



Rewarding Learning

**General Certificate of Secondary Education
2019**

Leisure, Travel and Tourism

Unit 1

Understanding the Leisure,
Travel and Tourism Industry

[GLE11]

WEDNESDAY 22 MAY, MORNING

**MARK
SCHEME**

General Marking Instructions

Introduction

Mark schemes are intended to ensure that the GCSE examinations are marked consistently and fairly. The mark schemes provide markers with an indication of the nature and range of candidates' responses likely to be worthy of credit. They also set out the criteria which they should apply in allocating marks to candidates' responses. The mark schemes should be read in conjunction with these general marking instructions.

Assessment Objectives

Below are the assessment objectives for GCSE Leisure, Travel and Tourism.

Candidates must show they are able to:

- AO1** recall, select and communicate their knowledge and understanding of a range of contexts;
- AO2** apply skills, knowledge and understanding in a variety of contexts and in planning and carrying out investigations and tasks; and
- AO3** analyse and evaluate information, sources, and evidence, make reasoned judgements and present conclusions.

Quality of candidate's responses

In marking the examination papers, examiners should be looking for a quality of response reflecting the level of maturity which may reasonably be expected of a 16-year-old which is the age at which the majority of candidates sit their GCSE examinations.

Flexibility in marking

Mark schemes are not intended to be totally prescriptive. No mark scheme can cover all the responses which candidates may produce. In the event of unanticipated answers, examiners are expected to use their professional judgement to assess the validity of answers. If an answer is particularly problematic, then examiners should seek the guidance of the Supervising Examiner.

Positive marking

Examiners are encouraged to be positive in their marking, giving appropriate credit for what candidates know, understand and can do rather than penalising candidates for errors or omissions.

Examiners should make use of the whole of the available mark range for any particular question and be prepared to award full marks for a response which is as good as might reasonably be expected of a 16-year-old GCSE candidate.

Awarding zero marks

Marks should only be awarded for valid responses and no marks should be awarded for an answer which is completely incorrect or inappropriate.

Types of mark schemes

Mark schemes for tasks or questions which require candidates to respond in extended written form are marked on the basis of levels of response which take account of the quality of written communication.

Other questions which require only short answers are marked on a point for point basis with marks awarded for each valid piece of information provided.

Levels of response

Tasks and questions requiring candidates to respond in extended writing are marked in terms of levels of response. In deciding which level of response to award, examiners should look for the 'best fit' bearing in mind that weakness in one area may be compensated for by strength in another. In deciding which mark within a particular level to award to any response, examiners are expected to use their professional judgement. The following guidance is provided to assist examiners.

- **Threshold performance:** Response which just merits inclusion in the level and should be awarded a mark at or near the bottom of the range.
- **Intermediate performance:** Response which clearly merits inclusion in the level and should be awarded a mark at or near the middle of the range.
- **High performance:** Response which fully satisfies the level description and should be awarded a mark at or near the top of the range.

Marking calculations

In marking answers involving calculations, examiners should apply the 'own figure rule' so that candidates are not penalised more than once for a computational error.

Quality of written communication

Quality of written communication is taken into account in assessing candidates' responses to all tasks and questions that require them to respond in extended written form. These tasks and questions are marked on the basis of levels of response. The description for each level of response includes reference to the quality of written communication.

For conciseness, quality of written communication is distinguished within level of response as follows:

- Level 1: Quality of written communication is limited.
- Level 2: Quality of written communication is satisfactory.
- Level 3: Quality of written communication is of a high standard.

In interpreting these level descriptions, examiners should refer to the more detailed guidance provided below:

Level 1 (Limited): The candidate uses only a limited form and style of writing. The organisation of material may lack clarity and coherence. There is little use of specialist vocabulary. Presentation, spelling, punctuation and grammar may be such that intended meaning is not clear.

Level 2 (Satisfactory): The candidate uses an appropriate form and style of writing, supported with appropriate use of diagrams as required. Relevant material is organised with some clarity and coherence. There is some use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are sufficiently competent to make meaning clear.

Level 3 (High standard): The candidate successfully selects and uses an appropriate form and style of writing, supported with effective use of diagrams where appropriate. Relevant material is organised with a high degree of clarity and coherence. There is widespread use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of a sufficiently high standard to make meaning clear.

1 (a) Define the term **leisure**.

Award [1] for a limited definition,
e.g. Activities that people do in their spare time.

Award [2] for a full definition,
e.g. The range of activities that people do for enjoyment in their spare time,
after school or work is finished. [2]

(b) Leisure activities can be classified as active or passive. Complete Table 1 below by identifying **four** other ways to classify leisure and give an example of each.

Any **four** of the following classifications with a correct example, e.g.

- Indoor – dance or gymnastics
- Outdoor – football or skiing
- Water based – swimming or sailing
- Home based – gardening or watching television
- Away from home – cinema visit or eating out.

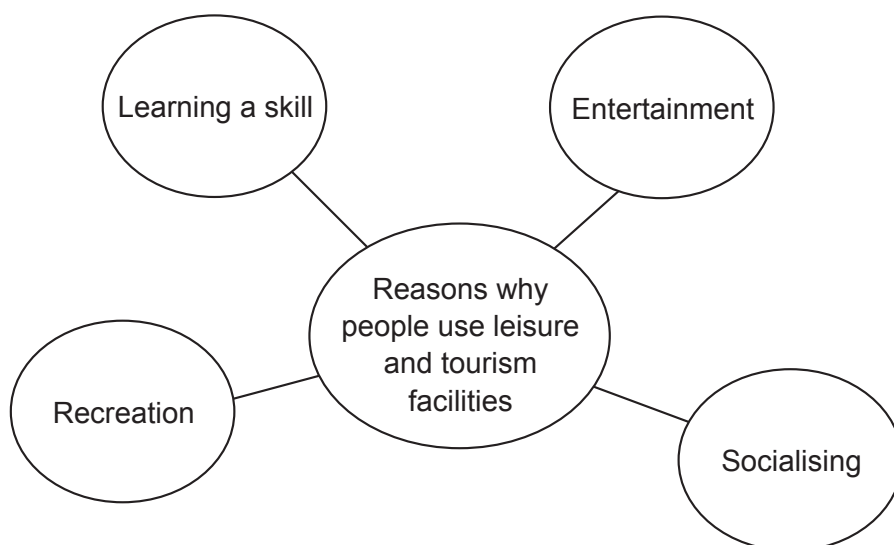
Award [1] for each correct classification and [1] for each correct example.

(8 × [1])

[8]

(c) Study **Fig 1** below which shows reasons why people use leisure and tourism facilities. Complete **Table 2** by identifying one example of a leisure activity for each reason why people use leisure and tourism facilities.

Fig 1



Reason for using a leisure and tourism facility	Example of leisure activity
Recreation	Birdwatching
Socialising	Eating at a restaurant
Learning a skill	Golf lesson
Entertainment	Theatre visit to watch a play

Table 2

Any other acceptable response
(4 × [1])

[4]

- (d) Explain **two** health and well-being benefits for people who use leisure facilities.

Any **two** of the following with a correct description:

- Weight control – physical activity burns calories and this type of activity can be used to control or reduce a person's weight.
- Reduction of stress – personal stress levels that are caused by an ability to cope with the demands of daily life can be reduced by engaging in physical activity or sport or by socialising with others in team sports or other forms of group activity.
- Improved fitness – physical fitness can create a feeling of well being that is good for physical and mental health.

Any other acceptable response.

Award [0] for a response not worthy of credit.

Award [1] for a basic statement of a health or well-being benefit, e.g. improved fitness.

Award [2] for a sound explanation of a health and well-being benefit, e.g. people who use leisure facilities will have improved fitness which is good for their physical and mental health.

(2 × [2]) [4]

- (e) **Fig 2** below shows a group of hill walkers enjoying countryside recreation.

Countryside recreation is one component of the leisure travel and tourism industry. Identify **four** examples of the type of facilities that provide for this type of recreation.

Any **four** of the following:

- Country Parks
- Forest parks
- Outdoor activity centres
- Camping parks
- Caravan parks

Any other acceptable response

(4 × [1]) [4]

- (f) Identify **two** special facilities built for children's enjoyment that are part of the leisure, travel and tourism industry.

Any **two** from:

- Play park
- Soft play area
- Skate park

Any other acceptable response

(2 × [1]) [2]

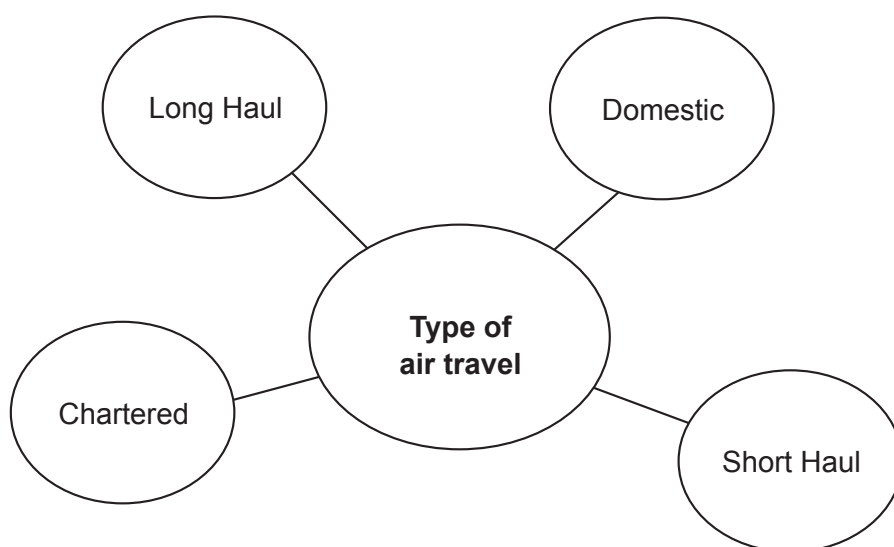
2 (a) Define the term **tourist**.

Award [1] for a limited definition,
e.g. A person who travels away from home for leisure.

Award [2] for a full definition,
e.g. A person who travels outside of their usual environment for leisure,
business or other purposes and stays for at least one night. [2]

(b) Study **Fig 3** below that identifies different types of air travel. Complete **Table 3** by matching the correct type of air travel necessary for each of the different holidays.

Fig 3



Holiday	Type of air travel
Weekend visit to the Shetland Isles	Domestic
7 day visit to Spain to watch a Grand Prix race	Short Haul
14 day visit to Tenerife with Thomas Cook travel	Chartered
Holiday to visit relatives in New Zealand	Long Haul

Table 3

(4 × [1])

[4]

- (c) The ABTA Travel Trends Report in 2017 reported that ‘Young families were once again the most likely group to take domestic holidays.’

Identify and describe **two** reasons why domestic tourism is particularly popular with young families.

Award [0] for a response not worthy of credit.

Award [1] for each correct reason. Note: Credit a maximum of 2 reasons only.

Reasons,

Any two of the following reasons,

e.g.

- Cost
- Convenience or reduced travel time
- Fewer restrictions on luggage
- Fewer security considerations
- No currency exchange problems

Any other acceptable response

(2 × [1])

Award [1] for a basic description,

e.g. Cost – domestic tourism visits are usually cheaper as you can take the car.

e.g. Convenience –reduced journey or travel time to the destination.

e.g. Fewer luggage restrictions – outbound travel can often restrict the amount of luggage that a traveller can take with them.

e.g. Fewer security considerations. – Outbound travel usually security require a range of security protections such as baggage and personal searches.

e.g. No currency exchange problems – Domestic holidays do not require any money to be changed at a bank or foreign currency exchange.

Award [2] for a developed description.

e.g. Cost – domestic tourism visits are usually cheaper as airport car parking, flight costs, transfer fees are not usually necessary for domestic visits as road and rail travel can often be preferred.

e.g. Convenience – reduced journey or travel time to the destination.

Domestic travel offers a range of travel options other than flights. Train, road and coach travel can be more easily arranged and is often easier to manage than flights to destinations that also require travel to and from an airport.

e.g. Fewer luggage restrictions – outbound travel can often restrict the amount of luggage that a traveller can take with them. More luggage can be carried by a family on domestic trips and may include bikes, toys or special foodstuffs for children.

e.g. Fewer security considerations – outbound travel usually security require a range of security protections such as baggage and personal searches

e.g. No currency exchange problems – domestic holidays do not require any money to be changed at a bank or foreign currency exchange.

Or any other correct explanation.

domestic tourism can be undertaken with a variety of options that are more

convenient and better located that reduces travel time and expense.
 e.g. Security – outbound travel can often require a range of security protections such as baggage and personal searches that can be inconvenient. Also some outbound destinations can present personal danger from civil unrest, terrorism and other threats to a person.

e.g. Suitability – for travellers looking for specific special interest holidays, the outbound option may not be suitable, i.e. Local history groups may wish to visit only Northern Ireland locations that contribute to a greater understanding of with specific examples of Scotland to climb Scottish hills that are above 3,000 ft.

(2 × [2])

[6]

- (d)** Identify **three** different **types** of travel agents that sell a range of holidays and travel products to customers. Outline their features and give an example of each.

Award [1] for each correct type of travel agent up to a maximum of three.

Any **three** from the following:

- A multiple
- A miniple
- An independent
- An online travel agent

(3 × [1])

Award [1] for a correct outline of the features of each travel agent.

e.g. A multiple – A travel company that has many branches throughout the UK.

e.g. A miniple – A travel company with between 5 and 50 branches in a particular region.

e.g. An independent – A travel retailer who is not part of a chain.

e.g. An online travel agent – an online company offering comprehensive travel options and booking facilities.

(3 × [1])

Award **[1]** for a correct UK example from each correctly stated type of travel agent.

- A multiple – TUI
- A miniple – CO-OP Travel
- An independent – Knutt Travel, Limavady
- An online travel agent – Expedia

Any other acceptable response

(3 × [1])

[9]

(e) Road and Air are two types of transport. State **two** other forms of transportation used in the leisure, travel and tourism industry.

- Rail
- Sea

(2 × [1])

[2]

(f) The availability of a mode of travel is one factor that can influence a traveller's choice of travel. Identify **four** other factors that may influence the traveller's choice of travel.

Any **four** from the following:

- Length of stay
- Purpose of visit
- Cost
- Distance
- Personal preference or fears
- Convenience
- Comfort

(4 × [1])

[4]

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- 3 (a) Sports arenas often develop links with organisations from other components in leisure, travel and tourism in order to enhance their events. Identify **two** suitable leisure, travel and tourism components that could link with Kingspan stadium and explain the benefits that they could provide.

The most likely components are catering and transport.
Any other acceptable response.

Award [0] for a response not worthy of credit.

Level 1 ([1]–[2])

Candidate identifies one or both suitable leisure, travel and tourism components, e.g.

- Catering
- Transport
- Accommodation

The candidate uses only a limited form and style of writing. The organisation of material may lack clarity and coherence. There is little use of specialist vocabulary. Presentation, spelling, punctuation and grammar may be such that the intended meaning is not clear.

Level 2 ([3]–[4])

Candidate identifies two suitable components and provides a basic explanation of the benefits of both to a sports arena
e.g. Benefits

- Catering – Can provide foodstuffs at the venue for visitors.
- Transport – Can bring members of the public to the venue.

The candidate uses an appropriate form and style of writing, supported with appropriate use of diagrams as required. Relevant material is organised with some clarity and coherence. There is some use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are sufficiently competent to make meaning clear.

Level 3 ([5]–[6])

Candidate identifies two suitable components and provides a sound explanation of the benefits of both to a sports arena,
e.g. Benefits

- Catering – Food and drink can be provided via fast food outlets that will enhance the experience of visitors to the stadium or arena.
- Transport – Transportation to the venue can be arranged in advance and will accommodate spectators and will ensure that they arrive on time for the event.

The candidate successfully selects and uses an appropriate form and style of writing, supported with effective use of diagrams where appropriate. Relevant material is organised with a high degree of clarity and coherence. There is widespread use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of a sufficiently high standard to make meaning clear.

[6]

- (b) Study the **insert** which provides information about the experience of sport by adults in Northern Ireland during 2016/17. Answer the following questions

Swimming and diving were the most popular participation sport for adults in 2016–2017. Other than trends and fashions or a person’s socioeconomic group, explain **one** factor that may have influenced this level of participation.

Award [1] for an appropriate factor. Any of the following:

- Age group
- Holiday patterns
- Friends and family
- Availability of transport
- Personal preference and interest
- Availability of facilities

Award [2] for a basic explanation of an appropriate factor, e.g. Availability of facilities – there are more facilities in Northern Ireland where people can participate in swimming and diving.

Award [3] for a developed explanation of an appropriate factor, e.g. Availability of facilities – there are more facilities available now in Northern Ireland for people who want to take part in swimming or diving. The facilities are available in both public and private leisure centres and include heated pools, changing areas and car parking. This makes them attractive to more people. [3]

- (c) From the categories of sports that are listed in the bar graph, identify **three** sports that could be undertaken in **sports halls** attached to a public leisure centre.

Award [1] for each correct answer.

Any **three** of the following:

- Keep fit;
- Aerobics;
- Yoga;
- Dance exercise;
- Weight training/lifting;
- Body building
- Football.

[3]

(d) Cycling for recreation is popular with both young and older adults. Identify and explain **one trend or fashion** responsible for cycling's popularity in 2016–2017.

Award [1] for identifying an appropriate trend or fashion, e.g.

- Popularity of the sport on television.
- Trend for health and well being in all adults.

Any other acceptable response

Explanation

Award [1] for a basic explanation,

e.g. Cycling races have been shown on television.

Award [2] for a sound explanation,

e.g. Cycling races have been shown on television. There are a large number of UK based cyclists who are now part of the international race community and television has made them popular with the public.

Award [3] for a detailed explanation,

e.g. Cycling races have been shown on television. There are a large number of UK based cyclists who are now part of the international race community and television has made them popular with the public. Some of these U.K. and Irish cyclists have competed in and won major events such as the Tour de France, and this has created an upsurge in interest in biking for young and old alike.

[4]

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- 4 (a) Identify the **three** main **purposes** of visitor attractions and name **one** example of each from Northern Ireland.

Award [1] for each correct purpose.

- Education
- Preservation
- Entertainment

(3 × [1])

Award [1] for each correct example from N Ireland for the stated purpose, e.g.

- Education – Exploris Aquarium, Portaferry
- Preservation – Dunluce Castle, Co Antrim
- Entertainment – Millennium Forum, Londonderry

Any other acceptable response

(3 × [1])

[6]

- (b) Analyse **two** benefits of **campus accommodation** to overseas visitors to Northern Ireland.

Examples of benefits

- Out of term is usually summer time and this is usually June to August – Availability of accommodation should not be a problem for a group booking as the campus can accommodate large numbers of students. E.g. June to August and the Easter break are good times to visit N Ireland as the weather is normally set fair. The natural tourist attractions along the north coast and elsewhere will be open and will be available to visit. The countryside views will be at their best and beaches and strands will be lively and attractive to a visitor.
- Centrally located – e.g. Queens University accommodation is mainly in the central part of the city and this is ideal as it is a good base to explore both Belfast and the rest of N Ireland. There are many places of interest such as the City Hall that can be visited without the need for transport while other places of interest such as the Titanic Centre are located along public transport routes that are easily accessible. The central location is also ideal for visiting restaurants and entertainment venues in and around the city.
- Easy access to transport, train stations and bus stations. E.g. Visitors to Belfast may also wish to travel to other destinations in N Ireland such as the Giant's Causeway and this is possible as the campus accommodation allows easy access to buses and train stations. If the visitor has hired a car, the accommodation is close to the main motorway and road links out of Belfast and on to the rest of N Ireland. The proximity to rail and bus routes will also make the transfer journey to and from the campus accommodation less complicated and less expensive, with little need to pay expensive taxi fares etc.
- Campus accommodation is usually cheaper than staying in a hotel and the standard of accommodation can often be better than some hotels at the lower end of the accommodation sector where en suite facilities may be limited. Visitors can often benefit from on site facilities at the university, including banking and shopping outlets. Meals may in some

instances be available from the student refectory and these again may be relatively inexpensive in comparison to a hotel a la carte menu.

Personal security at the accommodation may be higher than expected as university staff will still be in attendance at access and egress points.

Note: benefits must relate to overseas visitors to Northern Ireland.

Award [0] for a response not worthy of credit

Level 1 ([1]–[2])

Candidate gives two basic responses about the benefits and the answer is more descriptive than analytical, e.g. the accommodation is in the centre of the town, it is cheap, and it's close to the bus station.

The candidate uses only a limited form and style of writing. The organisation of material may lack clarity and coherence. There is little use of specialist vocabulary. Presentation, spelling, punctuation and grammar may be such that the intended meaning is not clear.

Level 2 ([3]–[4])

Candidates would be expected to develop their analysis of the benefits of campus accommodation to a visitor or to a group and would be able to provide more details about each of the two benefits, e.g. Queens accommodation is mainly in the central part of the city and this is ideal as it is a good base to explore both Belfast and the rest of N Ireland. There are many places of interest such as the City Hall that can be visited without the need for transport.

Campus accommodation is usually cheaper than staying in a hotel and the standard of accommodation can often be better than some hotels at the lower end of the accommodation sector where en suite facilities may be limited. Visitors can often benefit from on site facilities at the university, including banking and shopping outlets. The campus accommodation provides for easy access to transport including train stations and bus stations. Visitors to Belfast may also wish to travel to other destinations in N Ireland such as the Giant's Causeway and this is possible as the campus accommodation allows easy access to buses and train stations.

The candidate uses an appropriate form and style of writing, supported with appropriate use of diagrams as required. Relevant material is organised with some clarity and coherence. There is some use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are sufficiently competent to make meaning clear.

Level 3 ([5]–[6])

For marks to be awarded at this level, candidates should be able to produce a detailed explanation of the two benefits that have been identified, e.g. Centrally located – Queens accommodation is mainly in the central part of the city and this is ideal as it is a good base to explore both Belfast and the rest of N Ireland. There are many places of interest such as the City Hall that can be visited without the need for transport while other places of interest such as the Titanic Centre are located along public transport routes that are easily accessible. The central location is also ideal for visiting restaurants

and entertainment venues in and around the city.

Easy access to transport, train stations and bus stations. Visitors to Belfast may also wish to travel to other destinations in N Ireland such as the Giant's Causeway and this is possible as the campus accommodation allows easy access to buses and train stations. If the visitor has hired a car, the accommodation is close to the main motorway and road links out of Belfast and on to the rest of N Ireland. The proximity to rail and bus routes will also make the transfer journey to and from the campus accommodation less complicated and less expensive, with little need to pay expensive taxi fares etc.

Campus accommodation is usually cheaper than staying in a hotel and the standard of accommodation can often be better than some hotels at the lower end of the accommodation sector where en suite facilities may be limited. Visitors can often benefit from on site facilities at the university, including banking and shopping outlets. Meals may in some instances be available from the student refectory and these again may be relatively inexpensive in comparison to a hotel a la carte menu. Personal security at the accommodation may be higher than expected as university staff will still be in attendance at access and egress points.

The candidate successfully selects and uses an appropriate form and style of writing, supported with effective use of diagrams where appropriate. Relevant material is organised with a high degree of clarity and coherence. There is widespread use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of a sufficiently high standard to make meaning clear. [6]

- (c) Identify **three** different types of leisure, travel and tourism destinations that would be attractive to customers described as '**great escapers**.'

Award [1] for each correct destination.

- Coastal areas or undeveloped coasts
- Countryside areas
- Places of historic or cultural interest

(3 × [1]) [3]

- (d) Describe **two** needs and expectations of the tourist customer who is referred to as a '**great escaper**.'

Examples of needs and expectations. 'Great Escapers'

- Seeking breaks that allow them to become immersed in beautiful natural environments.
- Want to escape the stress of their daily lives.
- Looking to reconnect with their partners and/or young children.
- They want their holiday to be relaxed and easy.
- Keen on 'wow' moments to emphasise the special nature of their holiday.

Award [0] for a response not worthy of credit

Level 1 ([1]–[2])

Candidate describes one or two needs or expectations of a great escaper from those listed above. There is no development included in the answer.

Level 2 ([3]–[4])

Candidates would be expected to provide some basic descriptions on either one or both of the needs or expectations. In some cases, the candidate may be able to provide a detailed description of one need only.

e.g. seeking breaks that allow them to become immersed in beautiful natural environments. The environment will usually be unspoiled and may be less densely populated with visitors or residents in that area.

e.g. want to escape the stress of their daily lives. The visitor may be employed in a fast-paced work environment that is both difficult and complex. They will need the holiday to be easy paced and relaxing.

Level 3 ([5]–[6])

For marks to be awarded at this level, candidates should be able to describe in detail two needs or expectations,

e.g. seeking breaks that allow them to become immersed in beautiful natural environments. The environment will usually be unspoiled and may be less densely populated with visitors or residents in that area. The environment may be a quiet coastal location similar to Whitepark Bay in County Antrim or a mountain area such as the Mourne mountains.

e.g. want to escape the stress of their daily lives. The visitor may be employed in a fast-paced work environment that is both difficult and complex. They will need the holiday to be easy paced and relaxing. The visitor will want to visit locations that will be easy to access and that present a relaxed atmosphere in restaurants and bars. [6]

- (e) Other than '**great escapers**', list **three** other customer types that are important in the Northern Ireland tourism market.

Award [1] for each correct type of customer.

Any three of the following:

- Time Together
- Mature Cosmopolitans
- Family Fun
- Social Energisers
- Culturally Curious
- Young and lively

(3 × [1])

[3]

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- 5 Analyse **three** ways that the use of technology such as online reviews, rating sites and other forms of social media, benefit customers when deciding to book tourism accommodation.

Description of benefits

- Views that are expressed as given by other customers and are not based on the publicity material from the accommodation provider.
- Extra charges for additional services can be identified that are not clearly identified under the booking conditions.
- The accuracy of the accommodation providers information on the website can often be verified through social media.
- Potential customers can identify any shortcomings or best practices that are part of the accommodation providers package.
- Owner responses can indicate the level of concern that the accommodation provider places on customer satisfaction and the type of actions that he is prepared to take to deal with any problems.

Any other acceptable response

Award [0] for a response not worthy of credit

Level 1 ([1]–[3])

Candidate identifies three ways that technology benefits customers when booking accommodation. There is little or no attempt to analyse each benefit and the response is basic with little detail. Alternatively the candidate may provide a detailed analysis of one benefit.

e.g. The accuracy of the accommodation providers information on the website can often be verified through social media.

e.g. Potential customers can identify any shortcomings or best practices that are part of the accommodation provider's package.

e.g. Owner responses can indicate the level of concern that the accommodation provider places on customer satisfaction.

The candidate uses only a limited form and style of writing. The organisation of material may lack clarity and coherence. There is little use of specialist vocabulary. Presentation, spelling, punctuation and grammar may be such that the intended meaning is not clear.

Level 2 ([4]–[6])

Candidates provide a basic analysis of two or three benefits. The response may be unbalanced with greater analysis of one or two benefits.

e.g. The accuracy of the accommodation providers information on the website can often be verified through social media. This will usually be different from the marketing brochure descriptions.

e.g. Potential customers can identify any shortcomings or best practices that are part of the accommodation providers package. The use of social media may emphasise the high standard of accommodation or any upgrades that may have been made since the providers website or brochure had been prepared.

e.g. Owner responses can indicate the level of concern that the accommodation provider places on customer satisfaction and the type of actions that he is prepared to take to deal with any problems.

It is usually not necessary for the device to be constantly connected to the internet or within WiFi range and the visitor has complete control over the time of the tour and can initiate or halt a tour to meet their own needs.

The candidate uses an appropriate form and style of writing, supported with appropriate use of diagrams as required. Relevant material is organised with some clarity and coherence. There is some use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are sufficiently competent to make meaning clear.

Level 3 ([7]–[9])

Candidates provide a detailed analysis of three benefits.

e.g. The accuracy of the accommodation providers information on the website can often be verified through social media. This will usually be different from the marketing brochure descriptions. The potential customer can decide if he/she should contact the provider for more information before deciding to book.

e.g. Potential customers can identify any shortcomings or best practices that are part of the accommodation providers package. The use of social media may emphasise the high standard of accommodation or any upgrades that may have been made since the providers website or brochure had been prepared. Customers will be able to decide if these are important features of the accommodation before booking.

e.g. Owner responses can indicate the level of concern that the accommodation provider places on customer satisfaction and the type of actions that he is prepared to take to deal with any problems. The responses by the provider may be sufficient to convince that the provider is keen to provide a good service and to deal effectively with customer complaints.

The candidate successfully selects and uses an appropriate form and style of writing, supported with effective use of diagrams where appropriate. Relevant material is organised with a high degree of clarity and coherence. There is widespread use of appropriate specialist vocabulary. Presentation, spelling, punctuation and grammar are of a sufficiently high standard to make meaning clear.

[9]

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Total

100