

Travel & Tourism

Advanced GCE **A2 H589, H789**

Advanced Subsidiary GCE **AS H189, H389**

Mark Schemes for the Units

January 2007

H189/H589/MS/R/07J

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Mark schemes should be read in conjunction with the published question papers and the Report on the Examination.

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Any enquiries about publications should be addressed to:

OCR Publications
PO Box 5050
Annersley
NOTTINGHAM
NG15 0DL

Telephone: 0870 870 6622
Facsimile: 0870 870 6621
E-mail: publications@ocr.org.uk

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Advanced Subsidiary GCE Travel & Tourism (H189, H389)

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Mark Scheme G720
January 2007

Q	Question/Expected answer	Mark	Spec ref	AO
1 (a) (i)	<p>Refer to Document 1a. Describe each of the following terms:</p> <p>‘serviced accommodation’ Up to two marks for an explanation of serviced accommodation ie. guests offered a range of services eg food, portering, housekeeping. Allow development point or accurate example eg. Moat House hotel.</p>	2	1.2.4	AO1
(ii)	<p>‘room occupancy’ Up to two marks for an explanation of room occupancy ie. number of rooms occupied as a proportion of total rooms. Allow development point or accurate example eg. shows success of an accommodation provider.</p>	2	1.2.4	AO1
(b)	<p>Explain the role of the YTB in this partnership</p> <p>One mark for each correct identification of organisations that make up the partnership, up to a maximum of three identifications, plus a further one mark for each of three explanations ie:</p> <ul style="list-style-type: none"> • Private sector members • LAs • Gov/VisitBritain <p>There should be development of the explanation of how YTB carries out a variety of activities for the partners eg surveys, research, training, development, business advice, accommodation inspection, marketing, information services, industry representation, preparation of local and national strategies and policies.</p>	3 3	1.2.3	AO1 AO2
(c)	<p>Draw valid conclusions about visitor spending in Yorkshire.</p> <p>Levels of response</p> <p>Level 1 (1- 4 marks) The candidate will pick out valid statistics eg:</p> <ul style="list-style-type: none"> • Domestic tourism £1930m • Overseas tourism £294m • Day visits £1900m • VFR 18% England resident spending, 32% overseas • Business 23% England residents spending, 29% overseas • Holiday 58% England resident spending, 25% overseas <p>Level 2 (5 - 8 marks) There will be analysis of the stats eg:</p> <ul style="list-style-type: none"> • N Yorks greatest spend by UK residents • W Yorks greatest spend by overseas • VFR greater spend than business or holiday for overseas • Holiday spend greatest by English residents 	8 4	1.2.1 1.2.2	AO3 AO4

	<p>Level 3 (9 - 12 marks) Appropriate, judgemental conclusions drawn eg. W Yorks figs may reflect large ethnic groups in cities, N Yorks attractions draw many domestic holidaymakers Evaluative comments must directly relate to the statistics analysed, award top level marks for quality of evaluation and conclusions reached.</p>			
2 (a) (i)	<p>Refer to Document 2. Explain each of the following terms: ‘peak season’ Up to two marks for an explanation of peak season ie time of greatest demand for T&T products/services. Allow development point or accurate example eg. winter skiing.</p>	1 1	1.2.1	AO1 AO2
(ii)	<p>Explain each of the following terms: ‘day trip visitor’ Up to two marks for an explanation ie. travel for one day only. Allow development point or accurate example eg. to a tourist attraction such as Flamingoland.</p>	1 1	1.2.4	AO1 AO2
(iii)	<p>Explain each of the following terms: ‘conference tourism’ Up to two marks for an explanation of conference tourism ie business tourism, group attending a congress. Allow development point or accurate example eg. political party Autumn conferences.</p>	1 1	1.2.1	AO1 AO2
(b)	<p>Identify and describe three different methods of transportation to Bradford</p> <p>One mark for each correct identification of three methods of transportation up to a maximum of three marks, plus a further mark for each description for each method identified eg:</p> <ul style="list-style-type: none"> • rail • air • private car • coach • bus • waterbus <p>eg. car using the M606 (a spur of the M62) from which M1 and M6 accessible.</p>	3x2	1.2.4	AO1

2 (c)	<p>Refer to Documents 3 and 4. Compare and contrast the products and services at Scarborough Castle and the Old Coastguard Station, Robin Hood's Bay.</p> <p>Scarborough Castle:</p> <ul style="list-style-type: none"> • Historical built attraction • Parking on street & town centre only, disabled at castle, needs pre booking, • Baby change facilities • Toilets include disabled • Dogs allowed on leads • Guide books • Shop • Audio tour included in price • Opening times, including Easter • Prices £3.20/£2.40/£1.60, family £8 • Location explained • Public transport details • EH property • Picnics • Opening times/dates <p>Old Coastguard Station:</p> <ul style="list-style-type: none"> • Address, telephone, fax, e-mail address • Exhibition and education centre at Coastguard Station • Suitable for school groups • Car park • Opening times • Location given and transport available • Guided walks • Access for visitors with impaired mobility • Shop • NT property • Picnics • Dogs allowed • Opening times/dates <p>Levels of response</p> <p>Level 1 (1 - 4 marks) Candidates simply identifies/describes products/services from the list above</p> <p>Level 2 (5 - 8 marks) Candidate explains/analyses similarities/differences. There will be a comparison of the similarities and differences eg they are both coastal attractions. Comparative wording to be used by the candidate.</p> <p>Level 3 (9 - 10 marks) Candidate discusses/evaluates why the products/services are similar/different and may come to some (limited) conclusion. Possibly relating them to likely customer groups. There will be some explanation to the reasons behind the differences eg. EH and NT organisations in different sectors but both supported by members.</p>	4 4 2	1.2.4	AO2 AO3 AO4
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3 (a)	<p>Refer to Documents 1b and 5. Outline two possible reasons why Flamingo Land Theme Park and Zoo is the most popular attraction charging admission.</p> <p>One mark for each reason to a maximum of two marks, plus a further mark for a development of each reason to a maximum of two marks from:</p> <ul style="list-style-type: none"> • Theme park • Zoo • Location • Pricing structure <p>Eg. zoo attracts families with young children as there is plenty of activities for them, rides in theme park suitable.</p> <p>Accept</p> <ul style="list-style-type: none"> • Services • Accommodation <p>from holiday park</p>	4	1.2.2 1.2.4	AO1
(b)	<p>Identify and explain three likely sources of funding for a voluntary sector travel and tourism organisation such as the National Trust.</p> <p>One mark for each identification of a method up to a maximum three marks, plus a further mark for each of three explanations eg:</p> <ul style="list-style-type: none"> • Membership • Legacies • Donations • Entrance fees • Secondary spend • Rent • Events • Grants • Parking • Other reasonable suggestion <p>Eg. special events provide an extra source of revenue at specific times of year, perhaps off peak.</p>	3 3	1.2.4	AO1 AO2

(c)	<p>Refer to Document 6. Discuss the appeal of National Parks and National Trails in Yorkshire to different visitor groups.</p> <p>Levels of response</p> <p>Level 1 (1 - 4 marks) Candidate simply identifies/describes the appeal of National Parks/National Trail – at the lower end of the mark band, this could be generic to any National Park/Trail but at the top end of the mark range it must relate to those in Yorkshire.</p> <p>Level 2 (5 - 8 marks) Candidate explains/analyses the appeal of National Parks/National Trails in Yorkshire eg many visiting educational groups studying geography/ecology etc.</p> <p>Level 3 (9 - 12 marks) Candidate discusses/evaluates the appeal of National Parks/National Trails in Yorkshire. Judgemental conclusions will be made about the value of such natural attractions (may refer back to Doc 1 stats, N. Yorks visited most by UK residents partly because of scenery). To reach this level the candidate must refer to NPs and NTs General points will be made about NPs & NTs</p> <ul style="list-style-type: none"> • NPs objective is use for tourism/outdoor recreation • Many visitors to NPs • NPs have many outdoor adventure/ environmental education centres • NTs are in beautiful landscapes 	2 2 4 4	1.2.3 1.2.4	AO1 AO2 AO3 AO4
4 (a)	<p>Describe the components of a package holiday.</p> <p>For one mark each up to a maximum of three marks, plus a further mark for each explanation of component to a maximum of three. (list only max 3 marks)</p> <ul style="list-style-type: none"> • transport • accommodation • ancillary services • meal plan • transfers • insurance <p>Eg. variety of accommodation from serviced to non-serviced.</p>	6	1.2.4	AO1

b (i)	Refer to Document 1b. From which UK region do most tourists to Yorkshire originate? For one mark: Yorkshire and Humber	1	1.2.1 1.2.2	AO2
(ii)	Identify the most popular form of accommodation used by overseas tourists to Yorkshire. For one mark: Home of friends/relatives	1	1.2.1 1.2.2	AO2
(iii)	Identify the percentage of overseas visitors to Yorkshire who are on a business trip. For one mark: 26%	1	1.2.1 1.2.2	AO2
(iv)	Identify the most popular free attraction in Yorkshire. For one mark: Rother Valley Country Park	1	1.2.1 1.2.2	AO2
(v)	Explain the patterns of seasonality in tourism to Yorkshire. Candidates are expected to demonstrate that they understand seasonality in Yorkshire. Levels of response Level 1 (1 - 2 marks) Candidate simply identifies/states relevant information from document 1(b) and/or shows knowledge of the term 'seasonality' eg <ul style="list-style-type: none"> • UK residents evenly balanced through year • Overseas residents 35% in summer Level 2 (3 – 4 marks) Candidate applies knowledge of seasonality to tourism in Yorkshire eg short breaks main from UK residents spread throughout year, not just in summer/city breaks as well as rural.	4	1.2.1 1.2.2	AO2

(c)	<p>Refer to Document 5. Discuss how Flamingo Land's Holiday Village is attempting to meet changing consumer needs and expectations.</p> <p>Levels of response</p> <p>Level 1 (1 - 3 marks) Candidates will offer a basic understanding of customer needs/expectations and/or what Flamingo Land Holiday Village has to offer:</p> <ul style="list-style-type: none"> • Next to theme park • 6 berth holiday homes • touring and camp site • use of facilities • free entry to them park and zoo • evening ents • web booking facility • web site • searchable prices on web <p>Level 2 (4 - 6 marks) Candidate explains/analyses how Flamingo Land Holiday Village is attempting to meet changing customer needs and expectations.</p> <p>Level 3 (7 - 8 marks) Candidate discusses/evaluates how Flamingo Land Holiday Village is attempting to meet changing customer needs eg self catering options suitable for families as can cope with special diets, also value for money.</p>	3 3 2	1.2.3 1.2.4	AO2 AO3 AO4
5	<p>Refer to Document 2. Evaluate the issues facing tourism in Bradford.</p> <p>Issues/problems included in doc 2:</p> <ul style="list-style-type: none"> • Industrial dereliction background • Business travellers as major city • Growth needed on leisure visitors • Good supply bed spaces • Renowned attractions • Supports 10347 jobs through direct/indirect expenditure • Facilities for tourist provide for local population too • Tourist experience can improve image • Themed weekends • Good communication links <p>Other issues that candidates may give:</p> <ul style="list-style-type: none"> • Cheap overseas packages • Poor weather in UK • More attractive Yorks destinations eg Leeds, York 	2 2 4 4	1.2.1 1.2.2 1.2.3 1.2.4	AO1 AO2 AO3 AO4

	<p>Levels of response</p> <p>Level 1 (1 - 4 marks) Candidate identifies/describes the issues facing tourism in Bradford at the lower end of the mark band this could relate generally to any industrial city but at the top end of the mark band it must relate to Bradford.</p> <p>Level 2 (5 - 8 marks) Candidate explains/analyses the issues facing tourism in Bradford ie how the issues are affecting Bradford tourism eg competition in the short break market, means limited themed tours not competitive. At least one issue/problem must be discussed to access this level.</p> <p>Level 3 (9 - 12 marks) Candidate evaluates the issues facing tourism in Bradford. Judgemental conclusions have been made by the candidate who will use information effectively to evaluate a range of issues/problems or contrasting points of view. Marks should be awarded for quality of evaluations and conclusions reached and at the upper end there should be a coherent response.</p>			
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Analysis of marks

Question	AO1	AO2	AO3	AO4	Total
1a i	2				2
1a ii	2				2
1b	3	3			6
1c			8	4	12
Q1 total	7	3	8	4	22
2ai	1	1			2
2aii	1	1			2
2aiii	1	1			2
2b	6				6
2c		4	4	2	10
Q2 total	9	7	4	2	22
3a	4				4
3b	3	3			6
3c	2	2	4	4	12
Q3 total	9	5	4	4	22
4a	6				6
4bi		1			1
4bii		1			1
4bii		1			1
4biv		1			1
4bv		4			4
4c		3	3	2	8
Q4 total	6	11	3	2	22
Q5 total	2	2	4	4	12
Totals	33	28	23	16	100

**Mark Scheme G723
January 2007**

Q. No.	Expected Answer	Mark	SPEC.	A.O.
1 (a) (i)	<p>Identify four English town and city destinations, other than London, that travellers from North America may visit during their stay.</p> <p>Award one mark for each of four correct identifications from the following:</p> <ul style="list-style-type: none"> • Salisbury • Bath • Alnwick • Windsor • Oxford • Stratford • Canterbury • Dover 	4	4.2.2	AO2
(a) (ii)	<p>Identify and explain two advantages to visitors from North America of using London as a base for visiting Europe.</p> <p>Award one mark for each of two valid advantages and award a second mark for an appropriate explanation of each.</p> <p>Correct ideas will include the following:</p> <ul style="list-style-type: none"> • Eurostar service (1) – Direct fast links to both Paris & Brussels (1) • Availability of day trips (1) – escorted (1) • Location (1) – S.E. England near Europe (1) • Variety of routes and services (1) – details of coach/ferry/plane (1) <p>Credit valid points not mentioned on Fig. 1.</p>	4	4.2.1	AO1
(b)	<p>Visitors to the UK have the chance to buy 'add-on tour products' before they leave North America. Explain two ways in which this could save them money.</p> <p>Award one mark for each of two valid ways and award a second mark for an appropriate explanation of each. Correct ideas will include the following:</p> <ul style="list-style-type: none"> • Pay at home in \$ (1) – hedge against fall (1) • Available at discount (1) – cheaper than UK (1) • Buying product combinations cheaper still (1) – economies of scale (1) • Customer convenience ideas are valid <p>Credit all valid reasoning</p>	4	4.2.3	AO2 (2) AO3 (2)

(c)	<p><i>Most North American visitors will travel to the UK by using one of the many scheduled air services operating between the two destinations. Explain two differences between economy and business classes on such flights.</i></p> <p>Award one mark for the identification of each of two valid differences and award a second mark for an appropriate explanation/amplification of each.</p> <p>Correct ideas will include the following:</p> <ul style="list-style-type: none"> • Legroom/seat bigger in business (1) – more comfort and room (1) • Meals and drinks better choice in business (1) – served more efficiently (1) • Passenger/crew ratio higher in business (1) – more attentive service (1) • In-flight entertainment etc • Check-in procedures etc • Baggage allowance etc • Lounge access etc • Cabin facilities etc <p>Explanation of price difference/facilities to be credited</p>	4	4.2.2	AO1 (2) AO3 (2)
(d)	<p><i>With reference to one UK international airport with which you are familiar, assess the extent to which it meets the needs of different types of incoming and outgoing international passengers.</i></p> <p><u>Use level of response criteria</u></p> <p>Candidates are expected to have made a study of an airport and in this instance they are required to assess the effective meeting of passenger needs. We can accept a wide range of views including comments about carriers and destinations served. However, most answers will probably focus on air/land-side service provision.</p> <p>Level 1 (1-3 marks) Candidate identifies/describes the needs of inbound/outbound and leisure/business travellers.</p> <p>Level 2 (4-6 marks) Candidate explains/analyses the needs of inbound/outbound leisure/business travellers.</p> <p>Level 3 (7-9 marks) Candidate assesses/evaluates the extent to which the identified UK airport meets the needs of inbound/outbound leisure/business travellers.</p>	9	4.2.1 4.2.2 4.2.3	AO2 (3) AO3 (3) AO4 (3)

2 (a) (i)	<p>Identify three adventure tourism activities that are not covered by Tesco's Instant Travel Insurance policy.</p> <p>Award one mark for each of three of the following:</p> <ul style="list-style-type: none"> • Crewing on an international yacht • Flying in a private plane • Parachuting • Motorcycling above 125cc • Mountaineering • Rock climbing 	3	4.2.3	AO2
(a) (ii)	<p>Suggest three reasons why travellers aged 65 and over are not covered under this policy.</p> <p>Award one mark for each of three valid reasons such as:</p> <ul style="list-style-type: none"> • High risk age group in general • Older people more likely to become ill • More extensive/complicated medical history • Older people accident prone • Older people more vulnerable to theft etc <p>Credit all valid reasons/reasoning</p>	3	4.2.5 4.2.6	AO1
(b)	<p>Explain the usefulness of three types of help and advice which are provided by the FCO.</p> <p>Award one mark for each of three valid types of help/advice provided by FCO and award a second mark for an appropriate explanation of the usefulness of each. Correct ideas will include the following:</p> <ul style="list-style-type: none"> • Danger zones (1) – places to avoid (1) • Advice for individual types eg. gays, backpackers, women etc (1) – how to stay safe abroad (1) • Consular services (1) – what is available if in need abroad (1) • Before you go checklist (1) – general travel advice (1) 	6	4.2.4	AO1 (3) AO3 (3)
(c) (i)	<p>Describe how the sale of travel insurance is affected by the Consumer Protection Act</p> <p>Award one mark for each of two descriptive statements about the Act such as:</p> <p>Offence to mislead over price (1) – applies to goods/services/accommodation/facilities (1) – apply to all aspects of travel/holidays (1)</p>	2	4.2.5	AO1
(c) (ii)	<p>Describe how the sale of travel insurance is affected by the Data Protection Act</p> <p>Award one mark for each of two descriptive statements about the Act such as:</p> <p>Data must have been obtained lawfully (1) – held only for lawful purpose (1) – data must be used only for its main purpose (1) – data must be secure and protected (1) – be accurate & kept up to date (1) etc</p>	2	4.2.5	AO1

(d)	<p><i>Evaluate, using examples, the range of ancillary services that are supplied for the convenience of international travellers by UK Tourist Information Centres and large UK city centre hotels.</i></p> <p><u>Use level of response criteria</u></p> <p>Candidates are expected to have made a study of an ancillary service provision and in this instance they are required to evaluate the range available in TICs and large UK hotels. We can accept a range of services (as indicated in the WYNTL) but make sure that they are stated in a valid context.</p> <p>Level 1 (1-3 marks) Candidate identifies/describes the ancillary services provided for international travellers by UK TICs/large city centre hotels.</p> <p>Level 2 (4-6 marks) Candidate explains/analyses the range of ancillary services provided for international travellers by UK TICs/large city centre hotels.</p> <p>Level 3 (7-9 marks) Candidate evaluates the range of ancillary services provided for international travellers by UK TICs/large city centre hotels. Must be at least one valid service of each.</p>	9	4.2.3	AO2 (3) AO3 (3) AO4 (3)
3 (a)	<p><i>Identify Bali's three most important visitor markets in 2005.</i></p> <p>Award one mark for each of:</p> <ul style="list-style-type: none"> • Japan • Australia • Taiwan 	3	4.3.6	AO2
(b)	<p><i>The island of Bali suffered a major terrorist bombing on 12 October 2002. Identify three nationalities that did not appear to be put off visiting Bali in 2003.</i></p> <p>Award one mark for each of:</p> <ul style="list-style-type: none"> • China • Malaysia • Singapore 	3	4.3.6	AO2

(c)	<p><i>Identify and explain five ways in which this hotel appeals to the international leisure traveller.</i></p> <p>Award one mark for each of five valid ways in which The Oberoi will appeal to leisure guests and award a second mark for an appropriate explanation in each case.</p> <p>Correct ideas include the following:</p> <ul style="list-style-type: none"> • On Legian Beach (1) – sea & sand (1) • 15 acres of landscaped gardens (1) – quiet, tranquil and picturesque (1) • Choice of cottage/villa (1) – private and romantic for couples • Range of in-room facilities (1) – luxurious (1) • Near airport (1) – short transfer time (1) • Fitness and spa (1) – exercise and pampering available (1) • Babysitting service (1) – useful for families with infants (1) • 2 restaurants and room service (1) – plenty of choice/options (1) <p>Credit all valid reasoning based on Fig. 3(b).</p>	10 (5x2)	4.2.6	AO2 (5) AO3 (5)
(d)	<p><i>Assess the reasons why the number of UK visitors to certain international destinations varies over time.</i></p> <p><u>Use level of response criteria</u></p> <p>This is open to interpretation but the intention is that candidates should consider quite a lot more than just the risk of terrorism. We should expect that candidates consider the rapidly increasing number and variety of international travel products currently available to the UK market. They are also required to assess the significance of the reasons that they suggest for the variation in UK visitor numbers.</p> <p>Level 1 (1-3 marks) Candidate identifies/describes the reasons why the number of UK visitors to international destinations varies over time. Can be awarded to those candidates that attempt to apply their knowledge of factors influencing travel to long haul destinations such as Bali but offer little in the way of analysis or evaluation.</p> <p>Level 2 (4-6 marks) Candidate explains/analyses the reasons why the number of UK visitors to international destinations varies over time. Can be awarded to those who correctly identify 2 valid reasons for the variation in UK visitors and offer some analysis about each of them.</p> <p>Level 3 (7-9 marks) Candidate evaluates/assesses the reasons why the number of UK visitors to international destinations varies over time. Can then be awarded to those candidates who offer clear signs of reasoned argument about 2 or more valid reasons and can come to a judgement about which factors/reasons are most significant.</p>	9	4.2.2 4.2.6	AO1 (3) AO3 (3) AO4 (3)

4 (a)	<p><i>Describe the nature and appeal of desert adventure tourism activities such as that shown in Fig. 4.</i></p> <p>One mark for each correct identification of the nature/appeal, but allow development marks. Valid responses are as follows:</p> <p>Nature – “wadi-bashing” (off road driving) (1), use of 4x4 vehicles (1), drive along course of intermittent streams (1), ride over rough terrain (1), follow ‘historic’ routes (1) etc</p> <p>Appeal – exciting (1), test of skill (1), see varied scenery (1), no rule of road (1), challenge (1), sport (1) etc. 1+3 or 2+2</p>	4	4.2.6	AO1 (2) AO2 (2)
(b)	<p><i>Identify three hazards which could be associated with the activity shown in Fig. 4.</i></p> <p>Award one mark for the correct identification of each of three of the following hazards:</p> <ul style="list-style-type: none"> • Deep water • Rough terrain • Mechanical failure • Getting lost (isolated area) • Heat exhaustion (desert climate) • Any other valid hazard 	3	4.2.6	AO2
(c)	<p><i>UK travellers visit various overseas destinations to take part in adventure tourism activities. Complete the following table by identifying one adventure activity for each destination.</i></p> <p>Award one mark for each appropriate activity:</p> <p>Switzerland – allow skiing, climbing, trekking, mountaineering etc</p> <p>Egypt – allow diving, sailing etc</p> <p>New Zealand – allow all water-based such as white-water rafting, canoeing etc</p>	3	4.2.2	AO1
(d)	<p><i>UK leisure travellers will often take an organised tour or excursion when they are visiting an overseas destination for the first time. Discuss how such tours/excursions are usually organised and operated.</i></p> <p>This requires a consideration of both what is included in the tour (itinerary) and how a tour is managed/put together. In other words what the customer experiences versus how it is made available. Many candidates will have experienced a tour during a package holiday and personal experiences should be credited. However, to progress to the higher level, there must be clear evidence of an analysis of both aspects by the candidate.</p>	6		

	<p><u>Use level of response criteria</u></p> <p>Level 1 (1-3 marks) Candidate explains/analyses how organised tours/excursions in overseas destinations are organised/operated. Can be awarded to those candidates who apply their knowledge of tours to illustrate that an itinerary is chosen to create a product that is then offered to clients either before they travel or at the destination.</p> <p>Level 2 (4-6 marks) Candidate discusses/evaluates how organised tours/excursions in overseas destinations are organised/operated. Can be awarded for greater detail about what is actually included, how the tour itinerary works and the chain of distribution. All six marks can be awarded for a thorough treatment of a known example.</p>		4.2.3	AO3 (3) AO4 (3)
(e)	<p><i>Many UK leisure travellers enjoy relaxing holidays and taking a cruise has become increasingly popular over recent years. With reference to examples with which you are familiar, discuss the appeal of cruise holidays.</i></p> <p><u>Use level of response criteria</u></p> <p>This is quite specific and is set in the context of sea transport/sea services/leisure travel. There must be appropriate exemplification for the higher levels.</p> <p>Level 1 (1-3 marks) The candidate identifies/describes reasons for the appeal of cruise holidays. Can be awarded to those candidates that attempt to apply their knowledge of identifiable cruise products available to the UK market.</p> <p>Level 2 (4-6 marks) Candidate explains/analyses reasons for the appeal of cruise holidays. Can be awarded to those who attempt an analysis of at least one of these cruise products, clearly indicating appeal to particular types of client.</p> <p>Level 3 (7-9 marks) Candidate discusses/evaluates reasons for the appeal of cruise holidays. Can be awarded to those who make reasoned evaluative comments about two or more types of cruise product and come to a conclusion about the extent to which different types of UK leisure traveller have their needs met by each type.</p>	9	4.2.1 4.2.2 4.2.6	AO1 (3) AO3 (3) AO4 (3)

Assessment Grid

Question No	AO1	AO2	AO3	AO4	Total
1 (a)(i)		4			4
(a)(ii)	4				4
(b)		2	2		4
(c)	4				4
(d)		3	3	3	9
2 (a)(i)		3			3
(a)(ii)	3				3
(b)	3		3		6
(c)(i)	2				2
(c)(ii)	2				2
(d)		3	3	3	9
3 (a)		3			3
(b)		3			3
(c)		5	5		10
(d)		3	3	3	9
4 (a)	2	2			4
(b)		3			3
(c)	3				3
(d)			3	3	6
(e)		3	3	3	9
Total	23	37	25	15	100

**Mark Scheme G728
January 2007**

Q	Question/Expected answer	Mark	Spec ref	AO
1 (a)	<p>Explain two possible reasons for the decline in visitor numbers to traditional seaside resorts such as Blackpool.</p> <p>The case study identifies the following:</p> <ul style="list-style-type: none"> • appeal of other attractions, newer, modern • increase in day trips to other attractions • increase in evening and short break trips • general decline in the popularity of traditional seaside resorts <p>However we can look at broader issues such as:</p> <ul style="list-style-type: none"> • the increase in overseas packages holidays • changes in customer trends, eg low cost flights to overseas destinations • cheap deals overseas, eg last minute deals • search for sun, sand and sea in warmer climates etc. <p>Award 1 mark for each correct identification up to a maximum of two identifications plus a further one mark for each of two explanations/developments up to a maximum of four.</p>	2 2	9.2.3	AO2 AO3
(b)	<p>Many traditional seaside resorts such as Blackpool are undertaking regeneration projects.</p>	2 2	9.2.2	AO1 AO2
(i)	<p>Explain two economic objectives of such projects.</p> <p>Economic</p> <ul style="list-style-type: none"> • Year round resort, brings money into the resort to aid tourism development • Year round jobs, in addition to seasonal employment to satisfy local demand • Increase in visitor numbers, due to new attractions and events that attract visitors year round • Development of the infrastructure, eg motorways, coach terminals, park and ride etc • Investment in new facilities/attractions • Impact of the multiplier effect (explained) • Full capacity in hotels. Eg short breaks <p>Award 1 mark for each correct identification up to a maximum of two identifications plus a further one mark for each of two explanations/developments.</p>			
(ii)	<p>Explain two environmental objectives of such projects.</p> <p>Environmental</p> <ul style="list-style-type: none"> • Clean up operations, eg Beach Awards • Environmental awareness, protection of marine/natural environment and species • Environmental auditing, check on potential wear and tear 	2 2	9.2.2	AO1 AO2

Q	Question/Expected answer	Mark	Spec ref	AO
	<ul style="list-style-type: none"> • Water/beach cleanliness • Visual/noise pollution control • Regeneration of existing buildings to enhance customer perception. <p>Award 1 mark for each correct identification up to a maximum of two identifications plus a further one mark for each of two explanations/developments.</p>			
(c)	<p>Assess the possible socio-cultural impacts that the development of casino-style hotels will have on the resort of Blackpool.</p> <p>Use level of response criteria Candidates should refer to the case study as a basis for making reasoned analysis of the positive and/or negative impact that the new casino type developments may have on the resort and the people who live there.</p> <ul style="list-style-type: none"> • Social – new mix of people to the town, new hotels could increase family entertainment and encourage a broader range of visitors. Negative, loss of jobs that could impact on income of Blackpool residents and conflicting arguments with residents. • Cultural – negative impacts of gambling addiction, conflict with religion, culture and with the towns residents of the type of regeneration involved and the decline of traditional seaside activities, eg donkeys and candy floss. <p>Level 1 (1 – 2 marks) Candidate identifies/describes the likely social/cultural impacts of development in Blackpool.</p> <p>Level 2 (3 – 4 marks) Candidates are able to explain/analyse one or more of the socio-cultural impacts from the text and show how the development of casino type hotels may have an impact on Blackpool.</p>	2 2 4	9.2.3	AO2 AO3 AO4

Q	Question/Expected answer	Mark	Spec ref	AO
	<p>Level 3 (5 – 8 marks) Candidates will assess/evaluate at least two impacts with evidence of clear understanding of the impacts both positive and negative caused by this development at the top end, however, award up to 6 marks for either positive or negative and 7-8 marks for both.</p>			
(d)	<p>Evaluate the methods and policies used by the agents of tourism development to maximise visitor numbers to Blackpool.</p> <p>Use level of response criteria This question is addressing candidates' knowledge of the agents of tourism development, whether they are from the public, private or voluntary sectors. Candidates need to be able to recognise who the agents are and evaluate their methods and policies effectively. We are looking at how the agents of tourism development are working towards maximising visitor numbers in the light of the decline of traditional seaside resorts. The three articles make reference to the following;</p> <ul style="list-style-type: none"> • Economic development officer at Blackpool council • North West Development Agency (NWDA) • Local providers of tourism facilities • EnCams (Environmental Campaigns) Seaside Awards • Director of Tourism, Jane Seddon. <p>Level 1 (1 – 3 marks) Candidate identifies/describes methods/policies used to maximise visitor numbers or identifies the agents involved in tourism development (ie there does not need to be any contextual reference to Blackpool).</p> <p>Level 2 (4 – 6 marks) Candidates are able to demonstrate knowledge/ understanding of methods/policies used by agents of tourism development to maximise visitor numbers (ie again, no contextual reference to Blackpool) or applies policies used by agents of tourism development to maximise visitor numbers to Blackpool (ie in context).</p>	3 3 4 5	9.2.1	AO1 AO2 AO3 AO4

Q	Question/Expected answer	Mark	Spec ref	AO
	<p>Level 3 (7 – 10 marks) Candidate explains/analyses methods/policies used by agents of tourism development to maximise visitor numbers to Blackpool. Candidate names all three sectors, public/private/voluntary. 7 – 8 marks for good explanation, 9 -10 marks for analysis</p> <p>Level 4 (11 – 15 marks) Candidate evaluates methods/policies used by agents of tourism development to maximise visitor numbers to Blackpool. Candidate names all three sectors, public/private/voluntary.</p>			
2 (a)	<p>Identify two agents of tourism development in Namibia.</p> <p>Any of the agents of tourism development from the article identified. Award 1 mark for each correct identification up to a maximum of two identifications.</p> <ul style="list-style-type: none"> • NACOBTA • NTB • Ministry of Environment and Tourism • Namibia Wildlife Resort <p>Do not accept public, private or voluntary.</p>	2	9.2.1	AO2
(b)	<p>Explain two economic benefits of tourism development for the people of Namibia.</p> <p>The article clearly states the policy for tourism development. Candidates should be able to identify economic benefits and explain how the increase in numbers will benefit. Eg:</p> <ul style="list-style-type: none"> • Namibia is sparsely populated, with the increase in visitor numbers more development of the infrastructure may take place which will benefit the local population by enabling them to gain employment in this 'indirect' field. • Disadvantaged groups and women will gain employment opportunities and training which will enhance their lifestyle. • Any reference to the multiplier effect, jobs and income. <p>Award 1 mark for each correct benefit, up to a maximum of two benefits plus a further two marks for each of two explanations/developments.</p>	2 4	9.2.2	AO1 AO2

Q	Question/Expected answer	Mark	Spec ref	AO
(c)	<p>Refer to Fig 2a. The government of Namibia is committed to tourism development. Explain two reasons why 'rigid standards of protection and conservation' are major objectives of Namibia's tourism development.</p> <p>Namibia's diverse and rugged environment is what attracts tourists to this country, the article states that a policy of control is necessary to ensure that future tourism developments are closely monitored with the emphasis on high-quality tourism and carrying capacity to enable:</p> <ul style="list-style-type: none"> • Protection of the environment and the wild game must be a priority to ensure that tourism continues to be sustainable. • High cost, low capacity tourism so that standards are maintained. • Any given reference to valid environmental objectives accepted. <p>Award one mark for each correct identification up to a maximum of two identifications plus a further two marks for each of two explanations/developments.</p>	2 4	9.2.2	AO1 AO3
(d)	<p>Refer to Fig 2b. Community-based tourism organisation (NACOBTA) is a partnership between the local population, government, aid agencies and the private sector. Discuss the advantages of this partnership to the organisations involved.</p> <p>Advantages of partnership eg:</p> <ul style="list-style-type: none"> • Variety of aims and objectives that can be met and worked towards • Create satisfaction within the community • Local residents are involved in planning and operations such as providing tours and education • The government provides funding • Profits can be re-invested into new projects • Private sector can promote new projects and events within and outside the country • Aid agencies help channel funds into neglected areas 	2 2 4	9.2.1	AO2 AO3 AO4

	<p>Level 1 (1 – 2 marks) Candidate identifies/describes from the text the advantages of the partnership between the sectors without exemplification.</p> <p>Level 2 (3 – 4 marks) Candidate explains/analyses the advantages of the partnership between the sectors in encouraging development.</p> <p>Level 3 (5 – 8 marks) Candidate discusses/evaluates the advantages of the partnerships between the sectors.</p>			
(e)	<p>Evaluate the importance of accommodation classification and grading schemes in LEDC's such as Namibia for international tourists.</p> <p>Levels of Response This is a relatively new question and we are looking for methods used to maximise and sustain tourism development. References to other destinations in context with the question are accepted together with the use of Namibia as example. Principles of tourism development in the context of accommodation context are essential.</p> <p>Level 1 (1 – 3 marks) Candidate identifies/describes accommodation classification systems (ie there does not have to be any contextual reference to any destination).</p> <p>Level 2 (4 – 6 marks) Candidate demonstrates knowledge/understanding of accommodation classification systems (ie again, no contextual reference to any destination) or applies that knowledge to a destination (ie in context).</p> <p>Level 3 (7 – 9 marks) Candidate explains/analyses the importance of accommodation classification systems to a destination(s). There are sufficient references in the articles and candidates should refer to previous knowledge of systems and be able to relate this knowledge in a worldwide LEDC context.</p> <p>Level 4 (10 – 12 marks) Candidate will evaluate the importance of accommodation classification systems to a destination and recognise that a worldwide recognisable system will lead to increased visitor satisfaction. Customer service skills will be improved through tourism training in line with other tourist destinations.</p>	3 3 3 3	9.2.2	AO1 AO2 AO3 AO4

Q	Question/Expected answer	Mark	Spec ref	AO
3 (a)	The EU (European Union) earned 8% of its total GDP from tourism.	1	9.2.3	AO2
(i)	What does GDP stand for? GDP Gross Domestic Product for one mark.			
(ii)	Explain what is meant by GDP? GDP Gross Domestic Product is the total amount earned by a country through a range of activities, in this case 8% is earned through tourism. Up to 2 marks for basic understanding of GDP.	2	9.2.3	AO1
(b)	Describe two possible ways in which the infrastructure of countries in the EU could benefit as a result of economic investment. Economic investment is taking place in the countries of the EU and as a result benefits such as the following are taking place: <ul style="list-style-type: none"> • Money is being made available to improve existing transport links and facilities eg airports, roads, terminals. • More development of existing infrastructure to enable easier access to destinations and the provision to cater for greater visitor numbers. • Maximum take up of international offers on grants loans etc to enable further development to take place of existing and new facilities. • More awareness of the need to improve and rejuvenate cultural sites, cathedrals, castles, etc to enhance the visitor experience. Award 1 mark for each correct identification up to a maximum of two identifications plus a further one mark for each of two explanations/developments.	2 2	9.2.2	AO2 AO3
(c)	Explain two ways in which the removal of border controls may contribute to increased visitor numbers in the 10 new EU countries. The dropping of border controls may lead to increased visitor numbers for any of the following: <ul style="list-style-type: none"> • lifting of political constraints, freedom of movement for people both in and out of the EU • ease of travel ie time, no restrictions for passport and visa control 	2 4	9.2.3	AO2 AO3

Q	Question/Expected answer	Mark	Spec ref	AO
	<ul style="list-style-type: none"> • creation of new and interesting destinations for visitors, EU and International • geographical proximity • motivation for travel ie business, VFR, religion, cultural etc • ease of currency transactions • Distribution of wealth in the region creates more tourism opportunities. <p>Award 1 mark for each correct identification up to a maximum of two identifications plus a further two marks for each of two explanations/developments.</p>			
(d)	<p>Many countries in the EU are 'rich in landscapes and natural reserves'. Assess the importance of maintaining the natural environment of the EU for future tourism development.</p> <p>The importance of maintaining the natural environment is necessary due to the following reasons:</p> <p>Level 1 (1 – 2 marks) Candidate identifies/describes why the natural environment needs to be maintained (for future tourism development).</p> <p>Level 2 (3 – 4 marks) Candidate explains/analyses the importance of maintaining the natural environment (for future tourism development).</p> <p>Level 3 (5 – 8 marks) Candidate assesses/evaluates the importance of sustaining the natural environment for future tourism development.</p>	2 2 4	9.2.2	AO2 AO3 AO4

(e)	<p>Traditional industries are in decline in countries such as Poland and Hungary. Evaluate the methods by which destinations such as these could manage sustainable tourism development.</p> <p>Levels of Response <i>Look for the principles of successful destination management.</i> The total tourism product, heritage attractions, leisure, entertainment, shopping, business facilities, hospitality providers etc. The involvement of local and national public sector to approve planning and development of area. Explanation of a relationship between the sectors, public and private to optimise and promote visitor spending and provide facilities for local people without damage to their existing lifestyles. To maximise visitor spending through working with private sectors in the establishment of hospitality eg hotels and other economic activities to support tourism development.</p> <p>Level 1 (1 – 2 marks) Candidate identifies/describes methods by which sustainable tourism development could be managed (ie there does not have to be any contextual reference to countries such as Poland and Hungary).</p> <p>Level 2 (3 – 4 marks) Candidate demonstrates knowledge/understanding of methods by which sustainable tourism development can be managed (ie again, no contextual reference to countries such as Poland and Hungary) or, applies that knowledge to countries such as Poland and Hungary, (ie. In context).</p> <p>Level 3 (5 – 6 marks) Candidate explains/analyses methods by which sustainable tourism development can be managed in countries such as Poland and Hungary.</p> <p>Level 4 (7 – 10 marks) Candidate assesses/discusses/evaluates methods by which sustainable tourism can be managed in countries such as Poland and Hungary.</p>	2 2 2 4	9.2.3	AO1 AO2 AO3 AO4
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Analysis of marks

Question	AO1	AO2	AO3	AO4	Total
1a		2	2		4
1bi	2	2			4
1bii	2	2			4
1c		2	2	4	8
1d	3	3	4	5	15
2a		2			2
2b	2	4			6
2c	2		4		6
2d		2	2	4	8
2e	3	3	3	3	12
3ai		1			1
3aii	2				2
3b		2	2		4
3c		2	4		6
3d		2	2	4	8
3e	2	2	2	4	10
Total	20	31	27	22	100

**Mark Scheme G734
January 2007**

Question No	Expected answer	Mark	Spec Ref:	AO
1 (a)	<p>Explain two benefits to CP of having a mission statement.</p> <p>One mark for each correct identification up to a maximum of two identifications plus a further one mark for each of two explanations.</p> <p>Sets out clear aims and objectives – says what they want to achieve and can be clearly understood by staff and public alike.</p> <p>The statement should embody the vision and values of CP in order that staff are able to identify with their own mission and customers can believe in a plausible organisation.</p> <p>Useful public relations exercise – creates a positive image of the organisation used visually or otherwise. Should be a simple, relevant statement which is easy to repeat and therefore useful marketing tool.</p>	4	15.2.1	AO1-2 AO2-2
(b) (i)	<p>Explain the following terms:</p> <p>Qualitative research</p> <p>Up to two marks for an appropriate explanation of qualitative research.</p> <p>Qualitative – looks in depth at consumers' feelings/attitudes/desires and perceptions.</p>	2	15.2.4	AO1
(ii)	<p>Up to two marks for an appropriate explanation of quantitative research.</p> <p>Quantitative – provides more structured information which is statistically measurable.</p> <p>Also award a second mark, if an example is given.</p>	2	15.2.4	AO1
(c)	<p>State three requirements from the Data Protection Act which Centre Parcs must meet.</p> <p>One mark for each of three correct identifications up to a maximum of three identifications from:</p> <ul style="list-style-type: none"> • info must be fairly processed • used only for purpose originally collected for • info can only be stored for one or more specified purposes • info cannot be passed to third party • only relevant info to be kept • info to be up dated as and when • info should not be stored longer than appropriate • CP must ensure safety/security of data. 	3	15.2.4	AO1

(d)	<p>Apart from questionnaires, evaluate three forms of primary marketing research Centre Parcs could use.</p> <p>From:</p> <ul style="list-style-type: none"> • focus groups • observations • telephone/internet surveys • product testing • mystery shoppers. <p>Level of response</p> <p>Level 1 (1-3) Candidate identifies/describes up to three forms of primary research.</p> <p>Level 2 (4-6) Candidate explains/analyses form(s) of primary research Centre Parcs could use.</p> <p>Level 3 (7-9) Candidate discusses/evaluates form(s) of primary research Centre Parcs could use.</p>	9	15.2.3	AO1-3 AO3-3 AO4-3
(e) (i)	<p>Describe the characteristics of empty nesters.</p> <p>One mark for each correct statement up to a maximum of three statements, but allow development marks from:</p> <ul style="list-style-type: none"> • older couples with no children • older couples whose children have left home and are independent • disposable income less restricted • preferences likely to be weekend breaks, holidays abroad (perhaps twice a year). 	3	15.2.1	AO1-1 AO2-2
(ii)	<p>Evaluate the advantages and disadvantages to Centre Parcs of market segmentation.</p> <p>Advantages:</p> <ul style="list-style-type: none"> • segmentation ensures marketing aimed at the correct people • allows Centre Parcs to target specific groups • identifying market segments only approximate way of targeting customers • allows good use of marketing resources • allows Centre Parcs to establish and retain market position in a dynamic and competitive market • customer focussed • segmentation vital in order that the products and services offered by Centre Parcs are effective and not wasted. 	8	15.2.3	AO2-2 AO3-2 AO4-4

	<p>Disadvantages:</p> <ul style="list-style-type: none"> • small shift in population can affect results • small shift in consumer tastes will affect results • costs – segments may not be large enough to be profitable • segments may not be accessible • may be instability – between the segments • segments may not be accessible. <p>Level of response</p> <p>Level 1 (1-2) Candidate identifies/states either advantage(s)/disadvantage(s) of market segmentation.</p> <p>Level 2 (3-5) Candidate explains/analyses either advantage(s)/disadvantage(s) of market segmentation to Centre Parcs.</p> <p>Level 3 (6-8) Candidate evaluates both advantage(s) and disadvantage(s) of market segmentation to Centre Parcs.</p>			
2 (a)	<p>Explain one way in which the acquisition of Oasis, Whinfall Forest altered the marketing mix of Centre Parcs.</p> <p>One mark for a correct identification, plus up to a further two marks for an explanation.</p> <p>From:</p> <ul style="list-style-type: none"> • increasing place and promotion opportunity through involvement with Cresta Hols and the Internet • product offer enhanced – unique product (lodges etc). 	1+2	15.2.2	AO2-3
(b) (i)	<p>Explain the term branding.</p> <p>Up to two marks from eg:</p> <ul style="list-style-type: none"> • branding – names to identify products (1) and differentiate them from competitors (1) • branding establishes specific segments of the market. 	2	15.2.2	AO1-2
(ii)	<p>Assess the advantages to Centre Parcs to being promoted under the Cresta brand.</p> <p>From:</p> <ul style="list-style-type: none"> • strong brand leader linked to MyTravel and Cresta. Opens up new markets offered to specific targets. Gives extra option for place and price/promotion benefits 	8	15.2.2	AO2-2 AO3-3 AO4-3

	<p>Flexibility.</p> <ul style="list-style-type: none"> • increase volume of sales. • increase market share • create new business • and link into brand loyalty. <p>Level of response</p> <p>Level 1 (1-2) Candidate identifies/states advantage(s) to Centre Parcs of being promoted under Cresta brand.</p> <p>Level 2 (3-5) Candidate explains/analyses advantage(s) to Centre Parcs of being promoted under the Cresta brand.</p> <p>Level 3 (6-8) Candidate assesses/evaluates advantage(s) to Centre Parcs of being promoted under the Cresta brand.</p>			
(c)	<p>Using the AIDA model, assess the effectiveness of FIG 7 for Centre Parcs.</p> <p>from:</p> <ul style="list-style-type: none"> • attention – font size, colour, clarity, boldness, picture, use of words and use of pictures • interest – use of female for pic, grasses and tile effect on the edge of the paper. Professional Beauty Awards, and Hotel Spa of the Year • desire – show what is on offer, relaxation, beauty and clear effects of spa treatment pic, possible poor and limited appeal • action – may be poor – lacking detail and genuine attraction, limited info for getting the Centre Parcs and booking. <p>Level of response</p> <p>Level 1 (1-4) Candidate identifies/describes the AIDA model or makes non-explicit statements about Fig 7.</p> <p>Level 2 (5-8) Candidate explains/analyses the effectiveness of Fig 7 in relation to (aspects of) the AIDA model.</p> <p>Level 3 (9-12) Candidate assesses/evaluates the effectiveness of Fig 7 in relation to (aspects of) the AIDA model. There is no need for the candidate to consider all aspects of the AIDA model in order to access either Level 2 or 3 – judgements as to the mark to be awarded within each of these levels will be dependent upon both the quality of a response and the extent to which elements of the AIDA model are considered.</p>	12	15.2.4	AO1-4 AO3-4 AO4-4

(d)	<p>Evaluate the appropriateness of advertising media used by Centre Parcs.</p> <p>From:</p> <ul style="list-style-type: none"> • Centre Parcs, annual brochure • television advertising • teletext • through Cresta brochure • direct marketing. <p>Level of response</p> <p>Level 1 (1-4) Candidate identifies/describes the advertising media used by Centre Parcs.</p> <p>Level 2 (5-8) Candidate explains/analyses the advertising media used by Centre Parcs.</p> <p>Level 3 (9-12) Candidate evaluates the advertising media used by Centre Parcs.</p>	12	15.2.4	AO2-4 AO3-4 AO4-4
3 (a)	<p>Compare and contrast the effectiveness of</p> <ul style="list-style-type: none"> • sales promotion • themed breaks <p>in attracting leisure visitors to Centre Parcs.</p> <p>Level of response</p> <p>Level 1 (1-4) Candidate identifies/states the similarities/differences between sales promotions and themed breaks in attracting leisure visitors to Centre Parcs. Countdown to Christmas/Fitness Motivation/Guy Fawkes Night/Halloween/Lapland Experience/special offers/discounting.</p> <p>Level 2 (5-8) Candidate explains/analyses the similarities/differences between sales promotions and themed breaks in attracting leisure visitors to Centre Parcs.</p> <p>Level 3 (9-12) Candidate compares and contrasts/evaluates the similarities/differences between sales promotions and themed breaks in attracting leisure visitors to Centre Parcs and should come to some overall conclusion.</p>	12	15.2.4	AO2-4 AO3-4 AO4-4

(b)(i)	<p>Draw and label a product life cycle diagram.</p> <p>One mark for each correct identification up to a maximum of four identifications as stated:</p> <ul style="list-style-type: none"> • development • introduction • growth • maturity • saturation • decline. <p>(or similar words used).</p>	4	15.2.2	AO1-4
(ii)	<p>At which stage of the product life cycle model would you place Centre Parcs? Justify your choice.</p> <p>One mark for a correct identification plus up to a further three marks for an appropriate justification. No mark given for stage unless justification is clear. Simple justification award two marks. For full explanation award to a max of 4.</p>	4	15.2.2	AO3-1 AO4-3
3 (c)	<p>Evaluate how a PEST analysis may influence the marketing decisions of Centre Parcs.</p> <p>Level of response</p> <p>Level 1 (1-4) Candidate identifies/describes a PEST analysis and/or identifies/describes elements of a PEST analysis which are applicable to Centre Parcs.</p> <p>Level 2 (5-8) Candidate explains/analyses how a PEST analysis may influence the marketing decision of Centre Parcs.</p> <p>Level 3 (9-12) Candidate evaluates how a PEST analysis may influence the marketing decisions of Centre Parcs.</p> <ul style="list-style-type: none"> • political – government legislation including taxation, EU rules and regulations, interest rates, funding levels and laws such as licensing – alcohol • economic – inflation, employment levels, disposable income, exchange rates, recession • social – early retirement, changes in lifestyle, shorter working week, education, demographic changes, holiday entitlement, changes in working practices • technological – CRS, internet, developments in transport systems, global communications – mobile phones and internet banking. 	12	15.2.1	AO2 – 4 AO3 – 4 AO4 – 4

Marketing Travel and Tourism		Jan 07			G734	
Question	AO1	AO2	AO3	AO4	Total	
1a	2	2			4	
1bi	2				2	
1bii	2				2	
1c	3				3	
1d	3		3	3	9	
1ei	2	1			3	
1eii		2	2	4	8	
2a		3			3	
2bi	2				2	
2bii		2	3	3	8	
2c	4		4	4	12	
2d		4	4	4	12	
3a		4	4	4	12	
3bi	4				4	
3bii			1	3	4	
3c		4	4	4	12	
Total	24	22	25	29	100	

**Applied GCE Travel and Tourism H189
January 2007 Assessment Series**

Coursework Unit Threshold Marks

Unit		Maximum Mark	a	b	c	d	e	u
G721	Raw	50	40	35	30	25	21	0
	UMS	100	80	70	60	50	40	0
G722	Raw	50	40	35	30	25	21	0
	UMS	100	80	70	60	50	40	0
G724	Raw	50	40	35	30	25	21	0
	UMS	100	80	70	60	50	40	0
G725	Raw	50	40	35	30	25	21	0
	UMS	100	80	70	60	50	40	0
G726	Raw	50	40	35	30	25	21	0
	UMS	100	80	70	60	50	40	0
G727	Raw	50	40	35	30	25	21	0
	UMS	100	80	70	60	50	40	0

Examined Unit Threshold Marks

Unit		Maximum Mark	a	b	c	d	e	u
G720	Raw	100	79	69	60	51	42	0
	UMS	100	80	70	60	50	40	0
G723	Raw	100	80	70	60	51	42	0
	UMS	100	80	70	60	50	40	0

**Applied GCE Travel and Tourism H389
January 2007 Assessment Series**

Coursework Unit Threshold Marks

Unit		Maximum Mark	a	b	c	d	e	u
G729	Raw	50	40	35	30	25	21	0
	UMS	100	80	70	60	50	40	0
G730	Raw	50	40	35	30	25	21	0
	UMS	100	80	70	60	50	40	0
G731	Raw	50	40	35	30	25	21	0
	UMS	100	80	70	60	50	40	0
G732	Raw	50	40	35	30	25	21	0
	UMS	100	80	70	60	50	40	0
G733	Raw	50	40	35	30	25	21	0
	UMS	100	80	70	60	50	40	0
G735	Raw	50	40	35	30	25	21	0
	UMS	100	80	70	60	50	40	0

Examined Unit Threshold Marks

Unit		Maximum Mark	a	b	c	d	e	u
G728	Raw	100	74	64	54	45	36	0
	UMS	100	80	70	60	50	40	0
G734	Raw	100	75	65	55	46	37	0
	UMS	100	80	70	60	50	40	0

Specification Aggregation Results

Uniform marks correspond to overall grades as follows.

Advanced Subsidiary GCE (H189):

Overall Grade	A	B	C	D	E
UMS (max 300)	240	210	180	150	120

Advanced Subsidiary GCE (Double Award) (H389):

Overall Grade	AA	AB	BB	BC	CC	CD	DD	DE	EE
UMS (max 600)	480	450	420	390	360	330	300	270	240

Cumulative Percentage in Grade

Advanced Subsidiary GCE (H189):

A	B	C	D	E	U
2.44	19.51	48.78	87.81	100.0	100.0
There were 41 candidates aggregating in Jan 2007.					

Advanced Subsidiary GCE (Double Award) (H389):

AA	AB	BB	BC	CC	CD	DD	DE	EE	U
6.25	6.25	12.5	43.75	50.00	62.50	75.00	100.0	100.0	100.0
There were 16 candidates aggregating in Jan 2007.									

For a description of how UMS marks are calculated see;

http://www.ocr.org.uk/exam_system/understand_ums.html

Statistics are correct at the time of publication.

OCR (Oxford Cambridge and RSA Examinations)
1 Hills Road
Cambridge
CB1 2EU

OCR Customer Contact Centre

(General Qualifications)

Telephone: 01223 553998

Facsimile: 01223 552627

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