

Applied Travel and Tourism

Advanced GCE F723

International Travel

Mark Scheme for June 2010

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

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Question No.	Content/Exemplar Response	Additional Guidance
<p>1 (a)</p> <p>Complete the table below by identifying which photograph was most likely to have been taken by each type of UK leisure traveller.</p> <p>4 marks [4*1]</p>	<p>Points marking</p> <p>Award one mark for each of four correct identifications as follows:</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • City break = D • In-transit = A • River cruise = B • Winter sun = C 	
<p>1 (b)</p> <p>Many UK leisure travellers will make their travel arrangements using the services of a local travel agency.</p> <p>State three ancillary services available from travel agencies and explain why a customer would purchase each service.</p> <p>6 marks [1+1]*3</p>	<p>Points marking</p> <p>Award one mark for the correct identification of each of three ancillary services and award a second mark for each of three appropriate explanatory comments.</p> <p>Indicative content:</p> <p>The more obvious examples include:</p> <ul style="list-style-type: none"> • Travel insurance [1] – cover against loss/injury [1] • Foreign exchange [1] – commission free offers [1] • Travellers cheques [1] – replaced if lost or stolen [1] • Car hire [1] – independence [1] • Airport hotels [1], theme park tickets [1] etc • Airport transfers [1] • Airport parking [1] • Pet-sitting [1] • Photography at a wedding [1] etc 	<p>Credit all valid examples that can be purchased but award no credit for services like help, advice, brochures, guide books etc.</p>

Question No.	Content/Exemplar Response	Additional Guidance
<p>1 (c)</p> <p>British nationals make over 60 million overseas trips each year.</p> <p>The Foreign and Commonwealth Office (FCO) helps travellers to have a safe and enjoyable holiday by encouraging them to be better prepared before they go.</p> <p>Discuss the FCO's key messages to UK leisure travellers.</p> <p>6 marks Levels</p>	<p>Levels of response marking</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-3 marks] Candidate identifies/describes key FCO messages. Information may be in the form of a list of issues. Candidates will include explanations of possible issues 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>Level 2: [4-6 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of messages relating to safety and travel preparation. Candidate effectively discusses key issues. 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> <p>The 'Know before you go' campaign was launched in 2001 to promote these key messages:</p> <ul style="list-style-type: none"> • get adequate travel insurance; • check the FCO's country travel advice; • research your destination – know the local laws and customs; • visit your GP at least six weeks before travelling; • check your passport is in good condition and valid and you have all necessary visas; • make copies of important travel documents and/or store them online using a secure data storage site; • tell someone where you are going and leave emergency contact details with them; • take enough money and have access to emergency funds. 	<p>Every year thousands of British travellers seriously regret not taking the simple steps listed.</p> <p>Level 1: List/Description – 1 mark Explanation – 2 marks Discussion – 3 marks</p> <p>Level 2: No list/description Explanation – 4 marks Discussion – 5-6 marks</p>

Question No.	Content/Exemplar Response	Additional Guidance
	<p>Exemplar response:</p> <p>The FCO gives advice to travellers to avoid mishaps by being prepared in terms of insurance cover, having enough money and being aware about conditions in their intended destinations. Insurance protects them against loss and provides medical cover (L1). However, the most important key message is to 'know before you go' and travellers are strongly advised to look out for the FCO's country travel advice. This always states the main risks or dangers facing British nationals at any given time (L2).</p>	
<p>1 (d)</p> <p>Discuss the reasons for the growth in popularity of ecotourism package holidays.</p> <p>9 marks Levels</p>	<p>Levels of response marking</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-3 marks] Candidate identifies/describes some reasons why many UK leisure travellers will choose to go on an ecotourism package holiday. Information may be in the form of a list of reasons. There is little or no attempt to discuss.</p> <p>Level 2: [4-6 marks] Candidate describes a number of reasons for the growth in popularity of ecotourism 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 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: [7-9 marks] 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 ecotourism 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.</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>Indicative content: Reasons to include: Ecotourism, responsible tourism and sustainable development have become prevalent concepts since the late 1980s, and ecotourism has experienced arguably the fastest growth of all sub-sectors in the tourism industry. The popularity represents:</p> <ul style="list-style-type: none"> • a change in tourist perceptions, • increased environmental awareness, and • a desire to explore natural environments. <p>Such changes have become as much a statement affirming one's social identity, educational sophistication, and disposable income as it has about preserving the Amazon rainforest or the Caribbean reef for posterity. Thus, 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>Exemplar response: Responsible Travel offers 2500 holidays from 270 tour operators including packages such as adventure holidays, beach holidays, cultural tours and safaris etc. There is plenty of choice. All the holidays have been screened to ensure that they increase the benefits from the holiday to local people and minimize any negative environmental impacts in the destination (L1). For example, Intrepid Travel is a small group adventure travel company. Intrepid offers over 450 trips to around 100 destinations which are designed to let travellers experience the world, travelling largely on public transport, trying local food and staying in locally owned accommodation or even with local families. Customers appreciate that this helps the sustainability of tourism (L2). People are now more aware of global issues and they will focus on environmentally, culturally and socially responsible tourism packages. In particular, most Intrepid trips have a maximum of 12 travellers and this reduces the impacts of the trips and enhances the experience of their travellers helping to make them an increasingly popular option (L3).</p>	

Question No.	Content/Exemplar Response	Additional Guidance
<p>2 (a)</p> <p>Identify each of the following:</p> <ul style="list-style-type: none"> • the country in which most British passports were lost • the country with the lowest total number of assistance cases • the country with most British residents • the country with fewest British visitors. <p>4 marks [4*1]</p>	<p>Points marking</p> <p>One mark for each correct identification.</p> <p>Indicative content: <i>The country in which most British passports were lost</i></p> <p>Award one mark for Spain [1]</p> <p><i>The country with the lowest total number of assistance cases</i></p> <p>Award one mark for Netherlands (accept Holland) [1]</p> <p><i>The country with most British residents</i></p> <p>Award one mark for Australia [1]</p> <p><i>The country with fewest British visitors.</i></p> <p>Award one mark for Indonesia [1]</p>	
<p>2 (b)</p> <p>Outline three likely reasons to explain why some of the 17 million British nationals visiting Spain own holiday homes there.</p> <p>6 marks [1+1]*3</p>	<p>Points marking</p> <p>Award one mark for the correct identification of each of three valid reasons and award a further one mark for an appropriate development of each.</p> <p>Indicative content: Suitable responses may include reference to the following:</p> <ul style="list-style-type: none"> • Climate better than UK [1] – hot sunny summers/mild winters etc [1] • Views [1] – sea and/or landscape [1] • Location [1] – easy access with cheap direct flights from UK etc [1] • Cost of buying property may be cheap/good value for money [1] – high value of £ and low value of local currency [1] • Rent out when not in use [1] • Asset [1] – investment growth [1] • Retirement [1] – Benefits payable in EU [1] • Work [1] – freedom of movement in EU [1] 	<p>Credit all valid reasoning e.g. cost savings and convenience etc. Credit all valid reasoning regardless of position within text</p>

<p>2 (c)</p> <p>All international travellers flying to or from UK airports are subject to safety and security measures.</p> <p>Justify two safety and security measures currently in place.</p> <p>6 marks [1+1+1]*2</p>	<p>Points marking</p> <p>Award one mark for the correct identification of each of two valid measures. Award one mark for a correct explanation of each and one further mark for an appropriate justification of each.</p> <p>Indicative content: Measures to include:</p> <ul style="list-style-type: none"> • UK airports have procedures in place limiting vehicle access to entrances [1] to avoid terrorist car bomb attacks such as Glasgow [1] this means that no vehicle can be positioned to generate maximum casualties [1]. • Baggage checks take place [1] X-ray machines check for prohibited items such as drugs and explosives [1] stops material being taken on flight [1]. • Person searches involve metal detectors to stop terrorists concealing weapons [1] and staff will conduct body searches on identified individuals [1] this is the most secure way of reducing the threat from an individual [1]. • Passport checks [1] at various points [1] and why [1]. 	
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Question No.	Content/Exemplar Response	Additional Guidance
<p>2 (d)</p> <p>Many British nationals travel overseas for business purposes.</p> <p>Assess the advantages to such travellers of using business class on long haul journeys.</p> <p>9 marks Levels</p>	<p>Levels of response marking</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-3 marks] Candidate identifies/describes some of the advantages of travelling business class for long haul international travel. Information may be in the form of a list of reasons. There is little or no attempt to assess.</p> <p>Level 2: [4-6 marks] Candidate describes a number of advantages for business travellers of making long haul journeys in business class. Candidates will show an understanding of the question and include explanations of a number of the possible advantages 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>Level 3: [7-9 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible advantages of travelling in business class on long haul journeys. Candidate effectively assesses a range of advantages. 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: Most international carriers compete for lucrative business travellers and they offer a variety of facilities, both on the ground and in the air, including:</p> <ul style="list-style-type: none"> • Private limo transfers • Separate check-in and boarding facilities • Lounge access • Flat bed seat • Premium food and beverage service • Internet access etc. <p>Exemplar response: Virgin Atlantic offers a range of options for business travellers. It offers complimentary chauffeur driven car service to and from your flight. If you arrive at Heathrow, Gatwick or Johannesburg by car your chauffeur will check you in at the unique 'Drive Thru Check In'</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>

	<p>so you can bypass the terminal and head straight for the Clubhouse. If you make your own way to the airport, there is an efficient and friendly dedicated Upper Class check in area (L1). In the air, Virgin business passengers also enjoy many facilities. At the touch of a button the seat flips over to become the biggest fully flat bed in any business class. Every seat has aisle access so there's no stepping over your neighbour. In Upper Class there are no set meal times and a passenger can eat what they like, when they like. Your choice from the "Freedom menu" will be individually and freshly prepared to your order and served in style on fine china (L2). However, the most important aspect is probably the ability to do work. Every Suite is fitted with laptop power access and a large table with plenty of room to spread out or have an informal meeting. This is particularly convenient for colleagues travelling together (L3).</p>	
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Question No.	Content/Exemplar Response	Additional Guidance
<p>3 (a)</p> <p>Explain two reasons why cross-channel coach holidays are popular with pensioners.</p> <p>4 marks [1+1]*2</p>	<p>Points marking</p> <p>Award one mark for the identification of each of two valid reasons and award a second mark for an appropriate development of each.</p> <p>Indicative content: Reasons include:</p> <ul style="list-style-type: none"> • Cheap [1] – prices lower than by air [1] • Convenience [1] – local pick-up points [1] • More luggage than air [1] – they don't have to carry very far [1] • Frequent stops [1] – distances not very long [1] 	
<p>3 (b)</p> <p>Other than coach travel, identify the three types of passenger transport that make use of the Port of Dover for entry to/from the UK.</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>Indicative content:</p> <ul style="list-style-type: none"> • Car [1] • Ferry [1] • Cruise [1] 	
<p>3 (c)</p> <p>State three reasons why groups of school children are taken on cross-channel trips to France.</p> <p>3 marks [3*1]</p>	<p>Points marking</p> <p>Award one mark for the identification of each of three valid reasons.</p> <p>Indicative content: Reasons to include:</p> <ul style="list-style-type: none"> • Educational visit (to an attraction) [1] • Field trip (to a particular site) [1] • Holiday (e.g. Disney/Paris) [1] • Exchange visit (learn language) [1] 	<p>NB Make sure that reasons are clearly different purposes for visits!</p>

Question No.	Content/Exemplar Response	Additional Guidance
<p>3 (d)</p> <p>Outline three reasons to explain why Carnival Cruise Lines chose to base the new 113 300-tonne <i>Carnival Splendor</i> in Dover from summer 2008.</p> <p>6 marks [1+1]*3</p>	<p>Points marking</p> <p>Award one mark for the identification of each of three valid reasons and a further one mark for an appropriate development/explanation of each.</p> <p>Indicative content: Reasons to include:</p> <ul style="list-style-type: none"> • Dover is the second busiest cruise port in the UK [1] – suitable infrastructure [1] • Carnival offers cruises to Northern Europe [1] – Dover has convenient access to this cruise circuit [1] • Dover was selected because of its convenience for both North American and European passengers [1] - good air services into London [1] • Dover very accessible to London [1] – M20 and rail link [1] • Demand [1] - 4m people took cruise holidays in Europe in 2007 [1] • UK largest source market for European cruises [1] - 1.3m passengers embarking on cruises in 2007 [1] 	<p>Fig. 3 provides a variety of clues for this and candidates may also use their knowledge about the current state of the cruise industry.</p>

Question No.	Content/Exemplar Response	Additional Guidance
<p>3 (e) David Cheslin suggests that the tunnel railway service (Eurostar) has only really taken passenger traffic from the London-Paris air services.</p> <p>Discuss the likely reasons for this change in travel usage.</p> <p>9 marks Levels</p>	<p>Levels of response marking</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-3 marks] Candidate identifies/describes some reasons why many international travellers will choose to go on Eurostar rather than fly between London and Paris. Information may be in the form of a list of reasons. There is little or no attempt to discuss.</p> <p>Level 2: [4-6 marks] Candidate describes a number of reasons for the growth in popularity of Eurostar for London-Paris travel. 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 3: [7-9 marks] 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 Eurostar travel for London-Paris journeys. 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>Indicative content: Reasons to include:</p> <ul style="list-style-type: none"> • Price competition • Service availability • Airport location/accessibility issues • Time and delays e.g. Check in and baggage reclaim • Convenience of Eurostar services • Different needs of business versus leisure users. <p>Exemplar response:</p> <p>Air passenger numbers have fallen due to competition from other methods of transport</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> <p>Eurostar now carries more passengers between London and Paris than all of the airlines put together. Candidates are invited to address some of the reasons for this as they attempt to account for declining air passenger numbers. We should accept consideration of any of the listed or related issues.</p>

	<p>such as Eurostar, Eurolines and the ferries. Depending on the time and season prices can be cheaper and total travelling time less than by air (L1). Business travellers are very time sensitive and Eurostar offers a direct city centre to city centre journey of less than 2.5 hours. Furthermore, there is less chance of take-off delay or lost baggage (L2). Most business meetings are in city centre venues and this makes the Eurostar service particularly attractive for business travellers. Leisure travellers are more price sensitive and even low-cost air carriers cannot match the Eurolines 'Funfare' to Paris. The key reasons for the decline are convenience and cost of other methods (L3).</p>	
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Question No.	Content/Exemplar Response	Additional Guidance
<p>4 (a)</p> <p>Identify and describe two components of the inclusive tour shown in Fig. 4.</p> <p>4 marks [1+1]*2</p>	<p>Points marking</p> <p>Award one mark for the correct identification of each of the two components and an additional one mark for a brief description of each from Fig. 4.</p> <p>Indicative content:</p> <ul style="list-style-type: none"> • Transport [1] = Flight LHR to Shanghai return [1] • Accommodation [1] = The superior 212 room 4 star Ramada Shanghai Zhabei Hotel [1] • Other tourist service [1] = any named excursion e.g. Huangpu River Cruise [1]/or coach transport in China 	<p>This is clearly set in the context of the EU Package Travel Regulations and so candidates must comment on two of these components: Transportation, Accommodation, Other tourist service which form a <u>significant</u> proportion of the package (e.g. excursions, entertainment).</p> <p>NB do NOT credit free time activities</p>
<p>4 (b)</p> <p>With reference to Fig. 4, explain three ways in which the advertised package might also appeal to travellers who are not interested in seeing the solar eclipse.</p> <p>6 marks [1+1]*3</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"> • Shanghai sightseeing [1] - Shanghai Museum, People's Square, Yu Gardens, Old Town and the famous Bund. Huangpu River Cruise [1] • Suzhou sightseeing [1] - Silk Museum (silk dates back 2,500 years) [1] • Grand Canal [1] - China's most famous inland waterway [1] • Hangzhou, one of China's historic imperial capitals [1] - visit the local markets and experience an Oriental tea tasting [1] • Cruise on West Lake [1] - explore the gardens [1] 	

Question No.	Content/Exemplar Response	Additional Guidance
<p>4 (c)</p> <p>Describe three services that 4/5* international hotels provide on an in-room basis for the convenience of their guests.</p> <p>6 marks [1+1]*3</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>Indicative content:</p> <p>Services to include:</p> <ul style="list-style-type: none"> • Housekeeping morning service [1] – make bed, change towels, clean and tidy, replenish complimentary supplies (eg toiletries, robes, tea/coffee, minibar) [1] • Evening service [1] – turn down bed, offer fresh towels [1] • Food and beverage service 24/7 [1] – in room menu for convenience – outside of restaurant hours [1] <p>We can also credit messaging (voicemail and note delivery), laundry, valet/personal butler, baby sitting and related services.</p>	<p>This requires the candidate to identify three types of room service (appropriate to 4/5* international context) and describe how it provides an appropriate level of customer service. The responses must relate to products/services brought to the room rather than facilities in the room.</p>

Question No.	Content/Exemplar Response	Additional Guidance
<p>4 (d)*</p> <p>Assess the major factors that might negatively affect the UK's volume of inbound tourism.</p> <p>9 marks Levels</p>	<p>Levels of response marking</p> <p>0 marks No response or no response worthy of credit.</p> <p>Level 1: [1-3 marks] Candidate identifies/describes some factors that might negatively affect the UK's volume of inbound tourism. Information may be in the form of a list of factors. There is little or no attempt to assess. 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>Level 2: [4-6 marks] Candidate describes a number of factors that might negatively affect the UK's volume of inbound tourism. Candidates will show an understanding of the question and include explanations of a number of the possible factors which may be assessed with some success. 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>Level 3: [7-9 marks] Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible factors that might negatively affect the UK's volume of inbound tourism. Candidate effectively assesses a range of factors. 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>This is the question assessing QWC!</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> <p>Better candidates may well recognise that these two sets of factors operate at</p>

	<p>Indicative content: Factors to include: The WTO give emphasis to the following threats:</p> <ul style="list-style-type: none"> • Terrorism • Natural disasters • Health scares • Oil price rises • Economic and political uncertainties. <p>Candidates can also validly consider any combination of the following as well:</p> <ul style="list-style-type: none"> • Rising costs of accommodation, transport and destination costs • Exchange rates and value of £ • Over-commercialisation • Crime and social problems • Negative media coverage • Negative tourism management • Water, air and noise hazards. <p>Exemplar response: Every year brings uncertainties and new challenges for the UK tourism industry. Terrorism, wars, exchange rate and oil price fluctuations, economic downturns, safety and security issues are just some of the risks facing the industry in the short, medium and longer terms (L1). The UK travel and tourism industry, like other sectors of the economy, has to be preparing for what may be in store. In terms of economic threats, the perceived high costs of tourism services and products in the UK may increasingly encourage foreign nationals to holiday elsewhere. In particular, a weak US Dollar is likely to discourage Americans from travelling abroad thus reducing a traditional supply of UK visitors (L2). The UK is a particular destination at risk from a variety of sources. It has suffered from terrorist attacks and the London and Glasgow bombings caused havoc to visitor numbers. Destinations have to make significant efforts to recover from such events and it takes a long time to recover from the effects of a negative press. The success or otherwise of the 2012 Olympics will have a significant effect on future visitor numbers (L3).</p>	<p>different geographical scales, the former being global while the latter are national/regional.</p>
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