

# **Applied Travel and Tourism**

Advanced GCE A2 H589/H789

Advanced Subsidiary GCE AS H189/H389

## **Mark Schemes for the Units**

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**January 2010**

**H189/H589/MS/R/10J**

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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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## G720 Introducing travel and tourism

Question No.	Content/Exemplar Response	Additional Guidance																		
<p><b>1 (a)</b></p> <p>Name <b>three different</b> methods of transportation to the Isle of Wight and for <b>each</b> identify a route.</p> <p><b>6 marks</b> <b>[1+1]*3</b></p>	<p><b>Points marking</b></p> <p>One mark for each correct identification up to a maximum of six identifications.</p> <p><b>Indicative content:</b></p> <table border="1" data-bbox="539 507 1529 895"> <thead> <tr> <th>Method of transportation</th> <th>Route</th> </tr> </thead> <tbody> <tr> <td>Hovercraft [1]</td> <td>Southsea to Ryde [1]</td> </tr> <tr> <td>Car/vehicle ferry [1]</td> <td>Lymington to Yarmouth [1]</td> </tr> <tr> <td>Car/vehicle ferry [1]</td> <td>Southampton to Cowes [1]</td> </tr> <tr> <td>Car/vehicle ferry [1]</td> <td>Portsmouth to Fishbourne [1]</td> </tr> <tr> <td>[Fast jet] passenger ferry [1]</td> <td>Southampton to Cowes [1]</td> </tr> <tr> <td>[Fast jet] passenger ferry [1]</td> <td>Portsmouth to Ryde [1]</td> </tr> <tr> <td>[Light] aircraft/plane [1]</td> <td>Southampton [International] airport to IOW airport [1]</td> </tr> <tr> <td>[Light] aircraft/plane [1]</td> <td>Southampton [International] airport to Bembridge airport [1]</td> </tr> </tbody> </table>	Method of transportation	Route	Hovercraft [1]	Southsea to Ryde [1]	Car/vehicle ferry [1]	Lymington to Yarmouth [1]	Car/vehicle ferry [1]	Southampton to Cowes [1]	Car/vehicle ferry [1]	Portsmouth to Fishbourne [1]	[Fast jet] passenger ferry [1]	Southampton to Cowes [1]	[Fast jet] passenger ferry [1]	Portsmouth to Ryde [1]	[Light] aircraft/plane [1]	Southampton [International] airport to IOW airport [1]	[Light] aircraft/plane [1]	Southampton [International] airport to Bembridge airport [1]	<p>Be mindful of repetition in methods of transportation.</p> <p>If candidate scores zero for one sub-section <b>DO NOT</b> award more than <b>ONE</b> mark for other sub-sections.</p> <p>DO NOT accept company name as a method of transportation.</p> <p>Allow 'Ferry/Ferries' only once.</p>
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<p><b>1 (b)</b></p> <p>What is meant by each of the following terms? Domestic visitor VFR</p> <p><b>4 marks</b> <b>[2+2]</b></p>	<p><b>Points marking</b></p> <p>Up to two marks for each definition.</p> <p><b>Indicative content</b> – Domestic visitor:</p> <ul style="list-style-type: none"> <li>• tourist [1] visits within own country [1];</li> <li>• leisure holidaymaker [1] within the UK [1];</li> <li>• vacation [1] in IOW for a family from Liverpool [1].</li> </ul> <p><b>Indicative content</b> – VFR:</p> <ul style="list-style-type: none"> <li>• Visiting friends and relatives [1] staying with family while away from home [1];</li> <li>• going to see aunt in IOW [1] for a day/overnight trip [1].</li> </ul>	<p>Vague response – maximum one mark.</p> <p>Example can be credited with second mark.</p>																		

Question No.	Content/Exemplar Response	Additional Guidance
<p><b>1 (c)</b></p> <p>Using the statistics in <b>Document 2 (Figs. 2b and 2c)</b>, draw valid conclusions about the type of accommodation used and the length of stay by visitors to the Isle of Wight.</p> <p><b>12 marks</b> <b>[Levels]</b></p>	<p>Levels of response marking</p> <p><b>0 marks</b> No response or no response worthy of credit.</p> <p><b>Level 1: [1-4 marks]</b> Candidate identifies/describes some statistics in Document 2. Information may be in the form of a list of information. There is little or no attempt to draw valid conclusions.</p> <p><b>Level 2: [5-8 marks]</b> Candidate describes a number of statistics in Document 2. Candidates will show an understanding of the question and include explanations related to a number of key statistics with valid conclusions made with some success. The drawing of valid conclusions in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p><b>Level 3: [9-12 marks]</b> Candidate will show a clear understanding of the question and include detailed identification and explanation of a number of key statistics in Document 2. Candidate effectively draws valid conclusions about the data presented to them. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Indicative content: Statistics to include:</p>	<p><b>Level 1:</b> List/repetition from case – maximum 2 marks. Identification/s plus description – 2 or 3 marks. Identification and unsupported judgement – 4 marks.</p> <p><b>Level 2: candidate must describe more than one accommodation type. Must consider length of stay and type of accommodation. They may only evaluate one of these types.</b> Descriptions only of more than one accommodation type– 5 marks. Explanation/analysis – 6 or 7 marks. Evaluative comment (because.... means that....) – 8 marks.</p> <p><b>Level 3:</b> Identification/description implied/assumed. Explanation/analysis/comparison of more than one type of accommodation/length of stay – 9 or 10 marks. An evaluation/judgement without overall conclusion/prioritisation – 11 or 12 marks.</p>

Question No.	Content/Exemplar Response	Additional Guidance
1 (c) continued	<p><b>Type of accommodation</b>  33% hotels;  14% rented static caravan or chalet;  13% touring car/motor home/tent;  12% rented self catering house/cottage/flat;  10% second home;  10% guest house/B&amp;B/PH;  5% VFR;  2% onboard yacht/boat;  1% own static caravan or chalet.</p> <p><b>Length of stay- average no of nights</b>  7 nights in rented self catering house/cottage/flat;  6.5 nights in own static caravan or chalet;  6.2 nights in touring caravan/motor home/tent;  5.4 nights in rented static caravan or chalet;  5.2 nights in second home;  4 nights in hotel;  3.9 nights VFR;  3.8 nights onboard yacht/boat;  3.7 nights guest house/B&amp;B/PH.</p> <p><b>Exemplar response:</b>  33% stay in hotels but only spend on ave 4 nights. The longest length of stay is in self catering which includes caravans, chalets, motor homes, cottages etc [L1]</p> <p>33% stay in hotels but only spend on ave 4 nights. The longest length of stay is in self catering which includes caravans, chalets, motor homes, cottages etc.  5% stay with friends/relatives for on ave 3.9 nights. This is just a little longer than time spent in guest houses, perhaps as people do not have to pay with accommodation when VFR [L2] May stay longer in self catering because self catering accommodation is usually booked in weekly blocks [L2]</p>	

Question No.	Content/Exemplar Response	Additional Guidance
<b>1 (c) continued</b>	<p>33% stay in hotels but only spend on ave 4 nights. The longest length of stay is in self catering which includes caravans, chalets, motor homes, cottages etc. 5% stay with friends/relatives for on ave 3.9 nights. This is just a little longer than time spent in guest houses, perhaps as people do not have to pay with accommodation when VFR</p> <p>10% of staying visitors are in their own second home. Although this is not the highest in terms of accommodation used, it is still a considerable amount. These visitors stay for 5.2 nights on average, a relatively long time. This is because it is a home from home; they find it comfortable and has all their own decorations and personal items.</p> <p>In conclusion self catering visitors stay longer, perhaps as most types of this accommodation rent out for full weeks only. (L3).</p>	

Question No.	Content/Exemplar Response	Additional Guidance						
<p><b>2 (a)</b></p> <p>Describe what is meant by <b>each</b> of the following: Corporate event Holiday cottage Guided tour</p> <p><b>6 marks</b> <b>[3*2]</b></p>	<p><b>Points marking</b></p> <p>Up to two marks for each description.</p> <p><b>Indicative content</b> – Corporate event:</p> <ul style="list-style-type: none"> <li>business [1] providing hospitality to existing and potential business clients [1] product launch [1] team building [1] entertaining businesses [1].</li> </ul> <p><b>Indicative content</b> – Holiday cottage:</p> <ul style="list-style-type: none"> <li>self catering [1] accommodation [1] rented house for leisure break [1] need to provide own food/cleaning [1].</li> </ul> <p><b>Indicative content</b> – Guided tour:</p> <ul style="list-style-type: none"> <li>led trip around attraction [1] explanation of sights by person - audio/written [1]. Blue Badge guides taking visitors around city centre [1].</li> </ul>	<p>Vague response – maximum one mark.</p> <p>Example can be credited with second mark.</p> <p>Holiday cottage: do not accept second home.</p> <p>Corporate event: do not accept trade shows or exhibitions.</p>						
<p><b>2 (b)</b></p> <p>Name <b>three</b> pieces of legislation which may apply to organisations such as The National Trust or English Heritage. For each piece of legislation give <b>one</b> example of how it impacts on the organisation.</p> <p><b>6 marks</b> <b>[1+1]*3</b></p>	<p><b>Points marking</b></p> <p>One mark for each correct identification up to a maximum of six identifications.</p> <table border="1" data-bbox="539 957 1561 1198"> <thead> <tr> <th data-bbox="539 957 920 989">Name of legislation</th> <th data-bbox="920 957 1561 989">Impact on organisation</th> </tr> </thead> <tbody> <tr> <td data-bbox="539 989 920 1061">Countryside and Rights of Way Act [1]</td> <td data-bbox="920 989 1561 1061">Must allow public access to areas of the countryside they own [1].</td> </tr> <tr> <td data-bbox="539 1061 920 1198">Disability Discrimination Act [1]</td> <td data-bbox="920 1061 1561 1198">Barriers to disabled must be removed by the organisation [1]. Organisation must be accessible to those with restricted mobility [1].</td> </tr> </tbody> </table>	Name of legislation	Impact on organisation	Countryside and Rights of Way Act [1]	Must allow public access to areas of the countryside they own [1].	Disability Discrimination Act [1]	Barriers to disabled must be removed by the organisation [1]. Organisation must be accessible to those with restricted mobility [1].	<p>Answers must reflect the context of the question.</p> <p>Be mindful of repetition (especially in impacts sections).</p> <p>If candidate scores zero for one sub-section <b>DO NOT</b> award more than <b>ONE</b> mark for other sub-sections.</p> <p>Accept generic names for acts e.g. 'countryside act', 'disability act', 'CROW', 'DDA'.</p>
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Countryside and Rights of Way Act [1]	Must allow public access to areas of the countryside they own [1].							
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<p><b>2 (c)</b></p> <p>Compare and contrast the products, facilities and services of Carisbrooke Castle and The Needles Old Battery.</p> <p><b>10 marks</b></p> <p><b>Levels</b></p>	<p>Levels of response marking</p> <p><b>0 marks</b> No response or no response worthy of credit.</p> <p><b>Level 1: [1-6 marks]</b> Candidate identifies/describes the products, facilities and services of Carisbrooke Castle and The Needles Old Battery. Information may be in the form of a list of points. There is only an attempt to compare and contrast products in relation to Carisbrooke Castle or The Needles Old Battery.</p> <p><b>Level 2: [7-10 marks]</b> Candidate will show a clear understanding of the question and include detailed comparison and contrast of products, facilities and services in relation to Carisbrooke Castle and The Needles Old Battery. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles.</p>	<p><b>Level 1: [1-6 marks]</b> List – maximum 2 marks. Description of products, facilities or services in relation to CC or TNOB - up to 3 marks. Description of products, facilities or services in relation to both CC and TNOB - up to 4 marks. Comparison or contrast of products, facilities or services in relation to CC and TNOB – 5 or 6 marks.</p> <p><b>Level 2: [7-10 marks]</b> Identification/description implied/assumed. Comparison and contrast of only products or only facilities or only services in relation to CC and TNOB – 7 marks. Comparison and contrast of two areas (products, facilities or services) in relation to CC and TNOB – 8 marks. Comparison and contrast of all areas (products, facilities and services) in relation to CC and TNOB – 9 or 10 marks.</p>		

Question No.	Content/Exemplar Response			Additional Guidance
2 (c) continued	<b>Indicative content:</b>			
	Product (CC)	Service (CC)	Facility (CC)	
	Product (TNOB)	Service (TNOB)	Facility (TNOB)	
	<ul style="list-style-type: none"> <li>• Victorian coastal defences</li> <li>• exhibition</li> <li>• NT property</li> </ul>	<ul style="list-style-type: none"> <li>• no access for vehicles</li> <li>• visitors with disabilities by arrangement only for vehicle access</li> <li>• induction loop</li> <li>• tel no of battery given</li> <li>• NT website</li> <li>• open March – Oct (attraction)</li> <li>• range of pricing £4.20 adult/£10.50 family</li> <li>• suitable for education groups</li> <li>• family activity packs</li> <li>• guided tours</li> <li>• dogs on leads only</li> <li>• cycle access details</li> <li>• ferry details</li> <li>• bus details</li> <li>• road details given</li> <li>• information about location</li> </ul>	<ul style="list-style-type: none"> <li>• disabled toilet</li> <li>• disabled access to shop/ramped access</li> <li>• toilets only at one site</li> <li>• tea room opening nearly all year</li> <li>• ice cream kiosk</li> <li>• baby change &amp; feeding</li> <li>• access by foot only</li> <li>• no parking on site</li> </ul>	
<ul style="list-style-type: none"> <li>• castle – medieval with later additions</li> <li>• family orientated</li> <li>• working animals</li> <li>• EH property</li> <li>• exhibition</li> <li>• events</li> </ul>	<ul style="list-style-type: none"> <li>• signed location</li> <li>• bus close</li> <li>• ferry details</li> <li>• tel no provided of property</li> <li>• web address provided</li> <li>• tel no of TIC provided</li> <li>• education resources available</li> <li>• family learning resources</li> <li>• dogs allowed</li> <li>• guidebook</li> <li>• range of pricing £5.50 adult/£13.80 family</li> <li>• admission free for overseas visitor pass holders</li> <li>• information about location</li> </ul>	<ul style="list-style-type: none"> <li>• museum on site [not EH]</li> <li>• open all year [not Xmas/Jan 1]</li> <li>• limited disabled access</li> <li>• tearooms open seasonally</li> <li>• toilets</li> <li>• parking</li> <li>• picnic area</li> <li>• shop</li> </ul>		

Question No.	Content/Exemplar Response	Additional Guidance
2 (c) continued	<p><b>Exemplar response:</b>            CC is an EH property that began as a medieval castle &amp; needles is a NT property that was a Victorian fortress. CC has car parking facilities, Needles have none on site, need to use public car parks close by <b>(L1-5 marks)</b></p> <p>CC is an EH property that began as a medieval castle &amp; needles is a NT property that was a Victorian fortress. CC has car parking facilities, Needles have none on site, need to use public car parks close by both are defences, Needles is voluntary sector/CC public sector (CC is EH property, Needles is National Trust). both charge admission CC costs more as bigger property with more to see <b>(L2-7 marks);</b></p> <p>CC is an EH property that began as a medieval castle &amp; needles is a NT property that was a Victorian fortress. CC has car parking facilities, Needles have none on site, need to use public car parks close by both are defences, Needles is voluntary sector/CC public sector (CC is EH property, Needles is National Trust). both charge admission CC costs more as bigger property with more to see both have catering, tea room at Needles with views &amp; homemade food);both have shops, allowing for secondary spend <b>(L2-8 marks);</b></p> <p>CC is an EH property that began as a medieval castle &amp; needles is a NT property that was a Victorian fortress. CC has car parking facilities, Needles have none on site, need to use public car parks close by both are defences, Needles is voluntary sector/CC public sector (CC is EH property, Needles is National Trust). both charge admission CC costs more as bigger property with more to see both have catering, tea room at Needles with views &amp; homemade food);both have shops, allowing for secondary spend            CC has special events, none stated at Needles, perhaps due to accessibility;            CC more opening times over the year &amp; week,            Both are difficult for those with mobility impairment, as old buildings.  <b>(L3-10 marks).</b></p>	

Question No.	Content/Exemplar Response	Additional Guidance
<p><b>3 (a)</b></p> <p>Name: the sea area which the Leconfield overlooks;</p> <p>the provider of pleasure flights.</p> <p><b>2 marks</b> <b>[2*1]</b></p>	<p><b>Points marking</b></p> <p>For two marks:</p> <ul style="list-style-type: none"> <li>• English Channel [1];</li> <li>• Fairway Flying Services [at Sandown] [1].</li> </ul>	<p>Answers <b>must be</b> taken from <b>Documents 5 and 6.</b></p> <p>No other possible answers accepted.</p>
<p><b>3 (b) (i)</b></p> <p>Explain <b>two</b> disadvantages <b>to the</b> <b>visitor</b> of using public transport to get around the Isle of Wight.</p> <p><b>4 marks</b> <b>[1+1]*2</b></p>	<p><b>Points marking</b></p> <p>One mark for each correct identification up to a maximum of two identifications plus up to a further one mark for each of two explanations.</p> <p><b>Indicative content:</b></p> <p>Disadvantages to include:</p> <ul style="list-style-type: none"> <li>• inaccessible [1] may not easily be able to get to station/bus stop [1];</li> <li>• inconvenient [1] waiting for transport/finding bus stop [1];</li> <li>• cost [1] can be expensive [1];</li> <li>• limited accessibility [1] some may be difficult for disabled/buggies [1];</li> <li>• timetable [1] not running late at night/all night [1];</li> <li>• seasonality [1] timetable may change off peak season [1];</li> <li>• Lost [1] unsure of the area [1];</li> <li>• Security [1] travelling on buses late at night [1].</li> </ul>	<p>Answers must reflect the context of the question.</p> <p>Be mindful of repetition.</p> <p>If candidate scores zero for one sub- section <b>DO NOT</b> award more than <b>TWO</b> marks for other sub-sections.</p>

Question No.	Content/Exemplar Response	Additional Guidance
<p><b>3 (b) (ii)</b></p> <p>Explain <b>two</b> benefits to <b>Isle of Wight residents</b> of visitors using public transport.</p> <p><b>4 marks</b> <b>[1+1]*2</b></p>	<p><b>Points marking</b></p> <p>One mark for each correct identification up to a maximum of two identifications plus up to a further one mark for each of two explanations.</p> <p><b>Indicative content:</b></p> <p>Benefits to include:</p> <ul style="list-style-type: none"> <li>• environmentally friendly [1] reducing CO2 emissions [1];</li> <li>• less cars [1] reduction in congestion on roads [1];</li> <li>• less cars [1] reduction in parking by cars [1];</li> <li>• increase income [1] making public service viable [1];</li> <li>• use of ferry [1] will ensure service remains viable [1].</li> </ul>	<p>Answers must reflect the context of the question.</p> <p>Be mindful of repetition.</p> <p>If candidate scores zero for one sub-section <b>DO NOT</b> award more than <b>TWO</b> marks for other sub-sections.</p>
<p><b>3 (c)</b></p> <p>Evaluate how effectively the facilities of the Leconfield and Fairway Holiday Park meet the needs of families.</p> <p><b>12 marks</b> <b>Levels</b></p>	<p>Levels of response marking</p> <p><b>0 marks</b> No response or no response worthy of credit.</p> <p><b>Level 1: [1-4 marks]</b> Candidate identifies/describes the facilities of the Leconfield and Fairway Holiday Park. Information may be in the form of a list of benefits. There is little or no attempt to evaluate.</p> <p><b>Level 2: [5-8 marks]</b> Candidate describes a number of facilities of the Leconfield and Fairway Holiday Park. Candidates will show an understanding of the question and include explanations of the ways in which the facilities meet the needs of families which may be evaluated with some success. The evaluation in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p>	<p><b>Level 1:</b> List/repetition from case – maximum 2 marks. <b><i>Above this both facilities need to be discussed</i></b> Identification/s plus description – 2 or 3 marks. Identification and unsupported judgement – 4 marks.</p> <p><b>Level 2:</b> Detailed descriptions only – 5 marks. Explanation/analysis – 6 or 7 marks. Evaluative comment (because.... means that....) – 8 marks.</p>

Question No.	Content/Exemplar Response	Additional Guidance
3 (c) continued	<p><b>Level 3: [9-12 marks]</b>  Candidate will show a clear understanding of the question and include detailed identification and explanation of the facilities of the Leconfield and Fairway Holiday Park. Candidate effectively evaluates how effectively the facilities of the Leconfield and Fairway Holiday Park meet the needs of families. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><b>Indicative content:</b></p> <p>Facilities specific for families to include:</p> <p><b>Leconfield:</b></p> <ul style="list-style-type: none"> <li>• no family rooms;</li> <li>• no children under 16.</li> </ul> <p><b>Fairway:</b></p> <ul style="list-style-type: none"> <li>• close to beaches;</li> <li>• family entertainment;</li> <li>• pool table;</li> <li>• amusement machines;</li> <li>• close to bus stops/railway station;</li> <li>• pool;</li> <li>• children's play area;</li> <li>• cots available;</li> <li>• children welcome;</li> <li>• microwave;</li> <li>• laundrette;</li> <li>• pricing.</li> </ul>	<p><b>Level 3:</b>  Identification/description implied/assumed.  Explanation/analysis/comparison of more than one facility at both – 9 or 10 marks.  An evaluation/judgement without overall conclusion/prioritisation – 11 marks.  With overall supporting conclusion – 12 marks.</p>

Question No.	Content/Exemplar Response	Additional Guidance
3 (c) continued	<p><b>Exemplar response:</b>  Leconfield has no family rooms &amp; does not allow children under 16. F has family entertainment &amp; welcomes children [L1]</p> <p>Leconfield has no family rooms &amp; does not allow children under 16. F has family entertainment &amp; welcomes children. F has more facilities suitable for kids, such as cots for families with babies, a pool &amp; kids play areas. It is purpose built for families, unlike L which is for adults only. [L2]</p> <p>Leconfield has no family rooms &amp; does not allow children under 16. F has family entertainment &amp; welcomes children. F has more facilities suitable for kids, such as cots for families with babies, a pool &amp; kids play areas. It is purpose built for families, unlike L which is for adults only.</p> <p>L would suit a more mature couple or a family group with late teenage/grown up children Fairway is a family holiday park, there are many facilities specifically for children, such as the play area and the pricing and self catering option is suitable for families with children needing an economical break  In conc families would go to F as it is designed specifically for them [L3]</p>	



Question No.	Content/Exemplar Response	Additional Guidance
<p><b>4 (a) (i) (ii)</b></p> <p>Referring to <b>Fig. 7a</b> what was the percentage of unoccupied beds in hotels/guesthouses/B&amp;Bs in the Isle of Wight in Winter 2006?</p> <p>Referring to <b>Fig. 7c</b> identify the reason for a dip in room occupancy in July 2007.</p> <p><b>2 marks</b> <b>[2*1]</b></p>	<p><b>Points marking</b></p> <p>For two marks:</p> <ul style="list-style-type: none"> <li>• 83% [1].</li> <li>• wet weather [1].</li> </ul>	<p>Answer must be taken from Document 7.</p> <p>No other response possible to this question.</p>
<p><b>4 (b)</b></p> <p>Discuss how seasonality affects accommodation providers on the Isle of Wight.</p> <p><b>12 marks</b> <b>Levels</b></p>	<p>Levels of response marking</p> <p><b>0 marks</b> No response or no response worthy of credit.</p> <p><b>Level 1: [1-4 marks]</b> Candidate identifies/describes some ways in which seasonality affects accommodation providers on the Isle of Wight. Information may be in the form of a list of ways. There is little or no attempt to discuss.</p>	<p><b>Level 1:</b> List/repetition from case – maximum 2 marks. Identification/s plus description – 2 or 3 marks. Identification and unsupported judgement – 4 marks.</p>

Question No.	Content/Exemplar Response	Additional Guidance
4 (b) continued	<p><b>Level 2: [5-8 marks]</b> Candidate describes some ways in which seasonality affects accommodation providers on the Isle of Wight. Candidates will show an understanding of the question and include explanations of a number of the possible ways which may be discussed with some success. The discussion in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p><b>Level 3: [9-12 marks]</b> Candidate will show a clear understanding of the question and include detailed identification and explanation of ways in which seasonality affects accommodation providers on the Isle of Wight. Candidate effectively discusses how seasonality affects accommodation providers on the Isle of Wight. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><b>Indicative content:</b> Ways to include:</p> <p><b>Seasonality – bed space occupancy:</b></p> <ul style="list-style-type: none"> <li>• [2007] peak season 61%;</li> <li>• [2007] spring 48%;</li> <li>• [2006] winter 17%;</li> <li>• [2006] autumn 45%.</li> </ul> <p><b>Room occupancy examples:</b></p> <ul style="list-style-type: none"> <li>• September 73%;</li> <li>• January 14%.</li> </ul>	<p><b>Level 2:</b> Descriptions only – 5 marks. Explanation/analysis of more than one accommodation/seasonality affects – 6 or 7 marks. Evaluative comment (because.... means that....) – 8 marks.</p> <p><b>Level 3:</b> Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 9 or 10 marks. An evaluation/judgement without overall conclusion/prioritisation – 11 marks. With overall supporting conclusion – 12 marks.</p>

Question No.	Content/Exemplar Response	Additional Guidance
4 (b) continued	<p><b>Room occupancy in different sizes of accommodation examples:</b></p> <ul style="list-style-type: none"> <li>• Larger establishments 72% peak season; 21% winter;</li> <li>• B&amp;Bs 66% peak; 21% winter;</li> <li>• Guesthouses 63% peak; 14% winter;</li> <li>• Small hotels 64% peak; 25% winter.</li> </ul> <p>All sizes of accommodation higher occupancy in peak season  Larger establishments achieved higher occupancy levels than other hotels/guesthouses/B&amp;Bs in autumn, spring &amp; peak  Larger establishments had lower occupancy than smaller hotels in winter  In each season lowest room occupancy in guesthouses  B&amp;Bs had greater room occupancy in peak above guesthouses &amp; small hotels  Room occupancy dipped in July 2007 due to wet weather  Winter occupancy rates lower as not main holiday period</p> <p><b>Exemplar Response:</b>  Seasonality is the variation in occupancy levels in accommodation due to the time of year; the peak season for the IOW is the summer period, with 61% bed occupancy in 2007; 72% in large accom providers [L1]</p> <p>Seasonality is the variation in occupancy levels in accommodation due to the time of year; the peak season for the IOW is the summer period, with 61% bed occupancy in 2007; 72% in large accom providers.  It is generally assumed at this time of the year the weather will be better, as it is summer, so therefore more people will stay in the available accommodation, but this can be variable as the wet July meant that occupancy levels in accommodation dipped (L2).</p>	

Question No.	Content/Exemplar Response	Additional Guidance
<p><b>4 (b) continued</b></p>	<p>Seasonality is the variation in occupancy levels in accommodation due to the time of year; the peak season for the IOW is the summer period, with 61% bed occupancy in 2007; 72% in large accom providers.</p> <p>It is generally assumed at this time of the year the weather will be better, as it is summer, so therefore more people will stay in the available accommodation, but this can be variable as the wet July meant that occupancy levels in accommodation dipped.</p> <p>The winter occupancy rates are low at 17% as this is not the main hol season. In winter the % staying in small hotels is higher than other forms of accom, perhaps due to special rates offered by the providers to encourage off peak visits.</p> <p>Seasonality is the main factor influencing room &amp; bed occupancy rates on IOW [L3]</p>	
<p><b>4 (c)</b></p> <p>Discuss the benefits to destinations such as the Isle of Wight of hosting events.</p> <p><b>8 marks</b></p> <p><b>Levels</b></p>	<p>Levels of response marking</p> <p><b>0 marks</b> No response or no response worthy of credit.</p> <p><b>Level 1: [1-4 marks]</b> Candidate identifies/describes benefits to destinations such as the Isle of Wight of hosting events. Information may be in the form of a list of benefits. Candidates will include explanations of possible benefits which may be discussed with some success. The discussion in the most part is accurate, if not a little underdeveloped. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p>	<p><b>Level 1: [1-4 marks]</b> List of points – maximum 1 mark Description – up to 2 marks Explanation – up to 3 marks Unsupported judgements/limited discussion – up to 4 marks</p> <p><b>Level 2: [5-8 marks]</b> Identification/description implied/assumed. Explanation/analysis/comparison of more than one benefit – 5-6 marks. An evaluation/judgement without overall conclusion/prioritisation – 7 marks. With overall supporting conclusion – 8 marks.</p>

Question No.	Content/Exemplar Response	Additional Guidance
4 (c) continued	<p><b>Level 2: [5-8 marks]</b>  Candidate will show a clear understanding of the question and include detailed identification and explanation of benefits to destinations such as the Isle of Wight of hosting events. Candidate effectively discusses the benefits to destinations of hosting events. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><b>Indicative content:</b></p> <p>Benefits to include:</p> <ul style="list-style-type: none"> <li>• encourage extra visitors;</li> <li>• promote IOW;</li> <li>• creates local employment;</li> <li>• increases visitor spending;</li> <li>• all areas of travel and tourism benefit.</li> </ul> <p><b>Exemplar response:</b>  encourages extra visitors, people will come especially for the event;  promote IOW as events gain media publicity;  Creates local employment additional staffing required for events;  Increases visitor expenditure visitors spend on accommodation/catering (L1).</p> <p>encourages extra visitors, people will come especially for the event;  promote IOW as events gain media publicity;  Creates local employment additional staffing required for events;  Increases visitor expenditure visitors spend on accommodation/catering  There are a range of events on the IOW throughout the year to attract visitors these attract a wide range of additional tourists to the island. Many events are more than one day, so there will be additional visitor expenditure on accommodation as they will need to stay over. This shows the importance of events in drawing an increasing no of visitors to destinations.(L2)</p>	

Question No.	Content/Exemplar Response	Additional Guidance
<p><b>5*</b></p> <p>Evaluate the impact of external factors on UK tourism destinations such as the Isle of Wight.</p> <p><b>12 marks Levels</b></p>	<p>Levels of response marking</p> <p><b>0 marks</b> No response or no response worthy of credit.</p> <p><b>Level 1: [1-4 marks]</b> Candidate identifies/describes the impact of external factors on UK tourism destinations such as the Isle of Wight. Information may be in the form of a list of ways. There is little or no attempt to evaluate. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</p> <p><b>Level 2: [5-8 marks]</b> Candidate describes the impact of external factors on UK tourism destinations such as the Isle of Wight. Candidates will show an understanding of the question and include explanations of a number of the possible impacts which may be evaluated with some success. The evaluation in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and 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 and spelling.</p>	<p><b>This is the question assessing QWC!</b></p> <p><b>Level 1:</b> List/repetition from case – maximum 2 marks. Identification/s plus description – 2 or 3 marks. Identification and unsupported judgement – 4 marks.</p> <p><b>Level 2:</b> Descriptions only – 5 marks. Explanation/analysis – 6 or 7 marks. Evaluative comment (because.... means that....) – 8 marks.</p> <p><b>Level 3:</b> Identification/description implied/assumed. Explanation/analysis/ comparison of more than one external factor – 9 or 10 marks. An evaluation/judgement without overall conclusion/prioritisation – 11 marks. With overall supporting conclusion – 12 marks.</p>

Question No.	Content/Exemplar Response	Additional Guidance
5* continued	<p><b>Level 3: [9-12 marks]</b></p> <p>Candidate will show a clear understanding of the question and include detailed identification and explanation of the impact of external factors on UK tourism destinations such as the Isle of Wight. Candidate effectively evaluates the impact of external factors on UK tourism destinations such as the Isle of Wight. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. Candidate presents relevant material in a well planned and logical sequence. Material clearly structured using appropriate terminology confidently and accurately. Sentences, consistently relevant are well structured in a way that directly answers the question. There will be few, if any errors of grammar, punctuation and spelling.</p> <p><b>Indicative content:</b></p> <p>Factors to include:</p> <ul style="list-style-type: none"> <li>• weather;</li> <li>• climate change;</li> <li>• world cup/sporting events;</li> <li>• terrorism;</li> <li>• natural disasters;</li> <li>• war;</li> <li>• legislation;</li> <li>• roles of government and local authorities;</li> <li>• fluctuations in currency;</li> <li>• civil unrest/crime.</li> </ul> <p>terrorist attacks on UK airports visitors wary of travel;  national sporting events, people stay at home to watch  wet summer, take hols somewhere hot and dry;  strong pound makes it cheaper for UK residents to holiday abroad/expensive for overseas visitors to come to UK;  weak pound makes it expensive for UK holiday makers to go abroad;  natural disasters, puts people off visiting place this has happened in.</p>	

Question No.	Content/Exemplar Response	Additional Guidance
5* continued	<p><b>Exemplar response:</b>  Ext factors include such things as the weather, terrorism, disasters, legislation &amp; the economy. These things can mean that people stay at home as domestic tourist as too costly to go aboard [L1]</p> <p>Ext factors include such things as the weather, terrorism, disasters, legislation &amp; the economy. These things can mean that people stay at home as domestic tourist as too costly to go aboard  Flooding and bad weather across the UK in the summer made it difficult for people to travel domestically. Poor UK weather leads to out flux from UK wanting guaranteed good weather at a sun &amp; sea location abroad, which is probably as cheap as a domestic hol. Weather factors outside control of destinations, need to offer more entertainment/attractions that are less weather dependent, such as indoor leisure facilities (L2)</p> <p>Ext factors include such things as the weather, terrorism, disasters, legislation &amp; the economy. These things can mean that people stay at home as domestic tourist as too costly to go aboard  Flooding and bad weather across the UK in the summer made it difficult for people to travel domestically. Poor UK weather leads to out flux from UK wanting guaranteed good weather at a sun &amp; sea location abroad, which is probably as cheap as a domestic hol. Weather factors outside control of destinations, need to offer more entertainment/attractions that are less weather dependent, such as indoor leisure facilities  Terrorism can also influence people. More may have wanted a domestic hol in IOW if they are scared of travelling to Spain because of ETA attacks or to the US because of 9/11.  Ext factors are not the only influence on destinations such as the IOW, good promotion by destinations to encourage visitors can also inc visitor nos. [L3]</p>	



## G723 International travel

Question No.	Content/Exemplar Response	Additional Guidance
<p>1 (a)</p> <p><b>Outline <u>three</u> likely reasons to explain why the educational visits to Auschwitz organised by the Holocaust Educational Trust are operated only as day trips.</b></p> <p><b>6 marks</b> <b>[1+1]*3</b></p>	<p>Points marking</p> <p>Award one mark for the correct identification of each of three reasons and award a second mark for an appropriate developmental comment about each.</p> <p><b>Indicative content:</b> Reasons to include:</p> <ul style="list-style-type: none"> <li>• to keep costs down [1] – this allows more students to participate/can afford etc [1]/or from government point of view (1)</li> <li>• not over 24hrs/no accommodation (1) – package travel regulations do not apply [1]</li> <li>• convenience [1] – minimizes absence from school lessons [1]</li> <li>• easier to manage for operator [1] – can fix dates and times well in advance etc [1]</li> <li>• can be seen in one day [1] – no need to stay longer [1]</li> <li>• emotional-impact (1) – can be upsetting.</li> </ul>	
<p>1 (b)</p> <p><b>Assess the main health and safety issues to be addressed for school groups undertaking international residential trips.</b></p> <p><b>6 marks</b> <b>Levels</b></p>	<p>Levels of response marking</p> <p><b>0 marks</b> No response or no response worthy of credit.</p> <p><b>Level 1: [1-3 marks]</b> Candidate identifies/describes health and safety issues to be addressed for school groups undertaking international residential trips. Information may be in the form of a list of issues. Candidates will include explanations of possible issues which may be assessed with some success. The assessment in the most part is accurate, if not a little underdeveloped. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p>	<p>This question is set in a context that should be familiar to most candidates and they are not expected to identify a particular trip. The issues should relate to any trip eg 'Field Trip to the Alps' etc.</p> <p>Level 1: List/Description – 1 mark Explanation – 2 marks Assessment – 3 marks</p> <p>Level 2: No list/description Explanation – 4 marks Assessment – 5-6 marks</p>

Question No.	Content/Exemplar Response	Additional Guidance
1 (b)	<p><b>Level 2: [4-6 marks]</b>  Candidate will show a clear understanding of the question and include detailed identification and explanation of possible health and safety issues to be addressed for school groups undertaking international residential trips. Candidate effectively assesses health and safety issues. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><b>Indicative content:</b>  Health and safety issues to include:</p> <ul style="list-style-type: none"> <li>• What is "Plan B" if the main objectives can't be achieved?</li> <li>• What could go wrong? Does the risk assessment cover:</li> <li>• The main activity</li> <li>• "Plan B"</li> <li>• Travel arrangements</li> <li>• Emergency procedures</li> <li>• Staff numbers, gender and skill mixes</li> <li>• Generic and site-specific hazards and risks (including for Plan B)</li> <li>• Variable hazards (including environmental and participants' personal abilities and the 'cut off' points).</li> </ul> <p><b>Exemplar response:</b>  Field Trip to Europe</p> <p>The school has to comply with the visits policy of the LEA and there has to be a full risk assessment covering all aspects of the trip, including transport, accommodation and activities. Pupil welfare is managed by having enough staff to supervise and the following of a 'code of conduct' throughout the trip (L1). Safety of the individual is the most important issue and all measures are put in place with this in mind such as only using hotels having rooms above ground floor level, with lockable doors, no balconies etc. (L2)</p>	

Question No.	Content/Exemplar Response	Additional Guidance
<p><b>1 (c)</b></p> <p><b>State <u>four</u> categories that can be used to classify international travel by purpose of visit.</b></p> <p><b>4 marks</b> <b>[4*1]</b></p>	<p>Points marking</p> <p>One mark for each correct identification up to a maximum of four identifications.</p> <p><b>Indicative content:</b> Categories to include:</p> <ul style="list-style-type: none"> <li>• leisure (allow recreation or holidays) [1]</li> <li>• business (allow professional) [1]</li> <li>• VFR [1]</li> <li>• health (allow medical) [1]</li> <li>• religion (allow pilgrimage) [1]</li> <li>• education</li> <li>• sport</li> <li>• political refugee</li> </ul>	<p>Organisations such as the WTO use the following categories so award marks as stated.</p>
<p><b>1 (d)</b></p> <p><b>Discuss the reasons why many UK visitors to Poland will choose to fly with carriers such as Ryanair and easyJet.</b></p> <p><b>9 marks</b> <b>Levels</b></p>	<p>Levels of response marking</p> <p><b>0 marks</b> No response or no response worthy of credit.</p> <p><b>Level 1: [1-3 marks]</b> Candidate identifies/describes some reasons why many UK visitors to Poland will choose to fly with carriers such as Ryanair and easyJet. Information may be in the form of a list of reasons. There is little or no attempt to discuss.</p> <p><b>Level 2: [4-6 marks]</b> Candidate describes a number of reasons why many UK visitors to Poland will choose to fly with carriers such as Ryanair and easyJet. Candidates will show an understanding of the question and include explanations of a number of the possible reasons which may be discussed with some success. The discussion in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p>	<p>Level 1: List – maximum 2 marks 2 identifications plus one description – 3 marks 2 identifications and unsupported judgement – 3 marks</p> <p>Level 2: No list – must be at least ‘describe’ Description only – 4 marks Explanation/analysis – 5 marks Evaluative comment (because.... means that....) – 6 marks</p>

Question No.	Content/Exemplar Response	Additional Guidance
1 (d)	<p><b>Level 3: [7-9 marks]</b> Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible reasons why many UK visitors to Poland will choose to fly with carriers such as Ryanair and easyJet. Candidate effectively discusses a range of reasons. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><b>Indicative content:</b> Reasons to include:</p> <ul style="list-style-type: none"> <li>• a single passenger class – simplifies booking options</li> <li>• a simple fare scheme (typically fares increase as the plane fills up, which rewards early reservations)</li> <li>• flying to/from cheaper, less congested secondary regional airports (avoiding air traffic delays and taking advantage of lower landing fees) gives nationwide UK access</li> <li>• short flights and fast turnaround times allows frequent services</li> <li>• direct sales of tickets, especially over the Internet make reservations easy</li> <li>• lower costs relative to competitors mean that passengers get value for money.</li> </ul> <p><b>Exemplar response:</b> Both airlines are low cost ‘no frills’ carriers and they both fly to and from many UK airports. This means that their flights are both affordable and easy to access from a variety of UK locations. These low cost flights are also very easy to book online which makes it very convenient for passengers (L2). Both airlines fly to several destinations in Poland and this gives passengers plenty of choice in terms of destination to visit. However, the most important reasons why UK travellers choose these services are related to cost and convenience as passengers can search for a time and place at a price they wish to pay (L3).</p>	<p><b>Additional Guidance</b></p> <p>Level 3: Identification/description implied/assumed Explanation/analysis/comparison of more than one point/both sides – 7 marks An evaluation/judgement without overall conclusion/prioritisation – 8 marks With overall supporting conclusion – 9 marks</p>

Question No.	Content/Exemplar Response	Additional Guidance
<p>2 (a)</p> <p>Identify <u>three</u> international airports currently able to handle the A380.</p> <p>3 marks [3*1]</p>	<p>Points marking</p> <p>One mark for each correct identification up to a maximum of three identifications.</p> <p><b>Indicative content:</b> Airports to include:</p> <ul style="list-style-type: none"> <li>• London (LHR) – (accept Heathrow or LHR but <b>not</b> just London) [1]</li> <li>• Dubai (DXB) – (accept Dubai or just DXB) [1]</li> <li>• New York (JFK) – (accept Kennedy or JFK but <b>not</b> just New York) [1]</li> <li>• Sydney (SYD) – accept name and/or code [1]</li> <li>• Auckland (AKL) – accept name and/or code [1].</li> </ul>	
<p>2 (b)</p> <p>Identify and explain <u>two</u> reasons why the A380 or superjumbo cannot be handled by all international airports.</p> <p>4 marks [1+1]*2</p>	<p>Points marking</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><b>Indicative content:</b> Reasons to include:</p> <ul style="list-style-type: none"> <li>• extra-wide runways [1] – for wingspan [1]</li> <li>• and two-tiered facilities [1] – for loading passengers [1].</li> </ul>	
<p>2 (c)</p> <p>Explain the appeal of the Emirates A380 to a business class traveller.</p> <p>3 marks [3*1]</p>	<p>Points marking</p> <p>Up to three marks for explanation.</p> <p><b>Indicative content:</b> Appeal factors to include:</p> <ul style="list-style-type: none"> <li>• all 76 passengers have access to ‘Onboard Lounge’ [1]</li> <li>• executive club atmosphere [1]</li> <li>• non-stop to USA – fast time etc [1]</li> <li>• moodlighting to cut jetlag.</li> </ul>	

Question No.	Content/Exemplar Response	Additional Guidance
<p>2 (d)</p> <p><b>Explain why international travellers will benefit from each of the following IATA initiatives:</b></p> <p><b>E-ticketing</b>  <b>Bar Coded Boarding Passes</b>  <b>Baggage Improvement Programme</b></p> <p><b>6 marks</b>  <b>[3*2]</b></p>	<p>Points marking</p> <p>In each section the candidate is to be awarded:</p> <ul style="list-style-type: none"> <li>• <b>one</b> mark for identifying any <b>one</b> traveller benefit of the initiative</li> <li>• <b>one</b> mark for describing how it applies AND/OR <b>one</b> mark for explaining the benefit in context.</li> </ul> <p><b>Indicative content:</b></p> <p>E-ticketing: more efficient and more convenient for passengers [1]. You can't lose an electronic ticket [1]. The information will always be stored securely in an airline's computer system [1].</p> <p>It's easier to make changes to your itinerary [1]. With an electronic ticket, you no longer have to go to an airline or travel agency office to pick up a new ticket [1]. The changes can be made immediately in the computer system [1].</p> <p>Bar Coded Boarding Passes: these give passengers more options and greater flexibility [1] when checking in and boarding their flights. For example boarding passes can be printed at home [1], they allow for early check-in [1] and easy passage through the airport [1], they are a unique and secure boarding document for the entire journey [1] and BCBP enables a single boarding pass to be used for up to 4 segments [1] so carrying just one boarding pass instead of several is more convenient for passengers [1].</p> <p>Baggage Improvement Programme: the key aim is to ensure passengers and their baggage are reunited at final destination by improving baggage handling processes [1] to reduce the rates of baggage mishandling [1]. This will help to minimise loss &amp; delay [1] resulting in an improved travel experience [1].</p>	

Question No.	Content/Exemplar Response	Additional Guidance
<p>2 (e)</p> <p><b>Assess the ways in which the location of one UK international airport with which you are familiar has been made accessible to UK international travellers.</b></p> <p><b>9 marks</b></p> <p><b>Levels</b></p>	<p>Levels of response marking</p> <p><b>0 marks</b> No response or no response worthy of credit.</p> <p><b>Level 1: [1-3 marks]</b> Candidate identifies/describes some ways in which the location of one UK international airport has been made accessible to UK international travellers. Information may be in the form of a list of reasons. There is little or no attempt to assess.</p> <p><b>Level 2: [4-6 marks]</b> Candidate describes a number of ways in which the location of one UK international airport has been made accessible to UK international travellers. Candidates will show an understanding of the question and include explanations of a number of the possible ways which may be assessed with some success. The assessment in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p><b>Level 3: [7-9 marks]</b> Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible ways in which the location of one UK international airport has been made accessible to UK international travellers. Candidate effectively assesses a range of ways. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><b>Indicative content:</b> Ways to include:</p> <ul style="list-style-type: none"> <li>• road links/rail links/air links</li> <li>• transport services, including cost &amp; frequency</li> <li>• drop off/collection points</li> <li>• long &amp; short stay car parking</li> <li>• terminal shuttle services</li> <li>• mobility issues for special needs.</li> </ul>	<p><b>Additional Guidance</b></p> <p>Level 1: List – maximum 2 marks 2 identifications plus one description – 3 marks 2 identifications and unsupported judgement – 3 marks</p> <p>Level 2: No list – must be at least ‘describe’ Description only – 4 marks Explanation/analysis – 5 marks Evaluative comment (because.... means that....) – 6 marks</p> <p>Level 3: Identification/description implied/assumed Explanation/analysis/comparison of more than one point/both sides – 7 marks An evaluation/judgement without overall conclusion/prioritisation – 8 marks With overall supporting conclusion – 9 marks</p>

Question No.	Content/Exemplar Response	Additional Guidance
<p><b>2 (e)</b></p>	<p><b>Exemplar response:</b>  LHR has a very accessible location on the western outskirts of Greater London. It is served by M4 &amp; M25 motorways making it convenient for passengers travelling by coach, private cars &amp; taxis. LHR also has direct rail links to Central London via Underground &amp; the Heathrow Express (L1) and both of these allow passengers direct access to airport terminal buildings. Although these features mainly benefit people living near London (L2), many passengers will fly into LHR from their Regional airport to connect with a long haul flight. This is possible because of the frequent BA shuttle services. However, some passengers find this particularly convenient because their bags are checked in only once and they can connect with onward flights to a much wider variety of destinations (L3).</p>	
<p><b>3 (a)</b></p> <p><b>Identify and describe <u>three</u> features of Europe's cruise market in 2007.</b></p> <p><b>6 marks</b>  <b>[1+1]*3</b></p>	<p>Points marking</p> <p>One mark for each correct identification up to a maximum of three identifications plus up to a further one mark for each of three descriptions.</p> <p><b>Indicative content:</b>  Features to include:</p> <ul style="list-style-type: none"> <li>• a record 4m people took cruise holidays [1] an increase of 17% on 2006 [1]</li> <li>• the most popular region for cruises setting off from Europe last year was the Mediterranean and Atlantic islands [1] with a 60% share of the market [1]</li> <li>• Caribbean and other international regions 24% [1] and also northern Europe [1]</li> <li>• UK was the largest source market for European cruises [1] with 1.3m passengers – 11% more than the previous year [1]</li> <li>• the industry is growing faster than expected [1] an increasing number of cruise lines basing ships in the region [1].</li> </ul>	



Question No.	Content/Exemplar Response	Additional Guidance
<p><b>3 (b)</b></p> <p><b>Outline <u>three</u> advantages to cruise companies such as Royal Caribbean International of bringing very large ships into service.</b></p> <p><b>6 marks</b> <b>[1+1]*3</b></p>	<p>Points marking</p> <p>One mark for each correct identification up to a maximum of three identifications plus up to a further one mark for each of three developments.</p> <p><b>Indicative content:</b> Advantages to include:</p> <ul style="list-style-type: none"> <li>• they can achieve economies of scale [1] and thus boost profitability [1]</li> <li>• unique selling point [1] – comparative advantage [1]</li> <li>• scope for new entrants to cruising is limited [1] except in specialist niches, such as golf or garden cruises [1]</li> <li>• ships are floating resorts [1] – carry a range of additional facilities [1]</li> <li>• huge liners mean companies can cope much better than lines running small ships [1] with the discounting needed to fill unsold berths before departure [1]</li> <li>• larger ships more stable [1] - adverse weather [1].</li> </ul>	
<p><b>3 (c)</b></p> <p><b>Justify <u>one</u> likely reason for Royal Caribbean International placing the following disclaimer statement on its website.</b></p> <p><b>4 marks</b> <b>[1+2+1]</b></p>	<p>Points marking</p> <p>Award one mark for the identification of a valid reason, plus up to a further two marks for explanatory development. The final mark is reserved for appropriate justification.</p> <p><b>Indicative content:</b> There is always a risk factor in late pregnancy [1] and on board medical facilities are limited [1]. Being at sea makes hospital access impossible [1] and so the only way to reduce overall risk is to prohibit [1]. Pregnant women more susceptible to illness/accident (1).</p>	

Question No.	Content/Exemplar Response	Additional Guidance
<p><b>3 (d)</b></p> <p><b>Discuss the reasons why many UK international leisure travellers make their holiday arrangements using the services of a local travel agency.</b></p> <p><b>9 marks</b> <b>Levels</b></p>	<p>Levels of response marking</p> <p><b>0 marks</b> No response or no response worthy of credit.</p> <p><b>Level 1: [1-3 marks]</b> Candidate identifies/describes some reasons why many UK international leisure travellers make their holiday arrangements using the services of a local travel agency. Information may be in the form of a list of reasons. There is little or no attempt to discuss.</p> <p><b>Level 2: [4-6 marks]</b> Candidate describes a number of reasons why many UK international leisure travellers make their holiday arrangements using the services of a local travel agency. Candidates will show an understanding of the question and include explanations of a number of the possible reasons which may be discussed with some success. The discussion in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p><b>Level 3: [7-9 marks]</b> Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible reasons why many UK international leisure travellers make their holiday arrangements using the services of a local travel agency. Candidate effectively discusses a range of reasons. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p>	<p>This is set in the context of travel agency products and services meeting customer needs. Candidates are expected to be aware of the chain of distribution and the fact that agencies provide the following:</p> <p>Level 1: List – maximum 2 marks 2 identifications plus one description – 3 marks 2 identifications and unsupported judgement – 3 marks</p> <p>Level 2: No list – must be at least ‘describe’ Description only – 4 marks Explanation/analysis – 5 marks Evaluative comment (because.... means that....) – 6 marks</p> <p>Level 3: Identification/description implied/assumed Explanation/analysis/comparison of more than one point/both sides – 7 marks An evaluation/judgement without overall conclusion/prioritisation – 8 marks With overall supporting conclusion – 9 marks</p>

Question No.	Content/Exemplar Response	Additional Guidance
3 (d)	<p><b>Indicative content:</b> Reasons to include:</p> <ul style="list-style-type: none"> <li>• accessible (high street locations &amp; out of town)</li> <li>• brochures &amp; additional information</li> <li>• opportunity for help &amp; advice (most customers value face to face contact)</li> <li>• ancillary services</li> <li>• promotion of special offers</li> <li>• offer security via ABTA, ATOL etc.</li> <li>• book in person – face to face [1], or fear of fraud on internet credit card [1] or no computer to access deals [1]</li> </ul> <p><b>Exemplar response:</b> Many people will make use of a local travel agency for a variety of reasons. The fact they are often found on local high streets means that they are conveniently accessible, particularly for individuals without use of the Internet. Their window display promotions are used to highlight special offers and different types of deal will be featured when available (L1). Customers may obtain a variety of ancillary travel products/services when booking their package holiday. For example, travel insurance will be offered at the time of booking to provide cover against loss/injury whilst away. Some people will find it most convenient to make all their arrangements at the one time (L2).</p> <p>However, it is the personal contact that customers really appreciate. At the agency, staff can check availability and answer questions about destination /facilities and provide advice about all travel requirements. Indeed, depending on the location, passengers can seek advice about transport/transfers to the departure point and arrange hotel accommodation all through their local agency. In effect, travel agencies have evolved into being one-stop travel shops and this is one of the main reasons why people continue to use them. The other key factor is peace of mind. Most agents in the UK will give members of ABTA and their bond system and code of conduct will give customers the guarantee that their holiday is safe and that any justifiable complaint will be settled at arbitration (L3)</p>	

Question No.	Content/Exemplar Response	Additional Guidance
<p>4 (a)</p> <p><b>Complete the table below by identifying which photograph was most likely to have been taken by each visitor type.</b></p> <p><b>4 marks</b> <b>[4*1]</b></p>	<p>Points marking</p> <p>One mark for each correct identification up to a maximum of four identifications.</p> <p><b>Indicative content:</b></p> <ul style="list-style-type: none"> <li>• stately home = C</li> <li>• summer school = A</li> <li>• adventure trip = B</li> <li>• family history = D.</li> </ul>	
<p>4 (b)</p> <p><b>Explain <u>three</u> ways in which a TIC is able to provide a service for such visitors.</b></p> <p><b>6 marks</b> <b>[1+1]*3</b></p>	<p>Points marking</p> <p>One mark for each correct identification up to a maximum of three identifications plus up to a further one mark for each of three explanations.</p> <p><b>Indicative content:</b></p> <p>Ways to include:</p> <ul style="list-style-type: none"> <li>• visitor attraction information [1] – advice where to go [1]</li> <li>• staff speak foreign languages [1] – easy to understand [1]</li> <li>• accommodation services [1] – eg UK's BABA scheme [1]</li> <li>• souvenirs etc [1] – appeal to visitors [1]</li> <li>• bureau de change [1] – convenient [1]</li> <li>• sell tickets for tours, events [1] – convenient for visitor.</li> </ul>	

Question No.	Content/Exemplar Response	Additional Guidance
<p>4 (c)</p> <p><b>Describe three benefits to a family group of such all-inclusive packages.</b></p> <p><b>6 marks</b> <b>[1+1]*3</b></p>	<p>Points marking</p> <p>One mark for each correct identification up to a maximum of three identifications plus up to a further one mark for each of three descriptions.</p> <p><b>Indicative content:</b> Benefits to include:</p> <ul style="list-style-type: none"> <li>• lower total costs [1] – reduced need for spending money [1]</li> <li>• activities provided [1] – tuition available [1]</li> <li>• activities supervised [1] – parents know children safe [1]</li> <li>• children’s club [1]; – parents free time [1]</li> <li>• food &amp; drink included [1] – no additional costs [1]</li> <li>• entertainment included [1] – no need to leave the resort complex [1].</li> </ul>	
<p>4 (d)*</p> <p><b>Discuss the reasons for the growth in popularity of adventure tourism holidays.</b></p> <p><b>9 marks</b> <b>Levels</b></p>	<p>Levels of response marking</p> <p><b>0 marks</b> No response or no response worthy of credit.</p> <p><b>Level 1: [1-3 marks]</b> Candidate identifies/describes some reasons for the growth in popularity of adventure tourism holidays. Information may be in the form of a list of reasons. There is little or no attempt to discuss. Candidate communicates at least one point using some appropriate terminology. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</p> <p><b>Level 2: [4-6 marks]</b> Candidate describes a number of reasons for the growth in popularity of adventure tourism holidays. Candidates will show an understanding of the question and include explanations of a number of the possible reasons which may be discussed with some success. The discussion in the most part is accurate</p>	<p><b>This is the question assessing QWC!</b></p> <p>Level 1: List – maximum 2 marks 2 identifications plus one description – 3 marks 2 identifications and unsupported judgement – 3 marks</p> <p>Level 2: No list – must be at least ‘describe’ Description only – 4 marks Explanation/analysis – 5 marks Evaluative comment (because.... means that....) – 6 marks</p>

Question No.	Content/Exemplar Response	Additional Guidance
4 (d)*	<p>and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and 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 and spelling.</p> <p><b>Level 3: [7-9 marks]</b> Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible reasons for the growth in popularity of adventure tourism holidays. Candidate effectively discusses a range of reasons. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. Candidate presents relevant material in a well planned and logical sequence. Material clearly structured using appropriate terminology confidently and accurately. Sentences, consistently relevant are well structured in a way that directly answers the question. There will be few, if any errors of grammar, punctuation and spelling.</p> <p><b>Indicative content:</b> Reasons to include: An increasing number of leisure travellers are now taking part in adventure tourism and/or adventure activity holidays. Such travellers tend to be:</p> <ul style="list-style-type: none"> <li>• those wishing to sample an activity for the first time</li> <li>• those wishing to learn a particular activity or develop their level of skill</li> <li>• those who are keen enthusiasts</li> <li>• those who are only occasional participants</li> <li>• groups of young people such as schools, colleges &amp; youth groups</li> <li>• those buying activities for special occasions</li> <li>• activity clubs</li> <li>• gapyear backpackers</li> <li>• increased awareness of more activities available.</li> </ul> <p>A variety of providers are thus increasingly making a range of products and services available to meet the demands of these market segments.</p>	<p>Level 3: Identification/description implied/assumed Explanation/analysis/comparison of more than one point/both sides – 7 marks An evaluation/judgement without overall conclusion/prioritisation – 8 marks With overall supporting conclusion – 9 marks</p>

Question No.	Content/Exemplar Response	Additional Guidance
4 (d)*	<p><b>Exemplar response:</b></p> <p>There has been a growing interest in pursuing outdoor activities on holiday, due to a variety of factors such as an increased concern about health and fitness, an ageing population that is becoming more active and the fact that outdoor pursuits are now more mainstream and fashionable than they used to be. Doing various activities is now seen as a way in which to relax and mentally unwind during a holiday (L1). Holidays that include more vigorous or extreme activities such as climbing, watersports, scuba diving, mountain biking, surfing or white-water rafting, are sometimes referred to as 'adventure holidays' and tour operators now offer specific adventure packages. However, the real appeal of such activities is that the individual will often face increasing levels of risk or personal threat and it is this risk that helps to produce the 'white knuckle' and/or the 'adrenaline rush' effects that motivate most participants (L2). Furthermore, there are many benefits to be had from participation in adventure activities such as personal enjoyment; improved teamwork; increased social skills; improved fitness and health and general personal development. It is a combination of such factors that have resulted in the increase in popularity of 'activity' holidays (L3).</p>	

## G728 Tourism development

Question No.	Content/Exemplar Response	Additional Guidance
<p><b>1(a)</b></p> <p>Explain <b>two</b> economic objectives of tourism development to Portsmouth.</p> <p>4 marks [1+1]*2</p>	<p>Points marking</p> <p>One mark for each correct identification up to a maximum of two identifications plus up to a further one mark for each of two explanations.</p> <p>Indicative content: Economic objectives to include:</p> <ul style="list-style-type: none"> <li>• to generate income [1] so that money can be used to further develop the facilities/amenities of Portsmouth e.g. infrastructure [1];</li> <li>• to increase visitor numbers [1] that in turn will lead to the multiplier effect [1] and bring more income to local businesses [1];</li> <li>• to generate employment [1] re distribution of unemployed naval workers [1];</li> <li>• Increase in foreign currency earnings [1] from overseas tourists [1].</li> </ul>	<p>Any valid economic objective in context accepted.</p>
<p><b>1 (b)</b></p> <p>Choose <b>three</b> of these issues and explain why each of these issues was included within the TDAPA.</p> <p>6 marks [3*2]</p>	<p>Points marking</p> <p>Up to two marks for each explanation.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> <li>• <b>raising the tourism profile</b>, so that more visitors are aware of the destination [1] and are likely to visit and spend money in the area [1];</li> <li>• <b>fulfilling the potential of the Heritage attractions</b>, Portsmouth already has a host of heritage attractions that were underused and undeveloped [1], by using these as a selling point it adds to the tourist experience [1];</li> <li>• <b>improving the visitor experience of the area</b>, environmental auditing and assessing the needs of tourists leads to 'word of mouth' [1] and repeat custom [1];</li> <li>• <b>developing other attractions, events and activities</b>, to diversify the tourism product [1] to enable all visitor types to have something to see or do [1];</li> </ul>	



Question No.	Content/Exemplar Response	Additional Guidance
	<ul style="list-style-type: none"> <li>• <b>expanding the quantity and improving the quality of tourist accommodation</b>, to encourage further demand [1] e.g. group bookings, encourage recommendations to upgrade the resort [1];</li> <li>• <b>developing the area's marketing activities</b>, raise awareness of product, remind existing customers of the product [1] and to encourage new target markets [1].</li> </ul>	
<p><b>1 (c)</b></p> <p>Explain <b>two</b> developments/improvements which have been made in the area to reflect this change.</p> <p>6 marks [1+2]*2</p>	<p>Points marking</p> <p>One mark for each correct identification up to a maximum of two identifications plus up to a further two marks for each of two explanations.</p> <p>Indicative content: Developments/improvements to include:</p> <ul style="list-style-type: none"> <li>• harbour renaissance project [1] explained; 84 million pound project [1] any of the attractions mentioned in the bullet points [1] explained; creation of world class leisure/maritime heritage destination [1] Gunwharf quays [1] Action stations [1] Millennium parade [1] Explosion [1] The time space [1] Spinnaker Tower [1]</li> <li>• any of the aims of the project [1] explained [1] to bring new life into historic buildings; [1] 300 million new investment [1]</li> <li>• tall ships/[1] waterfront events. [1]</li> <li>• change of name – Flagship of Maritime England. [1]</li> </ul>	<p><b>Do not accept</b></p> <ul style="list-style-type: none"> <li>• <b>Royal Naval Museum</b></li> <li>• <b>HMS Victory</b></li> <li>• <b>Southsea Castle</b></li> </ul> <p><b>These are existing facilities – they are not new developments.</b></p>
<p><b>1 (d)</b></p> <p>Discuss the roles and relationships of the agents of tourism development involved in the Renaissance of Portsmouth Harbour Millennium Project.</p> <p>8 marks Levels</p>	<p>Levels of response marking.</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-4 marks] Candidate identifies/describes roles and relationships of the agents of tourism development involved in the Renaissance of Portsmouth Harbour Millennium Project. Information may be in the form of a list of roles and relationships. Candidates will include explanations of possible roles and relationships which may be discussed with some success. The discussion in the most part is accurate, if not a little underdeveloped. The answer is relevant and accurate and</p>	<p>Level 1: [1-4 marks] List of points – maximum 1 mark Description – up to 2 marks Explanation – up to 3 marks Unsupported judgements/limited discussion – up to 4 marks</p>

Question No.	Content/Exemplar Response	Additional Guidance
	<p>shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>Level 2: [5-8 marks] Cannot reach Level 2 without examples of at least one of the sectors.</p> <p>Candidate will show a clear understanding of the question and include detailed identification and explanation of roles and relationships of the agents of tourism development involved in the Renaissance of Portsmouth Harbour Millennium Project. Candidate effectively discusses the roles and relationships of the agents of tourism development involved in the Renaissance of Portsmouth Harbour Millennium Project. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Indicative content: Roles to include:</p> <ul style="list-style-type: none"> <li>• City council (public sector) jobs and new economic opportunities</li> <li>• National Lottery Fund (Public sector or private sector context accepted) investment grant funding</li> <li>• Attractions (Private sector)</li> <li>• Local skills (voluntary sector)</li> </ul> <p>Relationships to include: Benefits of partnership Increase in employment opportunities through increased visitor numbers Promotion of events e.g. tall ships</p> <p>Exemplar response: The agents involved in the development of Portsmouth have different objectives, however they all work together to develop the area how they all agree it should be. The National Lottery Millennium Fund granted the project £38 million. They are a company within the voluntary sector. They fund things they believe will be a good cause to Britain.</p>	<p>Level 2: [5-8 marks]</p> <p>Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 5-6 marks. An evaluation/judgement without overall conclusion/prioritisation – 7 marks. With overall supporting conclusion – 8 marks.</p> <p>Roles – Candidates should recognise each sector i.e. Public Private and Voluntary and what their role is with regard to project. Relationship - Candidate should recognize the benefits of a partnership between the sectors and how this is the way forward to enable success in any tourist destination.</p>

Question No.	Content/Exemplar Response	Additional Guidance
	<p>The public and private sectors have to work together closely when developing an area for tourism. The city council, being the public sector, would grant planning permission, help with facilities and help with the development. The private sector such as hotel/restaurant owners or shopkeepers would need the planning permission or agreement from the council to start building their attraction or building. Events such as the Tall Ships often require support from the voluntary sector. The council need to provide the area with facilities such as toilets and local transport to make sure all visitors' needs are catered for. Overall, this shows that without full co-operation involved in choosing development successful projects such as Portsmouth Harbour could not go ahead. [8mks]</p>	
<p><b>1 (e)</b></p> <p>With reference to Portsmouth or any other UK waterfront area you have studied, evaluate the impact of waterfront regeneration on tourism development in the area.</p> <p>12 marks Levels</p>	<p>Levels of response marking</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-4 marks] Candidate identifies/describes the impacts of waterfront regeneration on tourism development in chosen area. Information may be in the form of a list of impacts. There is little or no attempt to evaluate.</p> <p>Level 2: [5-8 marks] Candidate describes the impacts of waterfront regeneration on tourism development in chosen area. Candidates will show an understanding of the question and include explanations of impacts of waterfront regeneration on tourism development in chosen area which may be evaluated with some success. The evaluation in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>Level 3: [9-12 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the impacts of waterfront regeneration on tourism development in chosen area. Candidate effectively evaluates the impacts of waterfront regeneration on tourism development in chosen area. There is sound and frequent evidence of thorough, detailed and accurate</p>	<p><b>Level 1:</b> List – maximum 2 marks. 2 identifications plus one description – 2, 3 or 4 marks. 3 identifications and unsupported judgement – 4 marks.</p> <p><b>Level 2:</b> No list – must be at least 'describe'. Description only – 5 marks. Explanation/analysis – 6 or 7 marks. Conclusion - Evaluative comment (because.... means that...however.) – 8 marks.</p> <p><b>Level 3:</b> Identification/description implied/assumed. Explanation/analysis/comparison of more than one point (economic or</p>

Question No.	Content/Exemplar Response	Additional Guidance
	<p>knowledge and understanding of concepts and principles using specialist vocabulary. Indicative content: Impacts to include any or all of:</p> <ul style="list-style-type: none"> <li>• economic</li> <li>• social</li> <li>• environmental</li> <li>• impacts should be positive however negative comments may be accepted in context with the waterfront destination chosen</li> </ul> <p>Exemplar response: Portsmouth's waterfront regeneration has created many economic impacts, the main one is that it has created jobs for the local people and so helping the local economy decrease its unemployment rates. This means that the local people will also receive training and require new skills in the development of the waterfront. It also means that Portsmouth will attract more tourists, increasing visitor numbers who will spend money into the local economy which will increase linkages. Therefore more money from tourists direct spending can be used to be put back into the economy, and being used for such things as improvements to infrastructure which will improve quality of life. However although the regeneration may have attracted more tourists, this will contribute to leakage as many tourists will spend their money on other things that are not local. There are also many negative environmental impacts such as pollution which can come on the form of aesthetic where new waterfront developments do not fit in with the natural environment, noise, air and sewage. The more it develops as a tourist destination, the more waste Portsmouth will have to deal with. Despite this, the regeneration of Portsmouth waterfront means that the development of tourism will bring different tourist with different cultures to the area and so people can gain an insight into these cultures so contributing to worldwide peace. The waterfront regeneration will benefit the local people by making it more accessible to them and also letting communities show pride in where they live. [10mks] [No overall summative conclusion.]</p>	<p>social or environmental) both sides – 9 or 10 marks. An evaluation/judgement without overall conclusion/prioritisation – 11 marks. With overall supporting conclusion – 12 marks.</p>

Question No.	Content/Exemplar Response	Additional Guidance
<p><b>2 (a)</b></p> <p>Machu Picchu is a desirable tourist destination. Give <b>four</b> reasons that may explain its popularity.</p> <p>4 marks [4*1]</p>	<p>Points marking</p> <p>One mark for each correct identification up to a maximum of four identifications.</p> <p>Indicative content: Reasons to include:</p> <ul style="list-style-type: none"> <li>• to fulfil a romantic dream [1];</li> <li>• tap into the energy of the Inca soul [1]; Sacred place [1];</li> <li>• visit one of the world's must-see sights [1]; marvel of human engineering [1];</li> <li>• history – 500 yrs old [1]; Inca Citadel [1]; built from blocks of granite [1];</li> <li>• scenery/environmental beauty [1];</li> <li>• backpackers/trekkers typical itinerary [1];</li> <li>• has an appeal for everyone whether they are interested in history, magic or stupendous beauty. [1]</li> </ul>	
<p><b>2 (b)</b></p> <p>Explain <b>three</b> ways in which the Inca Trail has been affected by increasing visitor numbers.</p> <p>6 marks [3*2]</p>	<p>Points marking</p> <p>One mark for each correct identification up to a maximum of three identifications plus up to a further one mark for each of three explanations.</p> <p>Indicative content: Ways to include:</p> <ul style="list-style-type: none"> <li>• the volume of visitors [1] may cause a massive landslide into the river [1];</li> <li>• wear and tear [1] can destroy footpaths and the flora and fauna of an area [1];</li> <li>• tea bags and water bottles litter the route [1] causing pollution [1];</li> <li>• there are waste disposal and sanitation problems [1];</li> <li>• overcrowding [1];</li> <li>• conflict between host and tourist [1];</li> <li>• installation of the cable car [1] will reduce pressure on the trail [1].</li> </ul>	

Question No.	Content/Exemplar Response	Additional Guidance
<p><b>2 (c)</b></p> <p>What do the initials UNESCO stand for?</p> <p>2 marks [2*1]</p>	<p>Points marking</p> <p>Up to two marks for correct definition. One mark for 3 correct terms</p> <p>Indicative content: United Nations Educational, Scientific and Cultural Organisation [2].</p>	
<p><b>2 (d)</b></p> <p>Discuss the importance to the host population of preserving the traditions and culture of Machu Picchu.</p> <p>8 marks Levels</p>	<p>Levels of response marking</p> <p><b>0 marks</b> No response or no response worthy of credit.</p> <p><b>Level 1: [1-4 marks]</b> Candidate identifies/describes the reasons why it is important to the host population of preserving the traditions and culture of Machu Picchu. Information may be in the form of a list of reasons. Candidates will include explanations of possible reasons discussed with some success. The discussion in the most part is accurate, if not a little underdeveloped. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p><b>Level 2: [5-8 marks]</b> Candidate will show a clear understanding of the question and include detailed identification and explanation of the reasons why it is important to the host population of preserving the traditions and culture of Machu Picchu. Candidate effectively discusses the reasons why it is important to the host population of preserving the traditions and culture of Machu Picchu. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Indicative content: Host population are the people who live in the area, the answer must refer to the host population and the preservation of their traditions and culture and why it is important Reasons to include:</p> <ul style="list-style-type: none"> <li>• history and culture are important aspects of tourism and can create a diverse tourism product in destinations such as Machu Picchu, Peru;</li> </ul>	<p><b>Level 1: [1-4 marks]</b> List of points – maximum 1 mark Description – up to 2 marks Explanation – up to 3 marks Unsupported judgements/limited discussion – up to 4 marks</p> <p><b>Level 2: [5-8 marks]</b> Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 5-6 marks. An evaluation/judgement without overall conclusion/prioritisation – 7 marks. With overall supporting conclusion – 8 marks.</p>

Question No.	Content/Exemplar Response	Additional Guidance
	<ul style="list-style-type: none"> <li>• it is important that destinations retain national identity and a sense of pride in their history and culture/or reverse i.e. loss of customs and beliefs;</li> <li>• history and culture may become a unique selling point to destination and may attract a niche market;</li> <li>• it is important to conserve and preserve traditional and cultural elements to ensure long-term success.</li> </ul> <p><b>Exemplar response:</b>  <b>It is important to the host population that their culture and traditions are preserved. This is because if they are not then it can lead to many devastating impacts such as cultural erosion which takes place when such things like staged authenticity and reconstructed shows are out on which are catered to what they think the tourists will want which dilutes the culture. It also leads to local craftsmen starting to lose their traditional skills making crafts to what they think the tourists will like.</b>  <b>Preserving the traditions and cultures means that communities will strengthen and therefore avoid conflicts. It also means that tourists can foster an understanding of Machu Picchu’s traditions and cultures that contribute to peace and means tourists will be respectful. It also keeps local communities together providing a unity and make Machu Picchu a unique place that is rich in culture and traditions which attracts many different tourist and keeps it’s identity for Machu Picchu and it’s indigenous people. [7 mks]</b></p>	<p>From the article it can be seen that the area has a tremendous amount of traditional history and culture.</p>
<p><b>2 (e)</b></p> <p>Assess the advantages and disadvantages of the measures suggested to minimise the impact of tourism on the Inca Trail.</p> <p>12 marks Levels</p>	<p>Levels of response marking</p> <p><b>0 marks</b> No response or no response worthy of credit.</p> <p><b>Level 1: [1-4 marks]</b> Candidate identifies/describes the advantages and disadvantages of the measures suggested to minimise the impact of tourism on the Inca Trail. Information may be in the form of a list of advantages and disadvantages. There is little or no attempt to assess.</p> <p><b>Level 2: [5-8 marks]</b> Candidate describes the advantages and disadvantages of the measures suggested to minimise the impact of tourism on the Inca Trail. Candidates will show an understanding of the question and include explanations of advantages and disadvantages of the</p>	<p><b>Level 1:</b> List – maximum 2 marks. 2 identifications plus one description – 2, 3 or 4 marks. 3 identifications and unsupported judgement – 4 marks.</p> <p><b>Level 2:</b> No list – must be at least</p>

Question No.	Content/Exemplar Response	Additional Guidance
	<p>measures suggested to minimise the impact of tourism on the Inca Trail which may be assessed with some success. The assessment in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p><b>Level 3: [9-12 marks]</b> Candidate will show a clear understanding of the question and include detailed identification and explanation of the advantages and disadvantages of the measures suggested to minimise the impact of tourism on the Inca Trail. Candidate effectively assesses the advantages and disadvantages of the measures suggested to minimise the impact of tourism on the Inca Trail which may be assessed with some success. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Indicative content: Advantages to include:</p> <ul style="list-style-type: none"> <li>• Limit to the number of visitors</li> <li>• Increase in fee helps towards preservation costs</li> <li>• Use of registered guides provides local employment and ensures control of visitors</li> <li>• Cable car prevents damage to trail</li> </ul> <p>Disadvantages to include:</p> <ul style="list-style-type: none"> <li>• Pollution</li> <li>• Waste disposal</li> <li>• Overcrowding</li> <li>• Loss of employment opportunities if restrictions go ahead</li> </ul> <p><b>Exemplar response:</b> <b>There will be advantages and disadvantages to the measures suggested to minimise the impacts on the trail. This is because if Machu Picchu decides to install cable cars it will ‘spoil the natural vista’s’ meaning the landscape will be filled with ugly cable cars passing across making it eyesore and less people would think of it as a beauty spot. However, by having cable cars it will reduce pollution as they run on electricity rather than diesel helping to reduce the pollution in the atmosphere. One advantage will be that the number of visitors allowed is controlled and limited to 500 each day this helps the reduction of litter dropping and also the wear and tear of pathways. However it’s 500 each day</b></p>	<p>‘describe’. Description only – 5 marks. Explanation/analysis – 6 or 7 marks. Evaluative comment (because.... means that....) – 8 marks.</p> <p><b>Level 3:</b> Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 9 or 10 marks. An evaluation/judgement without overall conclusion/prioritisation – 11 marks. With overall supporting conclusion – 12 marks.</p> <p>This requires the candidate to discuss the <b>advantages</b> of the installation of the cable car and the restriction of visitor numbers against the <b>disadvantages</b> of loss of income and employment for the indigenous people and the negative environmental impact. The answer requires a mature and detailed discussion based on the evidence provided and of the</p>



Question No.	Content/Exemplar Response	Additional Guidance
	<p>which still adds up to a lot of people going so by increasing the fee from \$17 to \$50 it might reduce the number but also not gain enough to put back into the trail. Another advantage is that hikers will have to trek with a qualified and registered guide. This will be good if the guide is from the local area as it will give jobs to the host population however if the guides are from overseas this becomes a disadvantage as it leaves locals out of jobs. Overall all the measures put in place to help minimise have advantages and disadvantages so choosing the right one so that the tourism has a positive impact will be hard, however I think that they should reduce numbers even further to help preserve pathways. [12 mks]</p>	<p>candidates own opinion.</p>
<p><b>3 (a)</b></p> <p>What is meant by the term 'mass-market tourism'?</p> <p>2 marks [2*1]</p>	<p>Points marking</p> <p>For two marks: Indicative content:</p> <ul style="list-style-type: none"> <li>• no monitoring of tourist activities [1];</li> <li>• no information given to the hosts or tourists on environmental practices [1];</li> <li>• organised tours without consideration of the infrastructure or environment [1];</li> <li>• economic benefits not evenly distributed to local population [1];</li> <li>• no efforts made to preserve the national identity of a destination [1];</li> <li>• reference to seasonal package holidays [1];</li> <li>• more tourists than the destination can cope with [1];</li> <li>• used by many package holiday companies such as Thomson or First Choice [1].</li> </ul>	<p><b>Beware of repetition with 3b</b></p> <p><b>Mark 3a &amp; 3b at same time!</b></p>
<p><b>3 (b)</b></p> <p>Explain <b>two</b> reasons why tourist destinations such as the Greek Islands are able to attract and generate mass-market tourism.</p> <p>6 marks [2*3]</p>	<p>Points marking</p> <p>One mark for each correct identification up to a maximum of two identifications plus up to a further two marks for each of two explanations.</p> <p>Indicative content: Reasons to include:</p> <ul style="list-style-type: none"> <li>• easy access [1] from a range of European countries [1];</li> <li>• cheap holiday prices [1] competition from a range of large tour operators drives prices down [1]; reduced prices for last minute bookings [1];</li> <li>• sun, sand sea etc is very appealing [1]; entertainment facilities [1];</li> <li>• euro zone, politically safe [1];</li> <li>• heavy advertising and promotion through various media channels [1]. E.g Internet [1] mail shots [1] encourages all visitors types [1]</li> </ul>	<p><b>Beware of repetition with 3a</b></p> <p><b>Mark 3a &amp; 3b at same time!</b></p>

Question No.	Content/Exemplar Response	Additional Guidance
<p><b>3 (c)</b></p> <p>Describe <b>two</b> reasons why the World Wildlife Fund (WWF) has become involved in tourism development.</p> <p>4 marks [1+1]*2</p>	<p>Points marking</p> <p>One mark for each correct identification up to a maximum of two identifications plus up to a further one mark for each of two descriptions.</p> <p>Indicative content: Reasons to include:</p> <ul style="list-style-type: none"> <li>• to protect and preserve wildlife [1] such as turtles in Greece [1];</li> <li>• to educate tourists and locals [1] about the benefits of protection of wildlife [1];</li> <li>• the world's largest and most experienced <b>independent conservation organisation</b>; [1] therefore is aware of all new developments [1];</li> <li>• a truly <b>global network</b>, working in more than 90 countries; [1] easily recognised [1] can get results [1];</li> <li>• a <b>challenging, constructive, science-based organisation</b> [1] that addresses issues from the survival of species [1] and habitats to climate change, [1] sustainable business and environmental education;</li> <li>• a <b>charity</b> dependent upon its five million supporters worldwide [1] - some 90 per cent of our income derives from voluntary sources [1] such as people and the business community.</li> </ul>	
<p><b>3 (d)</b></p> <p>Discuss why the information in Fig. 3b is given to visitors to Zakynthos.</p> <p>8 marks Levels</p>	<p>Levels of response marking</p> <p><b>0 marks</b> No response or no response worthy of credit.</p> <p><b>Level 1: [1-4 marks]</b> Candidate identifies/describes the reasons why the information in Fig. 3b is given to visitors to Zakynthos. Information may be in the form of a list of reasons. Candidates will include explanations of possible reasons discussed with some success. The discussion in the most part is accurate, if not a little underdeveloped. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p>	<p><b>Level 1: [1-4 marks]</b> List of points – maximum 1 mark Description – up to 2 marks Explanation – up to 3 marks Unsupported judgements/limited discussion – up to 4 marks</p>

Question No.	Content/Exemplar Response	Additional Guidance
	<p><b>Level 2: [5-8 marks]</b> Candidate will show a clear understanding of the question and include detailed identification and explanation of the reasons why the information in Fig. 3b is given to visitors to Zakynthos. Candidate effectively discusses the reasons why the information in Fig. 3b is given to visitors to Zakynthos. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Indicative content: Reasons to include:</p> <ul style="list-style-type: none"> <li>• the loggerhead turtles are on the verge of extinction due to mass-tourism;</li> <li>• their nesting sites are being destroyed;</li> <li>• there is a need to inform tourists of the species and their habitat;</li> <li>• many tourists are unaware that their holiday activities are potentially dangerous to the turtles;</li> <li>• tourists need educating on how to avoid damage to nesting sites;</li> <li>• reference to the laws and any legal issues.</li> </ul> <p><b>Exemplar response:</b> <b>This information is given to the visitors of Zakynthos for many reasons. Firstly it is to raise awareness and educate them in how they are affecting the Loggerhead Turtles, and the devastating impacts this has on the turtles. It also is given to stop tourists from destroying the nests and disturbing the turtles and what the tourists can do to stop the destruction of these animals. These also contribute to the environmental impacts such as stopping littering which could also pose a risk to the turtles and stop pollution. The information given also stops tourists getting into trouble whilst they are visiting Zakynthos as it gives them rules and legislation that are enforced on the beach and therefore stopping the destruction of habitats and keeping the tourists safe and not get in trouble with the law. It also creates respect amongst tourists and the host community, avoiding conflict, as the tourists respect and understand the environment. [8mks]</b></p>	<p><b>Level 2: [5-8 marks]</b> Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 5-6 marks. An evaluation/judgement without overall conclusion/prioritisation – 7 marks. With overall supporting conclusion – 8 marks.</p> <p>Any reasonable answer relating to sustaining the natural environment of the turtles acceptable.</p>

Question No.	Content/Exemplar Response	Additional Guidance
<p><b>3 (e)*</b></p> <p>Discuss how a partnership between these sectors may benefit destinations such as Zakynthos.</p> <p>12 marks Levels</p>	<p>Levels of response marking</p> <p><b>0 marks</b> No response or no response worthy of credit.</p> <p><b>Level 1: [1-4 marks]</b> Candidate identifies/describes the ways a partnership between these sectors may benefit destinations such as Zakynthos. Information may be in the form of a list of ways. There is little or no attempt to assess. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</p> <p><b>Level 2: [5-8 marks]</b> Candidate describes the ways in which a partnership between these sectors may benefit destinations such as Zakynthos. Candidates will show an understanding of the question and include explanations of the ways in which a partnership between these sectors may benefit destinations such as Zakynthos which may be discussed with some success. The discussion in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and 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 and spelling.</p> <p><b>Level 3: [9-12 marks]</b> Candidate will show a clear understanding of the question and include detailed identification and explanation of the ways in which a partnership between these sectors may benefit destinations such as Zakynthos. Candidate effectively discusses the ways in which a partnership between these sectors may benefit destinations such as Zakynthos which may be discussed with some success. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. Candidate presents relevant material in a well planned and logical sequence. Material clearly structured using appropriate terminology confidently</p>	<p><b>This is the question assessing QWC</b></p> <p><b>Level 1:</b> List – maximum 2 marks. 2 identifications plus one description – 2, 3 or 4 marks. 3 identifications and unsupported judgement – 4 marks.</p> <p><b>Level 2:</b> Two sectors identified and described. No list – must be at least ‘describe’. Description only – 5 marks. Explanation/analysis – 6 or 7 marks. [two sectors] Evaluative comment (because.... means that....) – 8 marks.</p> <p><b>Level 3</b> Three sectors identified and described: Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 9 or 10 marks. An evaluation/judgement without overall conclusion/prioritisation – 11</p>

Question No.	Content/Exemplar Response	Additional Guidance
	<p>and accurately. Sentences, consistently relevant are well structured in a way that directly answers the question. There will be few, if any errors of grammar, punctuation and spelling.</p> <p>Indicative content: Ways to include:</p> <ul style="list-style-type: none"> <li>• Look for the principles of successful destination management. Triangular relationship!</li> <li>• The total tourism product, heritage attractions, leisure, entertainment, shopping, business facilities, hospitality providers etc.</li> <li>• The involvement of local and national public sector to approve planning and development of area.</li> <li>• Private sector in the form of transport and travel service providers</li> <li>• And the voluntary sector in the role of organisations such as WWF to protect and conserve the natural and built environment.</li> <li>• Development of a relationship between the sectors, public, private and voluntary to optimize visitor spending and provide facilities for local people without damage to their existing lifestyles.</li> <li>• To maximise visitor spending through working with private sectors in the establishment of hospitality eg hotels and other economic activities to support tourism development.</li> <li>• To work closely with the voluntary sector in preservation of the environment.</li> <li>• Reference to public, private and voluntary and / or the triangular relationship (agents of tourism development – host population, tourist etc.)</li> </ul> <p><b>Exemplar response:</b> <b>Public sector organisations are such things like the DCMS and in Zakynthos case will be organisations like the local government. Private sector businesses are such organisations like the tour operator, and voluntary sector organisations like WWF . They all work together in many different ways in order to benefit the area.</b> <b>Firstly they work in partnership to raise awareness and educate tourists by tour operators giving tourists information by putting it on their website, by voluntary organisations protecting areas and the Government creating legislation to help. This will benefit the environment by protecting sensitive</b></p>	<p>marks. With overall supporting conclusion – 12 marks.</p>

Question No.	Content/Exemplar Response	Additional Guidance
	<p>areas, conserving and preserving different areas and reducing the risks of pollution. They also work together by helping the economy with the Government supporting local businesses stimulating investment into the area and voluntary organisations and helping in the regeneration of heritage which will increase visitor numbers, create linkages and thus contributing to the multiplier effect, stimulate the growth of the infrastructure and overall improving the quality of life of the host population by creating employment. There are also many socio-cultural benefits to the area from these partnerships. This is because Government will help and support the local people. Private sector organisations can set up cultural shows involving the local people, and voluntary sector organisations can make sure such things like staged authenticity does not happen. All three sectors can also work together in a triangular relationship with the hosts and tourists to stimulate other industry to stop diversification and sustain tourism.</p>	

## G734 Marketing in travel and tourism

Question No.	Content/Exemplar Response	Additional Guidance
<p><b>1 (a)</b></p> <p>Explain what is meant by an 'above the line' campaign.</p> <p>2 marks [2*1]</p>	<p>Points marking</p> <p>For two marks:</p> <p>Indicative content:</p> <ul style="list-style-type: none"> <li>• marketing associated with mass media [1], examples include press, TV, radio, cinema, print and banners [1];</li> <li>• payment is made through commission [1].</li> </ul>	
<p><b>1 (b)</b></p> <p>Give <b>two</b> examples of direct marketing.</p> <p>2 marks [2*1]</p>	<p>Points marking</p> <p>One mark for each correct identification up to a maximum of two identifications.</p> <p>Indicative content: Examples to include:</p> <ul style="list-style-type: none"> <li>• promotional letters [1];</li> <li>• telesales [1];</li> <li>• e-mail [1];</li> <li>• door to door distribution [1];</li> <li>• media direct [1].</li> </ul>	

Question No.	Content/Exemplar Response	Additional Guidance
<p><b>1 (c)</b></p> <p>Assess the benefits to organisations such as Virgin Atlantic of using a direct marketing campaign.</p> <p>9 marks Levels</p>	<p>Levels of response marking.</p> <p><b>0 marks</b> No response or no response worthy of credit.</p> <p><b>Level 1: [1-3 marks]</b> Candidate identifies/describes some benefits to organisations such as Virgin Atlantic of using a direct marketing campaign. Information may be in the form of a list of benefits. There is little or no attempt to assess.</p> <p><b>Level 2: [4-6 marks]</b> Candidate describes a number of benefits to organisations such as Virgin Atlantic of using a direct marketing campaign. Candidates will show an understanding of the question and include explanations of a number of possible benefits which may be assessed with some success. The assessment in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p><b>Level 3: [7-9 marks]</b> Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible benefits to organisations such as Virgin Atlantic of using a direct marketing campaign. Candidate effectively assesses a range of benefits. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Indicative content: Benefits to include:</p> <ul style="list-style-type: none"> <li>• encourages trial and support of product or route message;</li> <li>• encourages growth during low or non peak times to maximise aircraft capacity;</li> <li>• can use data from already formed database so will be cheaper for Virgin Atlantic;</li> <li>• fairly straightforward and easy to do;</li> <li>• easy to monitor;</li> </ul>	<p><b>Level 1:</b> List – maximum 2 marks 2 identifications plus one description – 3 marks 2 identifications and unsupported judgement – 3 marks</p> <p><b>Level 2:</b> No list – must be at least ‘describe’ Description only – 4 marks Explanation/analysis – 5 marks Evaluative comment (because.... means that....) – 6 marks</p> <p><b>Level 3:</b> Identification/description implied/assumed Explanation/analysis/comparison of more than one point/both sides – 7 marks</p> <p>An evaluation/judgement without overall conclusion/prioritisation – 8 marks With overall supporting conclusion – 9 marks</p>



Question No.	Content/Exemplar Response	Additional Guidance
	<ul style="list-style-type: none"> <li>• easy to directly target specific groups and able to assess effectiveness;</li> <li>• brings in growth, wealth and keeps Virgin Atlantic as an established brand leader.</li> </ul> <p><b>Exemplar response:</b>  <b>Direct marketing is useful for Virgin Atlantic as it is cheap, good for monitoring and you can keep customer names and addresses on a data base which is fairly easy to do. (L1) It is good to send info for a marketing campaign as it targets a specific group for that particular promotion such as the Rugby Fans before launching the Johannesburg flights. This means that there is no wastage of money as the markets targeted are clear. (L2) Such direct marketing can award VA with good responses and consequent wealth. Keeping VA in the public eye help to establish as a brand leader, although there is an outlay for the cost of each direct marketing campaign the returns should be monitored to check success and value for money. (L3)</b></p>	
<p><b>1 (d)</b></p> <p>Assess the advantages of joint marketing activities for both Virgin Atlantic and travel agencies.</p> <p>12 marks</p> <p>Levels</p>	<p>Levels of response marking</p> <p><b>0 marks</b> No response or no response worthy of credit.</p> <p><b>Level 1: [1-4 marks]</b> Candidate identifies/describes the advantages of joint marketing activities for both Virgin Atlantic and travel agencies. Information may be in the form of a list of advantages. There is little or no attempt to assess.</p> <p><b>Level 2: [5-8 marks]</b> Candidate describes the advantages of joint marketing activities for both Virgin Atlantic and travel agencies. Candidates will show an understanding of the question and include explanations of advantages of joint marketing activities for both Virgin Atlantic and travel agencies which may be assessed with some success. The assessment in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p>	<p><b>Level 1:</b> List – maximum 2 marks. 2 identifications plus one description – 2, 3 or 4 marks. 3 identifications and unsupported judgement – 4 marks.</p> <p><b>Level 2:</b> 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>

Question No.	Content/Exemplar Response	Additional Guidance
	<p><b>Level 3: [9-12 marks]</b> Candidate will show a clear understanding of the question and include detailed identification and explanation of the advantages of joint marketing activities for both Virgin Atlantic and travel agencies. Candidate effectively assesses the advantages of joint marketing activities for both Virgin Atlantic and travel agencies. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Indicative content: Advantages to include:</p> <ul style="list-style-type: none"> <li>• cheaper, shared costs;</li> <li>• support mechanisms – for dealing with enquiries, complaints, etc;</li> <li>• lead to greater penetration;</li> <li>• greater awareness – target specific markets;</li> <li>• spread the promotion with the aid of the other party;</li> <li>• can use the brand/logo to create greater publicity;</li> <li>• working in partnerships allows greater marketing opportunities such as spreading work loads and time;</li> <li>• able to pool resources;</li> <li>• draw on the expertise of different partners;</li> <li>• acting in partnership allows bigger brand name therefore more likely to get noticed and get greater coverage;</li> <li>• assists with more flexible market development and opportunities.</li> </ul> <p><b>Exemplar response:</b> <b>Working on joint marketing helps VA to get its name noticed by more people around the world and possibly at different places and times that they might not have already thought about. (L1)</b> <b>This is good for both parties because they can save money and get better publicity out of it. By working on joint promotions VA can spread its name with the help of the travel agencies, particularly as travel agencies have shops and web pages, this will mean that they can create an even bigger awareness. (L2) The Agency gains prestige by working with another well respected brand leader and this helps them keep their name and products in the public eye. Virgin on the other hand benefit from linking with these</b></p>	<p><b>Level 3:</b> Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 9 or 10 marks. An evaluation/judgement without overall conclusion/prioritisation – 11 marks. With overall supporting conclusion – 12 marks.</p>

Question No.	Content/Exemplar Response	Additional Guidance
	<p>retail outlets as they will be able to draw on the expertise of their partners and not be in competition with them. However, the partnership will only work if both parties feel that the work load is fair and offers real benefits to them otherwise they may have major disagreements and the collaboration will fail. (L3)</p>	
<p><b>2 (a)</b></p> <p>Explain what is meant by a 'familiarisation' trip.</p> <p>2 marks [2*1]</p>	<p>Points marking</p> <p>For two marks: Indicative content:</p> <ul style="list-style-type: none"> <li>• trips offered to reps/industry professionals [1] so they can experience at first hand new products/services/facilities/destinations [1] in order to enhance their product knowledge in sales etc [1].</li> </ul>	
<p><b>2 (b)</b></p> <p>Explain <b>one</b> benefit to Virgin Atlantic of winning a tourism award.</p> <p>2 marks [2*1]</p>	<p>Points marking</p> <p>One mark for a correct identification and a further mark for an explanation.</p> <p>Indicative content: Benefits to include:</p> <ul style="list-style-type: none"> <li>• tourism awards give recognition to both trade and consumers [1] extra publicity should create growth and income, etc [1].</li> </ul>	
<p><b>3 (c)</b></p> <p>Discuss the possible benefits to Virgin Atlantic of sponsoring music and sporting events.</p> <p>9 marks Levels</p>	<p>Levels of response marking.</p> <p><b>0 marks</b> No response or no response worthy of credit.</p> <p><b>Level 1: [1-3 marks]</b> Candidate identifies/describes some benefits to Virgin Atlantic of sponsoring music and sporting events. Information may be in the form of a list of benefits. There is little or no attempt to discuss.</p> <p><b>Level 2: [4-6 marks]</b> Candidate describes a number of benefits to Virgin Atlantic of sponsoring music and sporting events. Candidates will show an understanding of the question and</p>	<p><b>Level 1:</b> List – maximum 2 marks 2 identifications plus one description – 3 marks 2 identifications and unsupported judgement – 3 marks</p> <p><b>Level 2:</b></p>

Question No.	Content/Exemplar Response	Additional Guidance
	<p>include explanations of a number of possible benefits which may be discussed with some success. The discussion in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p><b>Level 3: [7-9 marks]</b> Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible benefits to Virgin Atlantic of sponsoring music and sporting events. Candidate effectively discusses a range of benefits. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Indicative content: Benefits to include:</p> <ul style="list-style-type: none"> <li>• publicity guaranteed for target market can link to routes such as Johannesburg and rugby;</li> <li>• plenty of TV, press coverage, always mentioned when covered in advertising of event – gives greater publicity to Virgin Atlantic;</li> <li>• shows goodwill in the community and for the particular activity (carnival or sport);</li> <li>• more advertising generates greater awareness;</li> <li>• carefully targeted promotional work.</li> </ul> <p><b>Exemplar response:</b> <b>Many people watch music and sporting events, they have grown in popularity and are held all over the world, this will create greater awareness for VA (L1) Publicity like this guarantees that so many people will see the sponsorship this means that they get good coverage at places where it is needed. (L2) However, the costs of sponsoring an event must be carefully weighed up as other promotional activities may produce better returns for fewer costs such as direct marketing. In the past, VA was able to link their sponsorship directly to a newly launched product (route to Johannesburg) this may have double the benefits as the sponsorship was carefully targeted. (L3).</b></p>	<p>No list – must be at least ‘describe’ Description only – 4 marks Explanation/analysis – 5 marks Evaluative comment (because.... means that....) – 6 marks</p> <p><b>Level 3:</b> Identification/description implied/assumed Explanation/analysis/comparison of more than one point/both sides – 7 marks An evaluation/judgement without overall conclusion/prioritisation – 8 marks With overall supporting conclusion – 9 marks</p>

Question No.	Content/Exemplar Response	Additional Guidance
<p><b>2 (d)</b></p> <p>Evaluate the pricing strategies that would be appropriate for Virgin Atlantic.</p> <p>12 marks Levels</p>	<p>Levels of response marking</p> <p><b>0 marks</b> No response or no response worthy of credit.</p> <p><b>Level 1: [1-4 marks]</b> Candidate identifies/describes the pricing strategies that would be appropriate for Virgin Atlantic. Information may be in the form of a list of features of pricing strategies. There is little or no attempt to evaluate.</p> <p><b>Level 2: [5-8 marks]</b> Candidate describes the pricing strategies that would be appropriate for Virgin Atlantic. Candidates will show an understanding of the question and include explanations of the pricing strategies that would be appropriate for Virgin Atlantic which may be evaluated with some success. The evaluation in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p><b>Level 3: [9-12 marks]</b> Candidate will show a clear understanding of the question and include detailed identification and explanation of the pricing strategies that would be appropriate for Virgin Atlantic. Candidate effectively evaluates the pricing strategies that would be appropriate for Virgin Atlantic. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Indicative content: Pricing strategies to include:</p> <ul style="list-style-type: none"> <li>• use 'Going Rate' – similarity between products offered by several organisations, also known as competitor-based pricing – price matching, clearly relevant to VA in the competitive airline market.</li> <li>• promotional – special offers, BOGOF, money-off coupons, reductions for groups - linked to loyalty flying club card, easily track-able and can be promoted in all forms of marketing media.</li> </ul>	<p><b>Level 1:</b> List – maximum 2 marks. 2 identifications plus one description – 2, 3 or 4 marks. 3 identifications and unsupported judgement – 4 marks.</p> <p><b>Level 2:</b> 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><b>Level 3:</b> Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 9 or 10 marks. An evaluation/judgement without overall conclusion/prioritisation – 11 marks. With overall supporting conclusion – 12 marks.</p> <p>Maximum L2 if no pricing policies named</p>

Question No.	Content/Exemplar Response	Additional Guidance
	<ul style="list-style-type: none"> <li>• discounting – prices marked down if products do not sell – reduced prices to encourage growth. Such as empty seats on certain flights that need to be sold to make the journey viable.</li> </ul> <p><b>Exemplar response:</b>  <b>Virgin Atlantic could use the going rate as they have similar products as their competitors they could price match to be more profitable. (L1) This is known as competitor-based pricing strategy and would be good for VA as they could easily price match with other carriers such as BA or American. This would make none of the other carriers stand out and all would have to compete on a similar basis. (L2) VA would have to use extra selling messages to convert business such as the strong brand, facilities and customer service. They may even attempt to use other promotional techniques such as offering special offers such as BOGOF and coupons aligned with their promotions. This mixing of strategies is sometimes difficult to achieve but in large organisations such as VA it would need to employ more than one pricing strategy to be able to capture a wide variety of customer types who fly. (L3)</b></p>	

Question No.	Content/Exemplar Response	Additional Guidance
<p><b>3 (a)</b></p> <p>Explain what is meant by a 'target market'.</p> <p>2 marks [2*1]</p>	<p>Points marking</p> <p>For two marks:</p> <p>Indicative content:</p> <ul style="list-style-type: none"> <li>• the specific group of consumers that an organisation wishes to aim its products at [1] OAP, group, disabled, ABC1's [1].</li> </ul>	
<p><b>3 (b)</b></p> <p>Identify <b>two</b> target markets for Virgin Atlantic.</p> <p>2 marks [2*1]</p>	<p>Points marking</p> <p>One mark for each correct identification up to a maximum of two identifications.</p> <p>Indicative content: Target markets to include:</p> <ul style="list-style-type: none"> <li>• business [1];</li> <li>• leisure [1];</li> <li>• accept – upper class or economy [1];</li> <li>• ABC1 [1];</li> <li>• Families [1].</li> </ul>	
<p><b>3 (c)</b></p> <p>Discuss the benefits to Virgin Atlantic of classifying customers by market segmentation.</p> <p>9 marks Levels</p>	<p>Levels of response marking.</p> <p><b>0 marks</b> No response or no response worthy of credit.</p> <p><b>Level 1: [1-3 marks]</b> Candidate identifies/describes some benefits to Virgin Atlantic of classifying customers by market segmentation. Information may be in the form of a list of benefits. There is little or no attempt to discuss.</p> <p><b>Level 2: [4-6 marks]</b> Candidate describes a number of benefits to Virgin Atlantic of classifying customer by market segmentation. Candidates will show an understanding of the question and include explanations of a number of possible benefits which may be discussed with some success. The discussion in the most part is accurate and relevant. The answer is relevant and accurate and shows</p>	<p><b>Level 1:</b> List – maximum 2 marks 2 identifications plus one description – 3 marks 2 identifications and unsupported judgement – 3 marks</p> <p><b>Level 2:</b> No list – must be at least 'describe' Description only – 4 marks Explanation/analysis – 5 marks</p>

Question No.	Content/Exemplar Response	Additional Guidance
	<p>reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p><b>Level 3: [7-9 marks]</b> Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible benefits to Virgin Atlantic of classifying customers by market segmentation. Candidate effectively discusses a range of benefits. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Indicative content: Benefits to include:</p> <ul style="list-style-type: none"> <li>• segmentation ensures marketing aimed correctly;</li> <li>• needs to be done effectively to market product/service;</li> <li>• allows VA to target specific groups;</li> <li>• identifying market segments only approximate way of targeting customers;</li> <li>• VA still needs to consider which groups to target;</li> <li>• identifying market segments enables VA to establish this market position in relation to competitors;</li> <li>• can identify a segment not currently catered for;</li> <li>• allocate resources correctly.</li> </ul> <p><b>Exemplar response:</b> <b>The benefits to VA are that they can get the right messages to the right customers using segmentation, this will give them more profit (L1). VA must use ms carefully and make sure that it is done effectively to match their product or service, this means that it would be pointless sending business benefits to families who would be more interested in the Florida and Disney info. (L2) However VA must ensure that they consider other marketing tools as ms does not always target customers precisely and resources that have been incorrectly utilised with ultimately cost the company money. Segments do change and VA must be aware of these changes in order to justify using this marketing technique...(L3)</b></p>	<p>Evaluative comment (because.... means that....) – 6 marks</p> <p><b>Level 3:</b> Identification/description implied/assumed Explanation/analysis/comparison of more than one point/both sides – 7 marks An evaluation/judgement without overall conclusion/prioritisation – 8 marks With overall supporting conclusion – 9 marks</p>



Question No.	Content/Exemplar Response	Additional Guidance
<p><b>3 (d)</b></p> <p>Evaluate the advantages and disadvantages to Virgin Atlantic of using TV, national press and outdoor posters as promotional marketing techniques.</p> <p>12 marks Levels</p>	<p>Levels of response marking</p> <p><b>0 marks</b> No response or no response worthy of credit.</p> <p><b>Level 1: [1-4 marks]</b> Candidate identifies/describes the advantages and/or disadvantages to Virgin Atlantic of using TV, national press and outdoor posters as promotional marketing techniques. Information may be in the form of a list of advantages and disadvantages. There is little or no attempt to evaluate.</p> <p><b>Level 2: [5-8 marks]</b> Candidate describes the advantages and/or disadvantages to Virgin Atlantic of using TV, national press and outdoor posters as promotional marketing techniques. Candidates will show an understanding of the question and include explanations of the advantages and disadvantages to Virgin Atlantic of using TV, national press and outdoor posters as promotional marketing techniques which may be evaluated with some success. The evaluation in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p><b>Level 3: [9-12 marks]</b> Candidate will show a clear understanding of the question and include detailed identification and explanation of the advantages and disadvantages to Virgin Atlantic of using TV, national press and outdoor posters as promotional marketing techniques. Candidate effectively evaluates the advantages and disadvantages to Virgin Atlantic of using TV, national press and outdoor posters as promotional marketing techniques which may be evaluated with some success. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p>	<p><b>Level 1:</b> List – maximum 2 marks. 2 identifications plus one description – 2, 3 or 4 marks. 3 identifications and unsupported judgement – 4 marks.</p> <p><b>Level 2:</b> 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><b>Level 3:</b> Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 9 or 10 marks. An evaluation/judgement without overall conclusion/prioritisation – 11 marks. With overall supporting conclusion – 12 marks.</p>

Question No.	Content/Exemplar Response	Additional Guidance
	<p>Indicative content:</p> <p><b>Ads TV:</b></p> <ul style="list-style-type: none"> <li>• effective use of music, dialogue, colour, effects lead to stunning impact. Can give telephone and website details;</li> <li>• targeted to regions, programmes and channels.</li> </ul> <p><b>Disads TV:</b></p> <ul style="list-style-type: none"> <li>• short exposure time;</li> <li>• information given limited;</li> <li>• can fail to attract attention;</li> <li>• people leave room when TV ads are on, may record and fast forward through ads;</li> <li>• expensive.</li> </ul> <p><b>Ads Press:</b></p> <ul style="list-style-type: none"> <li>• papers widely read;</li> <li>• easy to target particular groups;</li> <li>• cheap;</li> <li>• flexible;</li> <li>• adverts can be placed or changed at short notice;</li> <li>• can be cut out and kept;</li> <li>• direct response slip included;</li> <li>• special offers;</li> <li>• editorial coverage to support advert can be done.</li> </ul> <p><b>Disads Press:</b></p> <ul style="list-style-type: none"> <li>• may just be B and W;</li> <li>• may be poor quality;</li> <li>• no longevity – ‘tomorrow’s chip paper’;</li> <li>• static and may not catch the eye.</li> </ul> <p><b>Ads Posters:</b></p> <ul style="list-style-type: none"> <li>• strategically placed in areas where many people see from cars, public transport;</li> <li>• not as expensive as TV;</li> <li>• can be changed when required;</li> <li>• can use colour, humour, etc to get maximum interest.</li> </ul>	<p>If response only mentions advertising generically award L1</p>

Question No.	Content/Exemplar Response	Additional Guidance
	<p><b>Disads Posters:</b></p> <ul style="list-style-type: none"> <li>• may be ignored;</li> <li>• message may be lost;</li> <li>• difficult to monitor the success of the poster campaign.</li> </ul> <p><b>Exemplar response:</b>  <b>TV ads are a great way to get your message across to many different customers. TV ads allow you to use many effects and to give a stunning visual image with music to accompany it, but advertising is often very expensive. (L1) VA should remember that very often people either fast forward through adverts or leave the room when they are on, so you are not guaranteed complete viewing all of the time. National papers are read by many customer groups and adverts can easily be changed, but often are poor in quality and don't catch the eye of the reader, posters can be similar to this but can be ignored once initial interest has been lost. (L2) Overall VA would be best off using a variety of these marketing techniques in order to gain maximum coverage and returns. The cost of TV ads and those of papers and posters can only be justified if promotional work is monitored and success can therefore be turned into successful sales. (L3)</b></p>	

Question No.	Content/Exemplar Response	Additional Guidance
<p><b>4 (a)</b></p> <p>Explain <b>one</b> purpose of branding.</p> <p>2 marks [2*1]</p>	<p>Points marking</p> <p>For two marks:</p> <p>Indicative content:</p> <ul style="list-style-type: none"> <li>• make product easily identifiable [1];</li> <li>• distinguish it from competitors [1];</li> <li>• accept give unique image [1].</li> </ul>	
<p><b>4 (b)</b></p> <p>Identify <b>two</b> ways in which Virgin Atlantic reinforces its brand identity.</p> <p>2 marks [2*1]</p>	<p>Points marking</p> <p>One mark for each correct identification up to a maximum of two identifications.</p> <p>Indicative content: Ways to include:</p> <ul style="list-style-type: none"> <li>• logo on tailfins [1];</li> <li>• colours [1];</li> <li>• use of name [1];</li> <li>• use of in-house style in adverts [1];</li> <li>• 'Flying lady' [1].</li> </ul>	
<p><b>4 (c)</b></p> <p>Assess the benefits to Virgin Atlantic of participating in industry-wide surveys.</p> <p>9 marks Levels</p>	<p>Levels of response marking.</p> <p><b>0 marks</b> No response or no response worthy of credit.</p> <p><b>Level 1: [1-3 marks]</b> Candidate identifies/describes some benefits to Virgin Atlantic of participating in industry-wide surveys. Information may be in the form of a list of benefits. There is little or no attempt to assess.</p> <p><b>Level 2: [4-6 marks]</b> Candidate describes a number of benefits to Virgin Atlantic of participating in industry-wide surveys. Candidates will show an understanding of the question and include explanations of a number of possible benefits which may be assessed with some success. The assessment in the most part is accurate and</p>	<p><b>Level 1:</b> List – maximum 2 marks 2 identifications plus one description – 3 marks 2 identifications and unsupported judgement – 3 marks</p> <p><b>Level 2:</b> No list – must be at least 'describe' Description only – 4 marks</p>

Question No.	Content/Exemplar Response	Additional Guidance
	<p>relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p><b>Level 3: [7-9 marks]</b> Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible benefits to Virgin Atlantic of participating in industry-wide surveys. Candidate effectively assesses a range of benefits. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> <li>• gives global information [1];</li> <li>• research done for Virgin Atlantic [1];</li> <li>• cost saving [1];</li> <li>• up-to-date [1];</li> <li>• good for a comparative view [1].</li> </ul> <p><b>Exemplar response:</b> <b>Benefits are that all the research is there and done for VA and they can refer to it when they need to (L1) The info will save them money and will provide detailed and specific info (L1) By doing this it means that VA will be saving both money and time. They can then use this information to plan and support promotional campaigns or services such as the frequent flying club (L2). The data from industry-wide surveys is useful to compare with VA's own information, although they may find that it may not be totally comparable as industry-wide surveys may not be totally specific to the role and nature of VA which could mislead them and result in misappropriation of funds to specific marketing campaigns. (L3)</b></p>	<p>Explanation/analysis – 5 marks Evaluative comment (because.... means that....) – 6 marks</p> <p><b>Level 3:</b> Identification/description implied/assumed Explanation/analysis/comparison of more than one point/both sides – 7 marks An evaluation/judgement without overall conclusion/prioritisation – 8 marks With overall supporting conclusion – 9 marks</p> <p>Surveys generally – L1 only</p>

Question No.	Content/Exemplar Response	Additional Guidance
<p><b>4 (d)*</b></p> <p>Evaluate the strengths of and the threats to the Virgin Atlantic product.</p> <p>12 marks Levels</p>	<p>Levels of response marking</p> <p><b>0 marks</b> No response or no response worthy of credit.</p> <p><b>Level 1: [1-4 marks]</b> Candidate identifies/describes the strengths and threats to the Virgin Atlantic product. Information may be in the form of a list of strengths and threats. There is little or no attempt to evaluate. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</p> <p><b>Level 2: [5-8 marks]</b> Candidate describes the strengths and threats to the Virgin Atlantic product. Candidates will show an understanding of the question and include explanations of the strengths and threats to the Virgin Atlantic product which may be evaluated with some success. The evaluation in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and 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 and spelling.</p> <p><b>Level 3: [9-12 marks]</b> Candidate will show a clear understanding of the question and include detailed identification and explanation of the strengths and threats to the Virgin Atlantic product. Candidate effectively evaluates the strengths and threats to the Virgin Atlantic product. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. Candidate presents relevant material in a well planned and logical sequence. Material clearly structured using appropriate terminology confidently and accurately. Sentences, consistently relevant are well structured in a way that directly answers the question. There will be few, if any errors of grammar, punctuation and spelling.</p>	<p><b>This is the question assessing QWC!</b></p> <p><b>Level 1:</b> List – maximum 2 marks. 2 identifications plus one description – 2, 3 or 4 marks. 3 identifications and unsupported judgement – 4 marks.</p> <p><b>Level 2:</b> 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><b>Level 3:</b> Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 9 or 10 marks. An evaluation/judgement without overall conclusion/prioritisation – 11 marks. With overall supporting conclusion – 12 marks.</p>

Question No.	Content/Exemplar Response	Additional Guidance
	<p>Indicative content:</p> <p>Strengths to include:</p> <ul style="list-style-type: none"> <li>• major name/Richard Branson;</li> <li>• strong brand;</li> <li>• flying club;</li> <li>• growing passenger numbers;</li> <li>• sponsorship links;</li> <li>• design – recognition;</li> <li>• competes on all prices for all routes;</li> <li>• support service.</li> </ul> <p>Threats to include:</p> <ul style="list-style-type: none"> <li>• competition;</li> <li>• cost of living/economy less flyers;</li> <li>• fear of flying – terrorism;</li> <li>• cost of fuel;</li> <li>• alliances under threat;</li> <li>• foreign exchange rate fluctuations;</li> <li>• swine flu.</li> </ul> <p><b>Exemplar response:</b>  <b>Strengths of the VA product are its strong brand name and excellent reputation. It has links to Richard Branson who is well respected in the industry; it has its name linked to sponsorship deals this is also linked to other Virgin products. (L1). Many of its competitors do not have these benefits and these will, therefore allow VA to capitalise by because they will be able to generate more sales and greater profits. (L2) Their main threats are competition from other carriers and of course if there is an economic turndown people will not want to travel and the company will lose customers. Virgin must ensure that its strengths out number its weaknesses – or that the weaknesses are quickly addressed by developing strategies such as new membership deals or alliances. There is obviously a need to find a good balance here as jobs, profits and sales will all be influenced by both strengths and weaknesses. (L3)</b></p>	

# Grade Thresholds

GCE Applied Travel and Tourism (H189/H389/H589/H789)  
January 2010 Examination Series

## Coursework Unit Threshold Marks

Unit		Maximum Mark	A	B	C	D	E	U
<b>G721</b>	Raw	50	43	38	33	28	23	0
	UMS	100	80	70	60	50	40	0
<b>G722</b>	Raw	50	43	38	33	28	23	0
	UMS	100	80	70	60	50	40	0
<b>G724</b>	Raw	50	43	38	33	28	23	0
	UMS	100	80	70	60	50	40	0
<b>G725</b>	Raw	50	43	38	33	28	23	0
	UMS	100	80	70	60	50	40	0
<b>G726</b>	Raw	50	43	38	33	28	23	0
	UMS	100	80	70	60	50	40	0
<b>G727</b>	Raw	50	43	38	33	28	23	0
	UMS	100	80	70	60	50	40	0
<b>G729</b>	Raw	50	43	38	33	28	23	0
	UMS	100	80	70	60	50	40	0
<b>G730</b>	Raw	50	43	38	33	28	23	0
	UMS	100	80	70	60	50	40	0
<b>G731</b>	Raw	50	43	38	33	28	23	0
	UMS	100	80	70	60	50	40	0
<b>G732</b>	Raw	50	43	38	33	28	23	0
	UMS	100	80	70	60	50	40	0
<b>G733</b>	Raw	50	43	38	33	28	23	0
	UMS	100	80	70	60	50	40	0
<b>G735</b>	Raw	50	43	38	33	28	23	0
	UMS	100	80	70	60	50	40	0

## Examined Unit Threshold Marks

Unit		Maximum Mark	A	B	C	D	E	U
<b>G720</b>	Raw	100	81	72	63	54	45	0
	UMS	100	80	70	60	50	40	0
<b>G723</b>	Raw	100	82	73	64	55	46	0
	UMS	100	80	70	60	50	40	0
<b>G728</b>	Raw	100	82	72	63	54	45	0
	UMS	100	80	70	60	50	40	0
<b>G734</b>	Raw	100	79	69	59	49	40	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

Advanced GCE (H589)

Overall Grade	A	B	C	D	E
UMS (max 600)	480	420	360	300	240

Advanced GCE (Double Award) (H789)

Overall Grade	AA	AB	BB	BC	CC	CD	DD	DE	EE
UMS (max 1200)	960	900	840	780	720	660	600	540	480

## Cumulative Percentage in Grade

Advanced Subsidiary GCE (H189)

A	B	C	D	E	U
4.0	16.8	52.5	83.2	99.0	100.0
There were 101 candidates aggregating in January 2010					

Advanced Subsidiary GCE (Double Award) (H389)

AA	AB	BB	BC	CC	CD	DD	DE	EE	U
0.0	0.0	0.0	25.0	50.0	75.0	75.0	75.0	75.0	100.0
There were 4 candidates aggregating in January 2010									

Advanced GCE (H589)

A	B	C	D	E	U
0.0	20.0	40.0	100.0	100.0	100.0
There were 5 candidates aggregating in January 2010					

Advanced GCE (Double Award) (H789)

AA	AB	BB	BC	CC	CD	DD	DE	EE	U
There were 0 candidates aggregating in January 2010									

For a description of how UMS marks are calculated see:

<http://www.ocr.org.uk/learners/ums/index.html>

Statistics are correct at the time of publication.

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