

Applied GCE Travel and Tourism Candidate Mark Record Sheet Unit 4 - Destination Britain

Centre Name:	Centre Number:
Candidate Name:	Candidate Number:

Your work must include evidence of:					
The report must include evidence of all of the following:	Page(s) ref.	Marks Available			Centre Mark
		MB1	MB2	MB3	
a Description of the roles of the Key travel and tourism organisations that support tourism to a select area in the British Isles And An explanation of the interdependence and interrelationships of these organisations in supporting tourism to the select area in the British Isles.		1 - 9	10 - 14	15 - 18	
b An itinerary including examples of different types of British destinations. You will be given details of incoming tourist by your tutor in the form of a pen portrait and your itinerary should include destinations that meet the needs that are specified in the information you are given. Destinations should be located on a map and the features that give each destination in the itinerary appeal, should be described. There should be an explanation of how the itinerary meets the needs of the incoming tourist.		1 - 7	8 - 12	13 - 15	
c Research and analysis of the scale of tourism to the British Isles in terms of visitor numbers, visitor spending, type of visitor and bed nights used.		1 - 7	8 - 12	13 - 15	
d An evaluation of the factors that have affected the popularity and appeal of a selected destination And Recommendation of how this destination can develop its future popularity and appeal in order to receive more incoming visitors.		1 - 6	7 - 9	10 - 12	
	Total marks	60			

Declaration of Authentication: I declare that the work submitted for the assessment has been carried out without assistance other than that which is acceptable under the scheme of assessment (unless indicated on the back of this mark record sheet).

Signed (candidate)

Date

Signed (teacher)

Date