Specific accommodation website/laterooms etc	Transport (provider)	Coach company, travelling	Tour operator/travel company	Packages, such those at holiday parks	Travel agent	on line, retail outlet, selling face-to-face	Tourist board/TIC	Brochures produced by tourist board/website	6	<p>Compulsory annotation: ✓ X</p> <p>Be mindful of repetition in descriptions</p> <p>If candidate scores zero for one sub-section DO NOT award more than ONE mark for other sub-sections.</p> <p>Example can be credited with second mark. Example only/incorrect meaning correct example zero marks</p> <p>Service - not by phone, Description – not statistics,</p>
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	(b)	<p>One mark for each correct service up to a max of two services, plus an additional one mark for each of two explanations.</p> <p>Provide information service ... leaflets/ face to face/by telephone, attractions, places to visit, events, maps etc. Provide advice ... which events to visit, transport links Multilingual service ... staff speak languages, leaflets in many languages Accommodation booking service ... book a bed ahead scheme Sell products ... maps/guidebooks/postcards/souvenirs Transport booking service ... book coach trips/ferries Entertainment service ... book/offer facilities to book theatre tickets/guided tours, booking Foreign/currency exchange Guided tour/services ... they get a guide</p>	4	<p>Compulsory annotation: ✓ X</p> <p>Be mindful of repetition – provide information + description only once</p>														

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(c)	<p>Indicative content: Fig 1b Trips 2006 -9.61m; 2008- 8.49m decrease Bednights 2006 -36.43m ;2008 -31.90m decrease Spend 2006 -£1,633m ;2008- £1,411m decrease Fig 1c Ave length of stay nights 2006 -3.79 ; 2008 3.76 decrease Ave spend per night 2006- £45; 2008 – £44 decrease Ave spend per trip 2006 – £170; 2008- £166 decrease Fig 1d Hols –trips 2006 – 7.36m; 2008 6.56m , bednights 2006-29.37m; 2008 – 26.01m, spend 2006- £1189m; 2008- £1066 m -all decrease VFR – trips 2006 – 1.14m; 2008 0.85m- decrease, bednights 2006- 2.88m; 2008 3.01m – increase, spend 2006- £112m; 2008 £90m – decrease Business - trips 2006 – 0.95m; 2008 0.91m- decrease, bednights 2006- 3.3mm; 2008 2.44m – decrease, spend 2006- £311m; 2008 £235m – decrease Fig 1e</p> <table border="1" data-bbox="324 751 1308 1015"> <thead> <tr> <th>%</th> <th>2006</th> <th>2008</th> <th></th> </tr> </thead> <tbody> <tr> <td>Accommodation</td> <td>34.15</td> <td>34.78</td> <td>Increase</td> </tr> <tr> <td>Eating & drinking</td> <td>19.48</td> <td>17.94</td> <td>Decrease</td> </tr> <tr> <td>Travel costs</td> <td>17.56</td> <td>19.74</td> <td>Increase</td> </tr> <tr> <td>Shopping</td> <td>11.89</td> <td>10.63</td> <td>Decrease</td> </tr> <tr> <td>Clothes shopping</td> <td>5.29</td> <td>5.35</td> <td>Increase</td> </tr> <tr> <td>Entertainment</td> <td>5.08</td> <td>5.79</td> <td>Increase</td> </tr> <tr> <td>package</td> <td>4.59</td> <td>3.6</td> <td>Decrease</td> </tr> <tr> <td>Services/advice</td> <td>0.25</td> <td>0.22</td> <td>decrease</td> </tr> </tbody> </table> <p>Fig 1f</p> <table border="1" data-bbox="324 1042 1308 1331"> <thead> <tr> <th>millions</th> <th colspan="3">Trips</th> <th colspan="3">Bednights</th> <th colspan="3">Spend £m</th> </tr> <tr> <th></th> <th>2006</th> <th>2008</th> <th>trend</th> <th>2006</th> <th>2008</th> <th>trend</th> <th>2006</th> <th>2008</th> <th>trend</th> </tr> </thead> <tbody> <tr> <td>Car</td> <td>7.94</td> <td>6.9</td> <td>dec</td> <td>30.47</td> <td>25.25</td> <td>dec</td> <td>1,289</td> <td>1,080</td> <td>dec</td> </tr> <tr> <td>Train</td> <td>0.59</td> <td>0.66</td> <td>inc</td> <td>2.07</td> <td>2.84</td> <td>inc</td> <td>104.16</td> <td>127.84</td> <td>inc</td> </tr> <tr> <td>Organised coach</td> <td>0.28</td> <td>0.18</td> <td>dec</td> <td>1.26</td> <td>0.95</td> <td>dec</td> <td>73.9</td> <td>40.09</td> <td>dec</td> </tr> <tr> <td>Bus/coach</td> <td>0.13</td> <td>0.2</td> <td>inc</td> <td>0.44</td> <td>1.08</td> <td>inc</td> <td>29.52</td> <td>31.2</td> <td>inc</td> </tr> <tr> <td>plane</td> <td>0.22</td> <td>0.21</td> <td>dec</td> <td>0.67</td> <td>0.86</td> <td>inc</td> <td>55.95</td> <td>72.99</td> <td>inc</td> </tr> </tbody> </table>	%	2006	2008		Accommodation	34.15	34.78	Increase	Eating & drinking	19.48	17.94	Decrease	Travel costs	17.56	19.74	Increase	Shopping	11.89	10.63	Decrease	Clothes shopping	5.29	5.35	Increase	Entertainment	5.08	5.79	Increase	package	4.59	3.6	Decrease	Services/advice	0.25	0.22	decrease	millions	Trips			Bednights			Spend £m				2006	2008	trend	2006	2008	trend	2006	2008	trend	Car	7.94	6.9	dec	30.47	25.25	dec	1,289	1,080	dec	Train	0.59	0.66	inc	2.07	2.84	inc	104.16	127.84	inc	Organised coach	0.28	0.18	dec	1.26	0.95	dec	73.9	40.09	dec	Bus/coach	0.13	0.2	inc	0.44	1.08	inc	29.52	31.2	inc	plane	0.22	0.21	dec	0.67	0.86	inc	55.95	72.99	inc	12	<p>Level 3 Identification/description implied/assumed Explanation/ analysis/ comparison of more than one stat/both sides – 9 or 10 marks An evaluation/judgment without overall conclusion/prioritisation – 11 or 12 marks</p> <p>Level 2 No list – must be at least describe Description only – 5 marks Explanation/analysis – 6 or 7 marks Evaluative comment [because....means that....] – 8 marks</p> <p>Level 1</p>	<p>Level 3: [9-12 marks] Candidate will show a clear understanding of the question & include detailed identification & explanation of a number of key stats from Doc. Candidate effectively draws valid conclusions about the data presented to them. There is sound & frequent evidence of thorough, detailed & accurate knowledge & understanding of concepts & principles using specialist vocabulary.</p> <p>Level 2: [5-8 marks] Candidate accurately describes a number of statistics in Document. Candidates will show an understanding of the question & include explanations relating to a number</p>
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												<p>Compulsory annotation: L1 L2 or L3 at end of response</p>	<p>Level 1: [1-4 marks] Candidate identifies/describes some of the stats in Doc. Information may be in the form of a list of information. There is little or no attempt to draw valid conclusions.</p>																																																																																																				

Question			Answer	Marks	Guidance	
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Question		Answer	Marks	Guidance												
2	(a)	<p>Up to two marks for meaning.</p> <p>NATURE ATTRACTION = Countrysideplant or animal life that people travel to see, appealing to, a place to visit, people got to see, natural beautye.g. Snowdonia</p> <p>STAYING VISITOR = Tourist spending one night or more in accommodation at destination overnight tourist/few days.....e.g. business visitor staying for conference</p> <p>HISTORIC SITE = Tourist attraction based around something old, culture.....ancient monument..... battle site, educational value e.g. Powis Castle</p>	6	<p>Compulsory annotation: ✓ X</p> <p>Vague response – maximum one mark.</p> <p>Example can be credited with second mark only. Example only/incorrect meaning correct example zero marks</p>												
	(b)	<p>One mark for each correct factor up to a maximum of three plus an additional one mark for each of three descriptions.</p> <table border="1"> <thead> <tr> <th>Type of ownership</th> <th>description</th> </tr> </thead> <tbody> <tr> <td>Sole trader</td> <td>Owned and controlled by one person</td> </tr> <tr> <td>Public limited companies/Plc</td> <td>Shares sold on stock market, so anyone can invest</td> </tr> <tr> <td>Co-operatives</td> <td>Shareholders have one vote each</td> </tr> <tr> <td>Partnerships</td> <td>Several people own the company</td> </tr> <tr> <td>Private limited companies/Ltd.</td> <td>Investors put in money, not quoted on stock exchange</td> </tr> </tbody> </table>	Type of ownership	description	Sole trader	Owned and controlled by one person	Public limited companies/Plc	Shares sold on stock market, so anyone can invest	Co-operatives	Shareholders have one vote each	Partnerships	Several people own the company	Private limited companies/Ltd.	Investors put in money, not quoted on stock exchange	6	<p>Compulsory annotation: ✓ X</p> <p>Answers must reflect the context of the question.</p> <p>Be mindful of repetition (especially in description sections).</p> <p>If candidate scores zero for one sub-section DO NOT award more than ONE mark for other sub-sections.</p> <p>Do not accept examples in description.</p>
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	(c)	Products, facilities, services – indicative content:		10	<p>L2: [6-10 marks] [6 marks] – Candidate makes valid comparative or contrasting comment(s) in relation to one product, facility or service. [7 marks] – Candidate makes valid comparative and contrasting comment(s) in relation to one product/facility/ service. [8 marks] - Candidate makes valid comparative and contrasting comments in relation to two products/facilities/ services. [9-10 marks] – Candidate makes valid comparative and contrasting comments in relation to more than two products/ facilities/services.</p> <p>Note: for 7 marks or more candidates need to use comparative (both, similar) <u>and</u> contrasting (whereas, however, on the other hand, the only one to) language.</p> <p>L1: [1-5 marks] [1-2 marks] – Candidate identifies products, facilities and services of Powis Castle or CAT [3-5 marks] – Candidate identifies and describes products, facilities and services of both PC and CAT Note that a very simple bullet point list with no extra descriptive language would be limited to 2 marks maximum whatever the amount of bullet points. Compulsory annotation: L1 L2</p>	<p>Level 2: [6-10 marks] Candidate will show a clear understanding of the question & include detailed comparison & contrast of products, facilities and services in relation to Powis Castle and CAT. There is sound & frequent evidence of thorough, detailed & accurate knowledge & understanding of concepts & principles using specialist vocabulary.</p> <p>Level 1: [1-5 marks] Candidate identifies/ describes the products, facilities and services of Powis Castle and CAT Information may be in the form of a list. There is no attempt to compare or contrast products or facilities or services in relation to PC and CAT.</p>
		Powis Castle	CAT			
		Medieval castle and garden	Old slate quarry, exhibitions relating to sustainable living/organic gardens/interactive displays			
		Tours and talks led by staff and volunteers	Specialist tours			
		Dogs not allowed	No dogs (except guide dogs and hearing dogs)			
			Visitor centre			
		Shop with plant sales	shop			
		Licensed tea room/ children's menu	cafe			
		Seasonal opening	Seasonal opening			
		Baby change and feeding, slings and seats for hire				
		Children's quiz/trail	Children's play areas/adventure playground/children's activities			
		Education aspect	Residential educational facilities			
		Free parking	Car parking available			
		Disabled parking/drop				

Question			Answer		Marks	Guidance	
						Content	Levels of response
			off/wc/Braille guide/hearing induction loop				0 marks – no response or no response worthy of credit
			Virtual tour				
			Entrance free/NT members free	Entrance fees/discount for public transport users/groups/locals free/			
			Events	Events			
			Voluntary sector	Voluntary sector			
			<p>Both of these attractions have a number of differences but also have very similarities. CAT is a visitor centre with interactive displays whereas PC has a world famous garden. CAT promotes sustainable tourism and looking after the environment whereas PC does not. CAT provides residential education facilities for groups whereas PC does not. Both have cafes and gardens and do not allow dogs on their grounds other than guide dogs. Both are suitable for school groups. PC provides plants on their shop and CAT does not.</p>				

Question			Answer	Marks	Guidance
3	(a)		<p>One mark for each correct advantage up to a maximum of two advantages plus an additional one mark for each of two explanations.</p> <p>Cheap labour expenses only paid Enthusiasm..... will only volunteer if have an interest</p>	4	<p>Compulsory annotation: ✓ X</p> <p>Answers must reflect the context of the question. Be mindful of repetition.</p> <p>If candidate scores zero for one sub-section DO NOT award more than TWO marks for other sub-sections.</p>

Question			Answer	Marks	Guidance
			Means extra staffing availablecover for peak times/special events		

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(b)	<p>Indicative content:</p> <ul style="list-style-type: none"> Membership fees Grants Donations Secondary spend – shop/cafe/ tea room Entrance fees Legacies Rental/corporate hire <p>Exemplar response</p> <p>Vol sector orgs can get funding from a range of sources such as membership fees, grants from LAs & Gov, secondary spend. Funding from entrance fees will obviously depend on the tot no of visitors [L1]</p> <p>As above with</p> <p>In many voluntary sec orgs, such as NT properties, secondary spend is vitally important and will bring in more money than entrance fees. Many visitors to NT properties will buy a guide book & often some refreshments. This will boost the income of the org, but obviously depends on seasonality (when attraction open) & no of visitors, so likely to be less in economic downturn periods [L2]</p>	8	<p>L2: [5-8 marks]</p> <p>Identification/description implied/assumed</p> <p>Explanation/ analysis/ – 5 or 6 marks</p> <p>An evaluation/judgment without overall conclusion/prioritisation – 7 marks</p> <p>With overall supporting conclusion – 8 marks</p> <p>L1: [1-4 marks]</p> <p>List – max 1 mark</p> <p>Description – up to 2 marks</p> <p>Explanation – up to 3 marks</p> <p>Unsupported judgements /limited discussions – up to 4 marks</p> <p>Compulsory annotation: L1 or L2 at end of response</p>	<p>Level 2: [5-8 marks]</p> <p>Candidate will show a clear understanding of the question & include detailed identification & explanation of the sources of income. Candidate effectively discusses the sources of income. There is sound & frequent evidence of thorough, detailed & accurate knowledge & understanding of concepts & principles using specialist vocabulary.</p> <p>Level 1: [1-4 marks]</p> <p>Candidate identifies/ describes the sources of income. Information may be in the form of a list. Candidates will include sources of income which may be discussed with some success. The discussion is in the most part accurate, if not a little underdeveloped. The answer is relevant & accurate & shows reasonable knowledge & understanding of concepts & principles with some use of specialist vocabulary.</p> <p>0 marks – no response or no response worthy of credit</p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(c)	<p>Indicative content: Arriva train – groups of 10+ get 25% off travel costs Public transport discounts from centre Centre 3 miles north of train station; need to transfer by bus, taxi, bicycle or foot Buses from train station every hour; less frequently on Sun substantial wait between train & bus connections Taxi</p> <p>Exemplar Group travels together, although a discount is available on train the transfer to CAT could be difficult. As long wait between connections[L1] taxi nor really suitable for large groups s limited space [L1] Group residential will have luggage, difficulties in carrying this if on public transport, especially with wait between connections [L2] For small residential groups of adults, who are independent, public transport would be suitable ; but for school groups with safety restrictions/supervision it is not appropriate [L3]</p>	10	<p>Level 3 Identification/description implied/assumed An evaluation/judgment without overall conclusion/prioritisation – 9 marks With overall supporting conclusion – 10 marks</p> <p>Level 2 No list – must be at least describe Description only – 5 marks Explanation/analysis – 6 or 7 marks Evaluative comment [because....means that....] – 8 marks</p> <p>Level 1 List – max 2 marks 2 identifications plus one description – 2, 3 or 4 marks 3 identifications & unsupported judgment – 4 marks</p> <p>Compulsory annotation: L1 L2 or L3 at end of response</p>	<p>Level 3 : [9-10 marks] Candidate will show a clear understanding of the question & include detailed identification & explanation relating to the suitability of using public transport for residential groups. Candidate effectively evaluates the suitability. There is sound & frequent evidence of thorough, detailed & accurate knowledge & understanding of concepts & principles using specialist vocabulary.</p> <p>Level 2: [5-8 marks] Candidate describes the suitability of using public transport for residential groups. Candidates will show an understanding of the question & include explanations of a number of points relating to the suitability. The evaluation is in the most part accurate & relevant. The answer is relevant & accurate & shows reasonable knowledge & understanding of concepts & principles with some use of specialist vocabulary</p> <p>Level 1: [1-4 marks] Candidate identifies/ describes the suitability. Information may be in the form of a list. Candidates will</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p>include suitability of using public transport which may be discussed with some success. The discussion is in the most part accurate, if not a little underdeveloped. The answer is relevant & accurate & shows reasonable knowledge & understanding of concepts & principles with some use of specialist vocabulary.</p> <p>0 marks – no response or no response worthy of credit</p>

Question		Answer	Marks	Guidance
4	(a)	For one mark each NATIONAL PARK = Snowdonia AWARD = Blue Flag	2	Compulsory annotation: ✓ X No other response possible to this question.
	(b)	Up to two marks for meaning. Low season Opposite to peak seasonwhen fewest visitors to destinationwinter in UK... lower prices.... Industrial heritage Preserved factories/mines visitor attraction The Big Pit Llechwedd Slate Caverns Not historical!	4	Compulsory annotation: ✓ X Vague response – maximum one mark. Example can be credited with second mark only. Example only/incorrect meaning correct example zero marks

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(c)	<p>Indicative content: Quality assurance Consistency of accommodation Shows level of service/facilities has been externally assessed Indicates quality of guest care Progressively higher standards with higher grades/stars Independent assessment/unbiased</p> <p>Exemplar Response: There is a range of accommodation grading schemes e.g. AA stars [L1] the amount of stars indicates the quality of the accommodation [L1] A good form of publicity for accommodation outlets, as it easily makes visitors aware of the standards [L2]</p>	8	<p>Please note – must be benefit to accommodation not visitor</p> <p>L2: [5-8 marks] Identification/description implied/assumed Explanation/ analysis/ – 5 or 6 marks An evaluation/judgment without overall conclusion/prioritisation – 7 marks With overall supporting conclusion – 8 marks</p> <p>L1: [1-4 marks] List – max 1 mark Description – up to 2 marks Explanation – up to 3 marks Unsupported judgements /limited discussions – up to 4 marks</p> <p>Compulsory annotation: L1 or L2 at end of response</p>	<p>Level 2: [5-8 marks] Candidate will show a clear understanding of the question & include detailed identification & explanation of the advantages to accommodation providers. Candidate effectively discusses the advantages. There is sound & frequent evidence of thorough, detailed & accurate knowledge & understanding of concepts & principles using specialist vocabulary.</p> <p>Level 1: [1-4 marks] Candidate identifies/ describes the advantages to accommodation providers. Information may be in the form of a list. Candidates will include advantages which may be discussed with some success. The discussion is in the most part accurate, if not a little underdeveloped. The answer is relevant & accurate & shows reasonable knowledge & understanding of concepts & principles with some use of specialist vocabulary.</p> <p>0 marks – no response or no response worthy of credit</p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
	(d)	<p>Indicative content: Child's dropdown bunk in Arenig room Manod Mawr room seating area can be made into additional single bed for families DVDs, books and board games available Children under 10 half price Free babies; cots and high chairs provided on request Group catering available on request Owners experienced in teaching those with special needs</p> <p>Exemplar response Families have specific requirements in accomm, as they may want reduced rates. Babies stay for free & under 10s half price [L1] This guesthouse meets the needs of families well, due to these reduced prices and also the additional bunks and beds in some rooms which means families can stay together. [L2]</p>	8	<p>L2: [5-8 marks] Identification/description implied/assumed Explanation/ analysis/ comparison of more than one stat/both sides – 5 or 6 marks An evaluation/judgment without overall conclusion/prioritisation – 7 marks With overall supporting conclusion – 8 marks</p> <p>L1: [1-4 marks] List – max 1 mark Description – up to 2 marks Explanation – up to 3 marks Unsupported judgements /limited discussions – up to 4 marks</p> <p>Compulsory annotation: L1 or L2 at end of response</p>	<p>Level 2: [5-8 marks] Candidate will show a clear understanding of the question & include detailed identification & explanation of how effectively the needs of families are met. Candidate effectively discusses the facilities available for families. There is sound & frequent evidence of thorough, detailed & accurate knowledge & understanding of concepts & principles using specialist vocabulary.</p> <p>Level 1: [1-4 marks] Candidate identifies/ describes the facilities suitable for families. Information may be in the form of a list. Candidates will include some comment on how effectively the facilities meet the needs of families which may be discussed with some success. The discussion is in the most part accurate, if not a little underdeveloped. The answer is relevant & accurate & shows reasonable knowledge & understanding of concepts & principles with some use of specialist vocabulary.</p> <p>0 marks – no response or no response worthy of credit</p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
5*		<p>Indicative content Staying visitors rated environmental factors important 18% looked for environmentally friendly accommodation [26% overseas] visitors are looking for greener holiday options 72% visitors thought it was very important that Wales preserves its culture and heritage 68% thought it v important active reduction in pollution, waste and litter 58% thought it V important to conserve wild life & plants Fair trade products</p> <p>Exemplar response There is a wide range of changing consumer needs & expectations that influence the T&T industry and has an impact on hol destinations. This can include wanting high quality cust service; special interest hols for the niche market; short breaks and increasingly a concern for the environment[L1] Destinations need to offer USPs in order to continue to attract visitors, as 26% of overseas visitors to Wales want environmentally friendly accomm it is important that destinations meet this requirement, especially as overseas visitors have higher spend than domestic tourist [L2] Many destinations will make statements in their publicity material about how they</p>	12	<p>This is the question assessing QWC!</p> <p>Level 3 Identification/description implied/assumed Explanation/ analysis/ comparison of more than one point/both sides – 9 or 10 marks An evaluation/judgment without overall conclusion/prioritisation – 11 marks With overall supporting conclusion – 12 marks</p> <p>Level 2 No list – must be at least describe Description only – 5 marks Explanation/analysis – 6 or 7 marks Evaluative comment [because....means that....] – 8 marks</p> <p>Level 1 List – max 2 marks 2 identifications plus one description – 2, 3 or 4 marks 3 identifications & unsupported judgment – 4 marks</p> <p>Compulsory annotation: L1 L2 or L3 at end of response</p>	<p>Level 3: [9-12 marks] Candidate will show a clear understanding of the question & include detailed identification & explanation relating to the impact of changing consumer needs and expectations. Candidate effectively evaluates the importance of external factors. There is sound & frequent evidence of thorough, detailed & accurate knowledge & understanding of concepts & principles using specialist vocabulary. Candidate presents relevant material in a well planned & logical sequence. Material clearly structured using appropriate terminology confidently & 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 & spelling.</p> <p>Level 2: [5-8 marks] Candidate describes the impact of changing consumer needs and expectations. Candidates will show an understanding of the question & include explanations of a number of points relating to the importance of external factors</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
			are being sustainable, in Wales the green dragon award is an example, and this shows the potential visitor the environmental credibility of facilities at the destination. The majority of domestic visitors thought that it was important to preserve culture & heritage in Wales and reduce pollution, waste & litter, so destinations should ensure this is done. This trend is likely to continue so destinations will need to respond to what the customer wants by providing sustainable options. [L3]			<p>evaluated with some success. The evaluation is in the most part accurate & relevant. The answer is relevant & accurate & shows reasonable knowledge & understanding of concepts & 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 & spelling.</p> <p>Level 1: [1-4 marks] Candidate identifies/describes the impact of changing consumer needs and expectations. Information may be in the form of a list. There is little or no attempt to evaluate. Sentences have limited coherence & structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation & spelling may be noticeable & intrusive.</p> <p>0 marks – no response or no response worthy of credit</p>

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