

## **Travel & Tourism**

Advanced Subsidiary GCE AS (Double Award) H189, H389

Advanced Subsidiary GCE AS H589, H789

### **Mark Schemes for the Units**

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**June 2006**

**H189/H589/MS/R/06**

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**Mark Scheme G720**  
**June 2006**

Question		AO	Spec Ref.	Mark
1 (a) (i)	<p><i>Refer to Document 1b. Explain each of the following terms: 'leisure visitor'</i></p> <p><b>Up to 2 marks</b> for an explanation of leisure visitor: Recreational travel of all kinds e.g. family travelling on holiday to Guernsey/day trip to Guernsey. Allow development point or accurate example.</p>	AO1	1.2.1	2
(a) (ii)	<p><i>'business visitor'</i></p> <p><b>Up to 2 marks</b> for an explanation of business visitor Purpose of travel is for their job e.g. attendance in Guernsey for a conference/meeting. Allow development point or accurate example.</p>	AO1	1.2.1	2
(b)	<p><i>Explain <b>two</b> examples of perishability in travel and tourism.</i></p> <p>One mark for each correct example up to a maximum of two examples, plus up to a further two marks for an explanation/development of each example given. Allow up to two marks for an explanation/definition of the term 'perishability' in a travel and tourism context. i.e. service products such as tourism, unlike goods, cannot be stored for sale on a future occasion. e.g.</p> <ul style="list-style-type: none"> <li>• Airline seats</li> <li>• Holidays</li> <li>• Theatre tickets</li> <li>• Pre prepared food</li> </ul> <p>Airlines try to sell surplus airline seats by offering a standby fare, a discounted rate offered to travellers who are prepared to turn up without booking in advance. <b>Maximum six marks.</b></p>	AO1 AO2	1.2.1	2 4
(c)	<p><i>Using the statistics in Documents 1a, 1b and 1c draw conclusions about the types of visitor to Guernsey.</i></p> <p><b>Levels of response</b> <b>Level 1 (1-4 marks)</b> The candidate should pick out valid statistics such as:</p> <ul style="list-style-type: none"> <li>• visitors from UK greatest in 2003</li> <li>• visitors from UK 71%</li> <li>• VFR stay longest</li> <li>• leisure visitors average length of stay 5.6 nights</li> <li>• business visitors average length of stay 2.8 nights</li> <li>• 32,000 leisure day trippers</li> </ul> <p><b>Level 2 (5-8 marks)</b> Statistics will be analysed e.g. VFR stay over 6 nights as no cost of accommodation</p> <p><b>Level 3 (9-12 marks)</b> Judgmental conclusions will be made, e.g. business visitors increasing length of stay since 2001 will benefit Guernsey as there is more expenditure by business tourists.</p>	AO3 AO4	1.2.1	8 4

	Evaluative comments must directly relate to the statistics analysed, award marks for quality of evaluation and conclusions reached			
2 (a) (i)	<p><i>Explain each of the following terms: 'scheduled flights'</i></p> <p><b>Up to 2 marks</b> for an explanation of scheduled flights i.e. operate regularly, according to published schedules (or timetables) allow development point or accurate example e.g. BA flight from London to New York</p>	AO1 AO2	1.2.4	1 1
(ii)	<p><i>'charter flights'</i></p> <p><b>Up to 2 marks</b> for an explanation of charter flights i.e. are used to move holidaymakers on package holidays allow development point or accurate example e.g. tour operator airline such as Britannia. Do not accept 'timetabled'.</p>	AO1 AO2	1.2.4	1 1
(iii)	<p><i>'accommodation grading scheme'</i></p> <p><b>Up to 2 marks</b> for an explanation of accommodation grading schemes - identifies accommodation according to certain verifiable objective features of the service offered allow development point or accurate example e.g. stars for serviced accommodation</p>	AO1 AO2	1.2.4	1 1
(b)	<p><i>Refer to document 2. Explain three benefits to visitors of travelling by ferry to the Channel Islands.</i></p> <p><b>One mark for each correct identification, plus a further one mark for each of three explanations/developments.</b></p> <ul style="list-style-type: none"> <li>• take own car</li> <li>• fast ferry (under 2 hours)</li> <li>• duty free shopping on board</li> <li>• choice of two ports of departure</li> </ul> <p>e.g. own car means can take as much luggage as can fit in.</p>	AO1 AO2	1.2.3 1.2.4	3 3
(c)	<p><i>Refer to Documents 3 and 4. Compare and contrast the products and services of Bay View Guest House and The Old Government House.</i></p> <p>Bay View Guest House:</p> <ul style="list-style-type: none"> <li>• on Jersey , in St. Helier, 10 min walk away to centre</li> <li>• close to sheltered sandy beach</li> <li>• 2 diamond rating</li> <li>• variety of room types</li> <li>• most en-suite</li> <li>• B&amp;B only</li> <li>• tea &amp; coffee making in room, with fridge and microwave</li> <li>• licenses bar</li> <li>• TV lounge</li> <li>• porch &amp; garden</li> <li>• will arrange flights/ferry/taxi transfers</li> <li>• £22 per person per night low season; £35 high season</li> <li>• child discounts</li> </ul>	AO2 AO3 AO4	1.2.4	4 4 2

	<ul style="list-style-type: none"> <li>• telephone &amp; e-mail contact</li> <li>• debit &amp; credit cards accepted</li> </ul> <p>Old Government House:</p> <ul style="list-style-type: none"> <li>• on Guernsey, in heart of St. Peter Port</li> <li>• overlooks harbour</li> <li>• 4 star rating</li> <li>• 68 rooms, many with sea views &amp; balconies</li> <li>• credit cards accepted</li> <li>• lift &amp; access for wheelchair users travelling independently</li> <li>• 16 channel satellite TV</li> <li>• residents parking</li> <li>• travel arrangements may be made</li> <li>• no smoking areas</li> <li>• restaurant</li> <li>• coffee &amp; tea making in room</li> <li>• licensed centenary bar &amp; garden</li> <li>• outdoor swimming pool</li> <li>• baby listening service</li> <li>• health club &amp; spa</li> <li>• £70 - £155 per person per night</li> <li>• address, telephone no, e-mail &amp; website</li> </ul> <p><b>Levels of response</b>  <b>Level 1 (1-4 marks)</b>  Candidates recognise similarities/differences – as listed above.  <b>Level 2 (5 – 8 marks)</b>  There will be comparison of the similarities/differences e.g. hotel offers more expensive rooms than the guest house.  <b>Level 3 (9 - 10 marks)</b> the answers will offer valid explanations as to why the products and services are similar/different, possibly relating them to likely customer groups; there will be some explanation of the reasons behind the differences, e.g. more facilities at hotel reflected in room rate/sole trader guest house.</p>			
3 (a) (i)	<p><i>Explain the following terms: 'en suite accommodation'</i></p> <p><b>Up to two marks</b> for an explanation of en suite i.e accommodation with bathroom facilities accessible from room and for sole use of room allow development point of accurate example eg. shower cubicle and toilet.</p>	AO1	1.2.4	2
(a) (ii)	<p><i>'low season'</i></p> <p><b>Up to two marks</b> for an explanation of low season i.e off peak time of year. Allow development point of accurate example e.g winter at seaside resorts in UK.</p>	AO1	1.2.1	2
(b)	<p><i>Explain three ways in which a commercial travel and tourism organisation obtains funds.</i></p> <p>For one mark each an identification of funds to a maximum of 3 marks such as:</p> <ul style="list-style-type: none"> <li>• sales/commission</li> <li>• shares</li> <li>• loans</li> <li>• sponsorship</li> <li>• interest</li> </ul>	AO1 AO2	1.2.4	3 3

	<ul style="list-style-type: none"> <li>accept profit/investment and a further one mark to be awarded for an explanation/development of each source, eg ticket sales produces revenue for theme parks.</li> </ul>			
(c)	<p><i>Discuss the objectives of public sector organisations (such as Guernsey Tourist Board) and private sector organisations (such as Old Government House).</i></p> <p><b>Levels of response</b>  <b>Level 1 (1-4 marks)</b>  An understanding of public/private sector organisations will be demonstrated and the objectives will be stated  Public sector objectives – community benefit, provision of services, promotion of an area etc  Private sector objectives – profit making, provision of service, meeting shareholder expectations etc.  <b>NB. If only one sector discussed Level 1 only.</b>  <b>Level 2 (5-8 marks)</b>  There will be analysis of at least one objective at the lower end of the level.  <b>Level 3 (9-12 marks)</b>  There will be a full discussion of both public and private sector objectives and how this influences the values and operation of the organisations.  Marks should be awarded for quality of written evaluation and conclusions reached. At the upper end there should be a coherent response.</p>	AO1 AO2 AO3 AO4	1.2.4	2 2 4 4
4 (a) (i)	<p><i>Explain the following terms: 'tourist attraction'</i></p> <p><b>Up to two marks for</b> an explanation of tourist attraction i.e. a permanently established excursion destination allow development point or accurate example e.g. Alton Towers.</p>	AO1	1.2.4	2
(ii)	<p><i>'half board'</i></p> <p><b>Up to two marks for</b> an explanation of half board i.e. Accommodation plan with breakfast and evening meal allow development point or accurate example e.g. Pontins Blackpool.</p>	AO1	1.2.4	2
(iii)	<p><i>'transfers'</i></p> <p><b>Up to two marks for</b> an explanation of transfers e.g. Arranging transport between transport destination and accommodation.  Allow development point or accurate example e.g. coach from airport to hotel as part of package holiday.</p>	AO1	1.2.4	2
(b)	<p><i>Refer to Document 3. Discuss how Bay View Guest House is attempting to meet changing consumer needs and expectations.</i></p> <p>Candidates are expected to demonstrate that they understand the range of provision provided for different customer groups and their needs.</p>	AO2 AO3 AO4	1.2.3 1.2.4	3 3 2

	<p><b>Levels of response</b></p> <p><b>Level 1 (1-3 marks)</b> Candidate states what is on offer ie. Different room types/facilities in room/location. (There may be repetition of answers to 2(c)).</p> <p><b>Level 2 (4-6 marks)</b> Relevant analysis and accurate comments relating to provision at guest house and how it relates to changing circumstances eg. family rooms/rooms with microwaves so can self cater/only B&amp;B but substantial breakfast/value for money.</p> <p><b>Level 3 (7-8 marks)</b> There will be evaluative conclusions relating to well reasoned judgements made about specific changes eg. licensed bar will allow parents to supervise children in lounge whilst having a drink.</p>			
(c)	<p><i>Refer to document 5. Explain why events, such as Celebrate 800!, are important aspects if the travel and tourism industry.</i></p> <p>Candidates are expected to demonstrate that they understand the various components of events.</p> <p><b>Levels of response</b></p> <p><b>Level 1 (1-3 marks)</b> Basic statements about events i.e they can be regarded as major tourism attractions. Examples from Guernsey include festivals of living history; music festivals etc.</p> <p><b>Level 2 (4-6 marks)</b> The answers should contain relevant analysis and accurate comments relating to events, comments will be made about boosting the local economy, providing employment, etc. and a positive attempt be made to indicate relative importance/significance.</p> <p><b>Level 3 (7-8 marks)</b> The candidate will show they understand events are an interrelationship of different organisations working together, such as different sectors and the different areas of travel and tourism (transport, accommodation, catering, information services etc.) are all a part of events.</p>	AO2 AO3 AO4	1.2.4	3 3 2
5	<p><i>Refer to document 6. Evaluate the issues and problems facing present and future tourism in Sark.</i></p> <p><b>Issues/problems may include:</b></p> <ul style="list-style-type: none"> <li>• drop in tourism numbers</li> <li>• Sark relies on income from tourism</li> <li>• need to make Sark more appealing to visitors</li> <li>• make harbour area user friendly</li> <li>• carriages – lack of information on pricing etc.</li> <li>• lack of catering after 4pm.</li> <li>• attractiveness of some areas – clear up dung</li> <li>• signs and signposts need improving</li> <li>• instigate Sunday boat service</li> <li>• increase boat mooring</li> </ul>	AO1 AO2 AO3 AO4	1.2.1 1.2.2 1.2.3 1.2.4	2 2 4 4

	<p><b>Levels of response</b></p> <p><b>Level 1 (1-4 marks)</b> Basic understanding of the issues and problems which may include those listed above.</p> <p><b>Level 2 (5-8 marks)</b> The answers should contain relevant analysis and accurate comments relating to the issues and problems.</p> <p><b>Level 3 (9-12 marks)</b> Judgmental conclusions will be made by the candidate who will use information effectively to evaluate a range of issues, there will be well reasoned judgments and recommendations will be made about issues such as the importance of tourism to the economy of Sark. Marks should be awarded for quality of written evaluation and conclusions reached. At the upper end there should be a coherent response.</p>			
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## Analysis of marks

Question	AO1	AO2	AO3	AO4	Total
1(a)(i)	2				2
1(a)(ii)	2				2
1(b)	2	4			6
1(c)			8	4	12
					<b>22</b>
2(a)(i)	1	1			2
2(a)(ii)	1	1			2
2(a)(iii)	1	1			2
2(b)	3	3			6
2(c)		4	4	2	10
					<b>22</b>
3(a)(i)	2				4
3(a)(ii)	2				6
3(b)	3	3			6
3(c)	2	2	4	4	12
					<b>22</b>
4(a)(i)	2				2
4(a)(ii)	2				2
4(a)(iii)	2				2
4(b)		3	3	2	8
4(c)		3	3	2	8
					<b>22</b>
5	2	2	4	4	12
<b>Totals</b>	<b>29</b>	<b>27</b>	<b>26</b>	<b>18</b>	<b>100</b>



**Mark Scheme G723  
June 2006**

Q. No.	Expected Answer	Mark	SPEC.	AO
1 (a)	<p>Identify and describe <b>two</b> ways in which a 'Sky Nanny' will provide a service for Gulf Air passengers. Fig. 1 provides plenty of detail and we should award one mark for each of two correct service identifications and a second mark for a valid description of each, such as:</p> <ul style="list-style-type: none"> <li>• Meet &amp; greet (1) – show to seat (1)</li> <li>• Helping parents (1) – boarding etc (1)</li> <li>• Feeding (1) – times &amp; requirements (1)</li> <li>• Bassinet (1) – set up (1)</li> <li>• Entertainment (1) – welcome pack/games (1)</li> <li>• Safety (1) – watch &amp; monitor in-flight (1)</li> </ul>	4	4.2.2	AO1 (2) AO2 (2)
1 (b)(i)	<p>Identify the <b>two</b> routes to the UK stated in Fig.1 Award one mark for each of:</p> <ul style="list-style-type: none"> <li>• Bahrain/London</li> <li>• Abu Dhabi/London</li> </ul>	2	4.2.1	AO2
1 (b)(ii)	<p>Suggest <b>four</b> different reasons for passengers to make a journey from the Middle East to the UK. Award one mark for each to a max of 4 from:</p> <ul style="list-style-type: none"> <li>• Business/work</li> <li>• Leisure/holiday</li> <li>• VFR</li> <li>• Education</li> <li>• Medical treatment</li> <li>• Allow stopover to New York/across atlantic</li> <li>• Pilgrimage</li> </ul>	4	4.2.1	AO1
1 (c)	<p>Discuss the different ways in which Gulf Air's passengers are likely to be able to book their flights.</p> <p>The question asks for a discussion of ways. (One way considered, bottom of Levels 2 or 3) Level 1 (1-2 marks) up to 2 marks for 2 identifications. Level 2 (3-4 marks) can be awarded for an explanation of the ways selected. Level 3 (5-6 marks) may be awarded for an evaluative comment about each. Correct ideas will include:</p> <ul style="list-style-type: none"> <li>• Travel Agent – allows personal contact – reduces risk of confusion etc</li> <li>• Internet – easy &amp; quick – 24/7</li> <li>• Telephone – convenience – simple</li> <li>• Airport – stand-by – choice</li> </ul> <p>Credit all valid reasoning.</p>	6	4.2.2 4.2.6	AO2 (2) AO3 (2) AO4 (2)

1 (d)	<p><i>Scheduled long haul flights, such as those operated by Gulf Air, offer different levels of service for passengers. Discuss how service provision varies with the class of travel.</i></p> <p><u>Use level of response criteria</u> Answers should be based around the following:</p> <p><b>Economy</b></p> <ul style="list-style-type: none"> <li>• Largest section of aircraft</li> <li>• Adjustable seats</li> <li>• Complimentary meal service</li> <li>• Complimentary drinks service</li> <li>• Duty-free shopping</li> <li>• In-flight entertainment</li> </ul> <p><b>Business/Club</b></p> <ul style="list-style-type: none"> <li>• Wider, adjustable seat with more leg room</li> <li>• Meal service with more choice</li> <li>• Complimentary drink service with wider choice</li> <li>• Larger choice of in-flight entertainment</li> <li>• Designated check-in desks at certain airports</li> <li>• Access to lounges at certain airports</li> <li>• Increased free baggage allowance</li> </ul> <p><b>First</b></p> <ul style="list-style-type: none"> <li>• Normally a small section at front of aircraft with fewer seats</li> <li>• Wider seats with plenty of legroom which can convert into a flat bed</li> <li>• Special meals with extensive choice</li> <li>• Selection of fine wines and other complimentary drinks</li> <li>• Largest choice of in-flight entertainment</li> <li>• Designated check-in areas and later check-in times</li> <li>• Access to prestige lounges at major terminals</li> <li>• Additional free baggage allowance</li> </ul> <p>Level 1 (1-3 marks) will describe features of different classes. Level 2 (4-6 marks) will offer explanatory comment about at least two variations. Level 3 (7-9 marks) will have evaluative comments about the chosen service variations.</p>	9	4.2.2	AO2 (3) AO3 (3) AO4 (3)
2 (a)	<p><i>Identify and explain <b>two</b> pieces of evidence from Fig. 2 which suggest that some visitors to The Beatles Story come from overseas.</i></p> <p>Award one mark for each of two valid identifications from Fig. 2 and award a second mark for an appropriate explanatory comment about each of them. Correct ideas are:</p> <ul style="list-style-type: none"> <li>• International dialling code (1) – call for further details (1)</li> <li>• Airport access (1) – international gateways (1)</li> <li>• Audio tour (1) – foreign languages (1)</li> <li>• Ferry (1) – frequency (1)</li> </ul>	4	4.2.3	AO2 (2) AO3 (2)

2 (b)	<p><i>Explain <b>three</b> products/services offered by Tourist Information Centres, such as that at the Albert Dock.</i></p> <p>Award one mark for each of three valid TIC functions and award a second mark for an appropriate explanatory comment about each of them. Correct ideas include:</p> <ul style="list-style-type: none"> <li>• all TICs deal with an extensive range of counter, postal and telephone enquiries (1) – have staff with language skills (1)</li> <li>• operate an accommodation booking service (1) - BABA (1)</li> <li>• sell tickets for theatres, guided tours and events (1) – visitor appeal (1)</li> <li>• some sell transport tickets (1) – visiting etc (1)</li> <li>• they also have on sale a wide range of local souvenirs, publications (1) - appeal and revenue (1)</li> <li>• Bureau de Change facility (1) - convenience and revenue (1).</li> </ul>	6	4.2.3	AO1 (3) AO3 (3)
2 (c)	<p><i>Discuss the methods of travel that are currently available to bring visitors to Liverpool from the Irish Republic.</i></p> <p>The question asks for a discussion of modes of transport. (Only one method bottom of Levels 2 or 3)</p> <p>Level 1 (1-2 marks) award up to 2 marks for 2 valid identifications of methods.</p> <p>Level 2 (3-4 marks) can be awarded for an explanation of the chosen methods.</p> <p>Level 3 (5-6 marks) can be awarded for evaluative comment about each leading to a valid conclusion.</p> <p>Correct ideas will include:</p> <ul style="list-style-type: none"> <li>• Ferry – Dublin/Liverpool – direct service into the city – can bring car</li> <li>• Air – Cork &amp; Dublin to John Lennon by budget operators – cheap, quick convenient if booked in advance</li> <li>• Eurolines – slowest but could be convenient</li> </ul> <p>Credit other valid reasoning.</p>	6	4.2.1	AO2 (2) AO3 (2) AO4 (2)

2 (d)	<p><i>Assess the ways in which UK city centre hotels will appeal to a variety of international travellers.</i></p> <p><u>Use level of response criteria</u></p> <p>An open question that invites candidates to consider city centre hotel products and services for international travellers. We should credit all aspects of Hospitality provision:</p> <ul style="list-style-type: none"> <li>• Accommodation services</li> <li>• Food &amp; beverage options</li> <li>• Business/conference facilities</li> <li>• Leisure facilities etc</li> <li>• Accept location and needs of different groups</li> </ul> <p>Level 1 (1-3 marks) will describe three aspects of central location. The top end with simple listing at the bottom.</p> <p>Level 2 (4-6 marks) will treat at least 2 services in some depth explaining their appeal to different types of visitor (business &amp; leisure). Only one aspect explained max 4. Two aspects 5/6 marks.</p> <p>Level 3 (7-9 marks) will then go on to evaluate key services to different types of international guest. If candidate justifies 1,7 marks and 2 evaluated 8/9 marks.</p> <p>A good candidate could contextualise the following from their studies or personal experience</p> <ul style="list-style-type: none"> <li>• Foreign exchange – done at reception</li> <li>• Car hire – arrangement with local or national firm</li> <li>• Airport transfer – arranged via reception or through the concierge</li> <li>• Hotel bookings – arranged for another property in the chain</li> <li>• Theatre tickets – booking made by concierge</li> <li>• Dinner Reservations – arranged via concierge</li> <li>• Special requests e.g. flowers &amp; champagne – arranged via room service or reception</li> <li>• Sight-seeing tours – arranged by concierge or from hotel tour desk/notice board</li> <li>• Special event information – notice board, local attraction leaflets and in-room materials.</li> </ul>	9	4.2.3	AO2 (3) AO3 (3) AO4 (3)
3 (a)(i)	<p><i>The destination which has the most frequent Air France-KLM services.</i></p> <p>One mark for Mexico City</p>	1	4.2.1	AO1
3 (a)(ii)	<p><i>The destination which has the least frequent Air France-KLM services.</i></p> <p>One mark for Paramaribo</p>	1	4.2.1	AO1
3 (a)(iii)	<p><i>The most frequently served destination in Brazil.</i></p> <p>One mark for Sao Paulo</p>	1	4.2.1	AO1
3 (b)(i)	<p><i>Name the <b>two</b> European international airports that passengers from the UK will have to use in order to connect with onward flights to Latin America.</i></p> <p>One mark for each of:</p> <ul style="list-style-type: none"> <li>• Paris CDG</li> <li>• Amsterdam Schiphol</li> </ul>	2	4.2.1	AO1

3 (b)(ii)	<p>State the number of UK airports that offer a connecting service.</p> <p>One mark for 15</p>	1	4.2.1	AO1
3 (c)	<p>Explain <b>three</b> likely reasons why UK travellers might wish to use these flights to Latin America</p> <p>Award one mark for each of three valid reasons and award a second mark for an appropriate explanatory comment about each of them. Correct ideas include:</p> <ul style="list-style-type: none"> <li>• 15 regional departure points (1) – local and convenient (1)</li> <li>• Frequent (1) – choice (1)</li> <li>• Cost (1) promotional fares (1)</li> <li>• Accept stopover and any other valid response about the flights.</li> </ul>	6	4.2.1	AO2 (3) AO3 (3)
3 (d)	<p>Suggest and justify <b>one</b> piece of advice that travel agents should give to customers travelling to destinations in Latin America.</p> <p>Award one mark for appropriate advice identification and a second mark for a valid explanation. Two further marks can be awarded for justification, such as:</p> <ul style="list-style-type: none"> <li>• Health (1) – disease risks in area (1), this could lead to expensive medical treatments (1) and then claims on travel insurance (1) etc</li> <li>• Passport/visa (1) – immigration controls and currency regulations (1)</li> <li>• Travel advice (1) – FCO areas of concern (1) etc</li> </ul>	4	4.2.3	AO1 (1) AO3 (1) AO4 (2)
3 (e)	<p>Discuss the range of facilities and amenities that are available at major international airports for passengers who are <b>in transit</b>.</p> <p><u>Use level of response criteria</u></p> <p>A “transiting passenger” is a person who arrives by air from a foreign country and deplanes at an international airport to await passage to another foreign country by air without undergoing inspection formalities. There is a state of physical isolation of passengers and goods from landside users. <b>This is very different from having a stopover.</b> Air carriers using the transit facility are responsible for ensuring that transiting passengers and their goods and baggage are kept separate from other operations of the airport. There will be washrooms, drinking fountains, public telephones, and adequate seating; duty-free and other concessions, including bars, coffee shops, and food services outlets may also be located within the facility, provided that the sterility requirements are satisfied.</p> <p>Level 1 (1-3 marks) will talk in general terms describing some of the services itemised above.</p> <p>Level 2 (4-6 marks) will contain explanatory comment about the needs of the transiting passenger and 2 services will have appropriate detail or</p>	9	4.2.3	AO2 (3) AO3 (3) AO4 (3)

	<p>exemplification.</p> <p>Level 3 (7-9 marks) will have further evaluative comment about 2 or more services and come to a conclusion about what is made available. Credit all appropriate air-side services.</p>			
4 (a)	<p><i>Outline <b>two</b> likely reasons why Club Med has introduced the Freestyle concept to the UK market.</i></p> <p>Award one mark for the identification of each of two valid reasons and award a second mark for an appropriate developmental comment about each of them. Correct ideas are:</p> <ul style="list-style-type: none"> <li>• To compete (1) with other all-inclusive providers e.g. Sandals (1)</li> <li>• To increase sales (1) – value for money (1)</li> <li>• To meet demand (1) – respond to customers (1)</li> </ul> <p>Credit other valid suggestions</p>	4	4.2.6	AO1
4 (b)	<p><i>Explain <b>three</b> ways in which the Club Med product appeals to the UK family holiday market.</i></p> <p>Award one mark for each of three valid appeal identifications and award a second mark for an appropriate explanatory comment about each of them. Correct ideas are:</p> <ul style="list-style-type: none"> <li>• Price (1) – all inclusive value for money (1)</li> <li>• Special infant price (1) - encourages families with small children (1)</li> <li>• Children's clubs 4 years+ (1) convenient for parents (1)</li> <li>• Sport Academies summer period (1) good for main holiday period (1)</li> </ul> <p>Credit reference upgrading &amp; refurbishment.</p>	6	4.2.6	AO1 (3) AO3 (3)
4 (c)	<p><i>Using only information from Fig. 4, explain how Club Med is likely to manage <b>two</b> health and safety risks.</i></p> <p>This invites the candidate to interpret both Fig. 4's <b>text &amp; image</b> to identify two potential H&amp;S risks. Award up to 2 marks for 2 identifications, award 1 mark per risk for explanation and 1 mark for an evaluative comment about each. Valid responses/ideas will include:</p> <ul style="list-style-type: none"> <li>• Pool (1) – lifeguard (1) – on duty all times (1)</li> <li>• Instructors (1) – trained (1) – vetted (1)</li> <li>• Equipment (1) – maintained (1) – checked (1)</li> <li>• Hazards (1) – signage (1) – control (1)</li> <li>• Allow alcohol and misuse leading to accidents.</li> </ul> <p>Credit risk assessment procedures and awareness of duty of care.</p>	6	4.2.5	AO1 (2) AO2 (2) AO3 (2)
4 (d)	<p><i>Discuss the reasons why operators such as Club Med offer adventure, sports and eco-tourism packages.</i></p> <p><u>Use level of response criteria</u></p> <p>This is set in the context of recent trends and the factors that influence international travel. We should expect the discussion to cover the following:</p> <p>Level 1 (1-3 marks) will state some reasons, but only in general terms and will be brief</p>	9	4.2.6	AO1 (3) AO3 (3) AO4 (3)

	Level 2 (4-6 marks) will display some understanding of the recent trends in consumer taste and demand and there will be some development of reasoning Level 3 (7-9 marks) will attempt to explain changes in provision to the leisure market and we should expect evaluative comment leading to a conclusion.			
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Question	A01	A02	A03	A04	Total
1(a)	2	2			4
(b)(i)		2			2
(b)(ii)	4				4
(c)		2	2	2	6
(d)		3	3	3	9
					<b>25</b>
2(a)		2	2		4
(b)	3		3		6
(c)		2	2	2	6
(d)		3	3	3	9
					<b>25</b>
3(a)(i)	1				1
(ii)	1				1
(iii)	1				1
(b)(i)	2				2
(ii)	1				1
(c)		3	3		6
(d)	1		1	2	4
(e)		3	3	3	9
					<b>25</b>
4(a)	4				4
(b)	3		3		6
(c)	2	2	2		6
(d)	3		3	3	9
					<b>25</b>
	<b>28</b>	<b>24</b>	<b>30</b>	<b>18</b>	<b>100</b>

**Advanced GCE Applied Travel and Tourism (H189, H389, H589, H789)  
June 2006 Assessment Series**

**Unit Threshold Marks**

Unit		Maximum Mark	a	b	c	d	e	u
<b>G720</b>	Raw	100	79	69	59	50	41	0
	UMS	100	80	70	60	50	40	0
<b>G721</b>	Raw	50	40	35	30	25	21	0
	UMS	100	80	70	60	50	40	0
<b>G722</b>	Raw	50	40	35	30	25	21	0
	UMS	100	80	70	60	50	40	0
<b>G723</b>	Raw	100	80	70	60	51	42	0
	UMS	100	80	70	60	50	40	0
<b>G724</b>	Raw	50	40	35	30	25	21	0
	UMS	100	80	70	60	50	40	0
<b>G725</b>	Raw	50	40	35	30	25	21	0
	UMS	100	80	70	60	50	40	0
<b>G726</b>	Raw	50	40	35	30	25	21	0
	UMS	100	80	70	60	50	40	0
<b>G727</b>	Raw	50	40	35	30	25	21	0
	UMS	100	80	70	60	50	40	0

	Maximum Mark	A	B	C	D	E	U
<b>H189</b>	300	240	210	180	150	120	0

	Maximum Mark	AA	AB	BB	BC	CC	CD	DD	DE	EE	U
<b>H389</b>	600	480	450	420	390	360	330	300	270	240	0

**Specification Aggregation Results**

The cumulative percentage of candidates awarded each grade was as follows:

	A	B	C	D	E	U	Total Number of Candidates
<b>H189</b>	4.56	19.25	42.16	63.49	82.44	100	1008

	AA	AB	BB	BC	CC	CD	DD	DE	EE	U	Total Number of Candidates
<b>H389</b>	1.9	5.7	11.0	20.6	29.7	40.2	50.2	64.6	75.6	100	209

For a description of how UMS marks are calculated see;  
[www.ocr.org.uk/OCR/WebSite/docroot/understand/ums.jsp](http://www.ocr.org.uk/OCR/WebSite/docroot/understand/ums.jsp)

Statistics are correct at the time of publication



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