

Travel & Tourism

Advanced GCE **A2 H589, H789**

Advanced Subsidiary GCE **AS H189, H389**

Mark Schemes for the Units

June 2007

H189/H589/MS/R/07

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Mark Scheme G720
June 2007

INSTRUCTIONS ON MARKING SCRIPTS

All page references relate to the Instructions to Examiner booklet (revised June 2006)

For many question papers there will also be subject or paper specific instructions which supplement these general instructions. The paper specific instructions follow these generic ones.

1 Before the Standardisation Meeting

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- b) All scripts must be marked in accordance with the version of the mark scheme agreed at the Standardisation Meeting.
- c) **Annotation of scripts**

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- the use of ticks and crosses against responses to show where marks have been earned or not earned;
- the use of specific words or phrases as agreed at standardisation and as contained in the final mark scheme either to confirm why a mark has been earned or indicate why a mark has not been earned (eg indicate an omission);
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d) Recording of marking: the scripts

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- a full consideration of the mark scheme in the context of achieving a clear and common understanding of the range of acceptable responses and the marks appropriate to them, and comparable marking standards for optional questions;
- the handling of unexpected, yet acceptable answers. (*Section 6a, bullet point 5, page 6*)

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Q	Question/Expected answer	Mark	Spec Ref	AO
1(a)(i)	<p>Refer to Document 1.</p> <p>Explain the following term - 'independent leisure visitor'.</p> <p><i>One mark for an explanation of an independent leisure visitor:</i> Possible responses may include: Booking travel (1), accommodation without going through tour operator (1), travel agent (1), on holiday (1). Any other valid suggestion.</p> <p><i>Allow development point or accurate example:</i> Possible responses may include: Self drive to accommodation booked on internet (1). Any other valid suggestion.</p>	2	1.2.1	AO1
1(a)(ii)	<p>Explain the following term - 'domestic tourism'.</p> <p><i>One mark for an explanation of domestic tourism:</i> Possible responses may include: Travelling within own country (1). Any other valid suggestion.</p> <p><i>Allow development point or accurate example:</i> Possible responses may include: Glaswegian travelling to Ben Nevis for climbing holiday (1). Any other valid suggestion.</p>	2	1.2.1	AO1
1(b)	<p>Refer to Document 1.</p> <p>Describe the components of an all-inclusive coach tour.</p> <p><i>One mark for each correct identification up to a maximum of four identifications.</i></p> <p>Possible responses may include: Candidates should state the components that make up an all inclusive:</p> <ul style="list-style-type: none"> • Accommodation (1); • Coach transport (1); • Full board (1); • Entrance fees (1); • Excursions (1); • Guide (1); • Driver (1). • Tea/Coffee (1). • Toilet (1). • Any other valid suggestion. <p><i>There should be development of the component parts to achieve the additional marks.</i></p>	3 3	1.2.4	AO1 AO2

Q	Question/Expected answer	Mark	Spec Ref	AO
	Possible responses may include: Full board often includes locally produced alcohol and soft drinks, but others need to be additionally purchased (1). Any other valid suggestion – e.g. ‘everything is paid for’.			
1(c)	<p>Using the statistics in Documents 2a, 2b and 2c, draw valid conclusions about accommodation used by visitors to Scotland.</p> <p>Level 1 (1 - 4 marks) <i>Candidate simply identifies/states valid statistics.</i> Possible responses may include:</p> <ul style="list-style-type: none"> • Domestic tourism 24% total expenditure on accommodation (L1). • Overseas tourism 45% stay in hotels, 28% as a free guest (L1). • UK residents 42% VFR, 32% in hotel etc (L1). • 8% overseas visitors in hostels, UK 1% (L1). • UK residents spent £890 million on non –packaged accommodation (L1). • Any other valid suggestion. <p>Level 2 (5 - 8 marks) <i>Candidate explains/analyses the statistics.</i> Possible responses may include:</p> <ul style="list-style-type: none"> • Spending on accommodation by domestic tourists greatest % of total expenditure (L2). • VFR by domestic tourists has less spending then those staying in hotels (L2). • B&B % greater for overseas visitor than UK (L2). • Any other valid suggestion. <p>Level 3 (9 - 12 marks) <i>Candidate discusses/evaluates the statistics and may come to some (limited) conclusion.</i> Possible responses may include: Overseas visitors in hostel accommodation reflects type of visitors (students) (L3). Any other valid suggestion.</p>	8 4	1.2.2 1.2.4	AO3 AO4

Q	Question/Expected answer	Mark	Spec Ref	AO
2(a)(i)	<p>Refer to Document 2.</p> <p>Explain the following term - 'hostel'.</p> <p><i>One mark for an explanation of the term hostel.</i> Possible responses may include: Basic accommodation (1) often in dorms (1). Any other valid suggestion. <i>Allow development point or accurate example:</i> Possible responses may include: YHA (1). Young travellers (1). Any other valid suggestion.</p>	2	1.2.4	AO1
2(a)(ii)	<p>Explain the following term - 'timeshare'.</p> <p><i>One mark for an explanation of timeshare.</i> Possible responses may include: Practice of buying a period of time in accommodation facility, rather than owning accommodation outright (1). Any other valid suggestion. <i>Allow development point or accurate example:</i> Possible responses may include: Timeshare usually consists of weeks, often in purpose built block with shared leisure facilities (1). Any other valid suggestion.</p>	2	1.2.1	AO1
2(a)(iii)	<p>Explain the following term - 'seasonality'.</p> <p><i>One mark for an explanation of seasonality.</i> Possible responses may include: Tourism demand fluctuates over the course of a year (1). Any other valid suggestion. <i>Allow development point or accurate example:</i> Possible responses may include: Greater attendance at attractions in summer holiday period (1). Any other valid suggestion.</p>	2	1.2.1	AO1
2(b)	<p>Document 2f shows that 81% of overseas visitors to Scotland arrive in the UK by air.</p> <p>Explain three other methods of transport they are likely to use to travel to and within Scotland.</p> <p><i>One mark for each correct identification up to a maximum of three correct identifications plus up to an additional one mark for each of three explanations.</i></p> <p><i>Note: If a candidate scores zero in one subpart they may be credited in other subparts.</i></p>	6	1.2.2 1.2.4	AO1 AO2

Q	Question/Expected answer	Mark	Spec Ref	AO
	Possible responses may include: Car (1) – hire car from airport/port (1); Private car (1) – use of tunnel (1); Train (1) – Eurostar or from port/airport (1); Coach tour (1) – from port/airport (1); Any other valid suggestion – e.g. ferry, public transport.			

Q	Question/Expected answer	Mark	Spec Ref	AO
2(c)	<p>Refer to Documents 3 and 4.</p> <p>Compare and contrast the products and services of Hilton Dunkeld House Hotel and Country Club and the Cruachan Hotel.</p> <p>Hilton:</p> <ul style="list-style-type: none"> • Chain hotel • Free car parking • Telephone no, fax and website given • Outdoor pursuits available, trout and salmon fishing, clay pigeon shooting, 4x4 driving, tennis courts & croquet lawn • Leisure facilities – swimming pool, sauna, gym, spa, steam room, gym • Hairdresser, health & beauty salon • 96 bedrooms (10 suites), deluxe and bothy room • garden bar & restaurant • Prices from £158 dinner, bed and breakfast • Children's' rates • Dances at weekends, evening entertainment • Disabled access (wheelchair, hearing and sight) <p>Cruachan</p> <ul style="list-style-type: none"> • Address, telephone , fax, e-mail address, website • Located in Fort William • Loch views, sun terraces • Car park • Lounge bar , spacious restaurant • Location given • In house entertainment • Log fire • Varied accommodation (family, twin, double, single) • Central heating, en suite, tea and coffee, colour TV • All year opening • Small conferences/meetings <p>Level 1 (1 - 4 marks) <i>Candidate simply identifies/describes similarities/differences –as listed above.</i> Any other valid suggestion.</p> <p>Level 2 (5 – 8 marks) <i>Candidate explains/analyses similarities/differences.</i> Possible responses may include: Both private sector, but Hilton part of national chain, Cruachan family run (L2). Any other valid suggestion.</p>	<p>4</p> <p>4</p> <p>2</p>	1.2.4	<p>AO2</p> <p>AO3</p> <p>AO4</p>

Q	Question/Expected answer	Mark	Spec Ref	AO
	<p>Level 3 (9 - 10 marks) Candidate discusses/evaluates why the products/services are similar/different and may come to some (limited) conclusions. Possible responses may include: (Outdoor pursuits, short breaks at Hilton, families at Cruachan) there may be some explanation of the reasons behind the differences, eg higher quality at Hilton will be reflected in higher price of accommodation (L3). Any other valid suggestion.</p>			

Q	Question/Expected answer	Mark	Spec Ref	AO
3(a)	<p>Cruachan Hotel has been awarded 2 stars by the Scottish Tourist Board.</p> <p>Explain two benefits to the customer of accommodation grading schemes.</p> <p><i>One mark for each correct identification up to a maximum of two identifications, plus a further one mark for each of explanations.</i></p> <p><i>Note: If a candidate scores zero in one subpart they may be credited in other subparts.</i></p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • Quality assurance (1); • Allows comparison of accommodation types (1); • Independent inspection (1); • Clear expectation of facilities (1). <p>Standards of the accommodation can be gained from the grading schemes, reassure customers about quality of accommodation (1).</p> <p>Any other valid suggestion.</p>	2 2	1.2.4	AO1 AO2
3(b)	<p>Identify and explain two socio-economic factors that have led to the growth of the travel and tourism industry in Scotland.</p> <p><i>One mark for each correct identification up to a maximum of two identifications from the list below plus up to a further two marks for each of two explanations.</i></p> <p><i>Note: If a candidate scores zero in one subpart they may be credited in other subparts.</i></p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • Increase in car ownership (1); • Increase in leisure time (1); • Increase in disposable income (1); • Impact of national economy (1); • Increased interest in active sports (1); • Awareness of environmental issues (1). <p>Also factors relating to tourism development – e.g. the factors which have led to increase in leisure time which include:</p> <ul style="list-style-type: none"> • Paid holiday entitlement (1); • Longer life span (1); • Shorter working week (1); • Flexitime (1); • Labour saving devices (1); • Early retirement (1). • Any other valid suggestion. <p>Exemplification can include increase in car ownership leads to more use of private car for transport (1) and flexibility of this method of transport (1).</p>	6	1.2.3	AO1

Q	Question/Expected answer	Mark	Spec Ref	AO
3(c)	<p>Refer to Document 1.</p> <p>Assess the advantages and disadvantages to the customer of booking coach tours through:</p> <ul style="list-style-type: none"> • a direct sell tour operator; • a travel agency. <p>Level 1 (1 - 4 marks) Candidate simply identifies/describes advantages and/or disadvantages to customer of direct sell and/or travel agency bookings. Possible responses may include:</p> <ul style="list-style-type: none"> • Direct sell cheap as no commission (L1). • Personal touch in travel agency (L1). • Travel agency additional assistance provided (L1). • Direct sell quick, from comfort of own home (L1). • Any other valid suggestion. <p>Level 2 (5 - 8 marks) Candidate explains/analyses advantage and/or disadvantages to the customer of direct sell and travel agency bookings. Possible responses may include: Direct sell can be accessed by a variety of methods from own home (phone, TV, internet) (L2). Any other valid suggestion.</p> <p>Level 3 (9 - 12 marks) One advantage and disadvantage must be looked at for both to reach this level. Candidate discusses/evaluates advantages/disadvantages to the customer. Possible responses may include: Different customer groups often require the more personalised services of a travel agent, coach tourism mainly elderly may prefer this personal contact /not have access to internet etc (L3). Any other valid suggestion.</p>	<p>2</p> <p>2</p> <p>4</p> <p>4</p>	<p>1.2.3</p> <p>1.2.4</p>	<p>AO1</p> <p>AO2</p> <p>AO3</p> <p>AO4</p>

Q	Question/Expected answer	Mark	Spec Ref	AO
4(a)	<p>i. Between which dates is the Gondola closed for maintenance? <i>For one mark:</i> 15th. Nov. – 17th. Dec. (inclusive) (1).</p> <p>ii. Identify the cost of an adult season ticket for the Nevis Range Gondola. <i>For one mark:</i> £37 (1).</p> <p>iii. From which main road is the Nevis Range accessed? <i>For one mark:</i> A82 (1).</p> <p>iv. State the height of Ben Nevis. <i>For one mark:</i> 1344m (1).</p>	4	1.2.4	AO1
4(b)	<p>Refer to documents 5a and 5b.</p> <p>Describe the appeal of three different outdoor activities visitors can take part in on the Nevis Range.</p> <p><i>One mark for each correct identification up to a maximum of three identifications plus a further one mark for the identification of appeal of each outdoor activity up to a maximum of three marks.</i></p> <p><i>Note: If a candidate scores zero in one subpart they may be credited in other subparts.</i></p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • Mountain biking (1) – second mark = downhill trails/families (1); • Downhill track (1) – second mark = experienced riders (1); • Skiing (1); • Walking (1). <p>Variety of types of ski areas for all abilities, ski school, equipment hire etc (1).</p> <p>Any other valid suggestion but not Gondola.</p>	6	1.2.3	AO1

Q	Question/Expected answer	Mark	Spec Ref	AO
4(c)	<p>Explain two roles of the private sector in developing and managing natural attractions such as the Nevis Range Mountain Experience.</p> <p><i>Up to two marks for each explanation.</i> <i>Note: If a candidate scores zero in one subpart they may be credited in other subparts.</i></p> <p>Possible responses may include: Profit maximisation (1)/need to develop attractions people are willing to pay for (1)/charge for access to the natural environment (1)/look after environment to ensure sustainability of business (1)/survival of company (1)/increase in market share/promotion (1). Any other valid suggestion.</p> <p>Second mark for exemplification point e.g. attracting more visitors and hence develop more services/products (1).</p>	4	1.2.3 1.2.4	AO2
4(d)	<p>Refer to Documents 5a, 5b and 5c.</p> <p>Discuss how the Nevis Range Mountain Experience is developing its product to meet customer needs and expectations.</p> <p>Level 1 (1 - 3 marks) <i>Candidate identifies/describes the products on offer OR identifies/describes customer needs.</i></p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • Activities (L1); • Hospitality (L1); • Access for all (L1); • Gondola – wheelchair accessible (L1); • Snowgoose restaurant & bar (L1); • Mountain discovery centre (L1); • Mountain biking (L1); • Snowboarding as well as skiing, telemarking, blading (L1); • Ride & dine evenings (L1); • Work with environmental groups (L1). • Any other valid suggestion – e.g. pricing structure/season tickets. <p>Level 2 (4 - 6 marks) <i>Candidate explains/analyses how the product has developed to meet customer needs/expectations.</i></p>	3 3 2	1.2.3 1.2.4	AO2 AO3 AO4

Q	Question/Expected answer	Mark	Spec Ref	AO
	<p>Possible responses may include: Snowboarding is the world's fastest growing winter sport & there is a school & equipment hire available Comment may also be made about the motivations of Nevis Range in providing such facilities ie profit maximisation (L2).</p> <p>Level 3 (7 - 8 marks) <i>Candidate discusses/evaluates how the products are developing to meet customer needs/expectations.</i></p> <p>Possible responses may include: Disabled access on gondolas, experienced cyclists on mountain bike trail, – adrenalin sports well catered for (L3).</p>			

Q	Question/Expected answer	Mark	Spec Ref	AO
5	<p>Refer to Document 1.</p> <p>Evaluate the issues and problems facing coach tourism in Scotland.</p> <p>Issues/problems included in document include:</p> <ul style="list-style-type: none"> • Coach tours by major UK operators operate at lower end of market • Upmarket incoming tour operators • Independent ownership positive • Major travel companies owning coach companies little customer loyalty • Overseas coach tours generate higher individual expenditure • Coach tours only small part of Scotland's overall holiday market • Scotland more dependent on coach tourism than other parts of UK • Last minute booking characteristic of domestic coach tourism • Scottish residents 50% of domestic market • Appeals to older age groups • All inclusive packages • Static market of coach holidays, declining in real terms • Coach tourism important for hotels & attractions <p>Level 1 (1 - 4 marks) <i>Basic identification/description of the issues and problems which may include those listed above.</i></p> <p>Level 2 (5 - 8 marks) <i>At least one issue or problem needs to be explained/analysed to access this level.</i> The answers should contain relevant analysis and accurate comments relating to the issues and problems. Possible responses may include: How the issues are affecting coach tourism eg competition of cheap air fares offer a range of destinations, effects of foot & mouth, terrorism led to drop particularly in US market (higher spending) (L2). Any other valid suggestion.</p> <p>Level 3 (9 - 12 marks) <i>The candidate who will use information effectively to evaluate/discuss a range of issues/problems or contrasting points, there will be well reasoned judgments and conclusions reached about coach tourism in Scotland.</i> Possible responses may include: Increasing amount of higher spending overseas visitors, changing image to appeal to younger market and families (L3). Any other valid suggestion.</p>	<p>2</p> <p>2</p> <p>4</p> <p>4</p>	<p>1.2.1</p> <p>1.2.2</p> <p>1.2.3</p> <p>1.2.4</p>	<p>AO1</p> <p>AO2</p> <p>AO3</p> <p>AO4</p>

Mark Scheme G723
June 2007

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Q	Question/Expected Answer	Mark	Spec Ref	AO
1(a)(i)	<p>State three impacts the construction work is likely to have on guests staying at the hotel shown in Fig1</p> <p><i>One mark for each correct identification up to a maximum of three identifications.</i></p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • Noise pollution (1); • Visual pollution (1); • Air pollution (dust & fumes) (1); • Congestion (access) (1); • Lack of privacy (1). • Any other valid suggestion. 	3	4.2.5	AO1
1(a)(ii)	<p>Explain why a UK travel agent booking clients to stay at the hotel shown in Fig. 1 should inform them about the construction work.</p> <p><i>One mark for each stated reason why a UK travel agent should inform clients about the building work up to a maximum of four statements, but allow development marks from either client or company perspectives.</i></p> <p>Possible responses may include: This is to avoid complaints (1), the threat of action under EU Package Regulations (1) that brochure descriptions be accurate (1) and going to ABTA arbitration (1). Any other valid suggestion.</p>	4	4.2.5	AO2 (2) AO3 (2)
1(b)	<p>Identify three elements/aspects of an airport transfer.</p> <p><i>One mark for each correct identification up to a maximum of three identifications.</i></p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • Met by Rep at Arrivals (1); • Bags loaded on vehicle (1); • Taken to accommodation (1); • May be info about destination (1); • Reverse procedure on departure (1); • Any other valid suggestion. <p>Accept rep/company roles.</p>	3	4.2.3	AO1

Q	Question/Expected Answer	Mark	Spec Ref	AO
1(c)	<p>Many of the apartments (shown in Fig. 1) which are under construction have been sold as holiday homes to UK residents. Explain three reasons why such overseas properties are popular with UK residents.</p> <p><i>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.</i></p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • View (1) – sea and/or marina (1); • Location (1) – easy access to both (1); • Weather (1) – better than UK (1) • Prestige (1) – exclusive developments (1); • Cost (1) – price represented value (1); • Asset (1) – investment growth (1). <p>Credit explained references to rising disposable incomes, VFR opportunities, rentals etc.</p> <p>Any other valid suggestion e.g. cost of living, employment etc.</p>	6	4.2.6	<p>AO1 (3)</p> <p>AO3 (3)</p>

Q	Question/Expected Answer	Mark	Spec Ref	AO
1(d)	<p>Assess the advantages & disadvantages of the different methods by which travel arrangements to and from the UK can be now be made.</p> <p><i>This requires clear evaluative comment for the top level and we should expect all answers to indicate some good and bad points.</i></p> <p>Level 1 - (1 - 3 marks) Can be awarded to those candidates that attempt to apply their knowledge of different booking methods i.e:</p> <ul style="list-style-type: none"> • Agents; • Internet; • Telesales; • In person. <p>but relative advantage/disadvantage will not be made clear. <i>The candidate identifies/describes the different methods by which travel arrangements can be made to/from the UK.</i></p> <p>Level 2 - (4 - 6 marks) <i>The candidate explains/analyses the advantages/disadvantages of the different methods by which travel arrangements can be made to/from the UK.</i> A comparative analysis of the more obvious services and delivery methods. At the lower end, only one method but all 6 marks can be awarded for the advantages/disadvantages of each of two methods – reference being made to either customer or provider perspective.</p> <p>Level 3 - (7 - 9 marks) <i>The candidate assesses/evaluates the advantages/disadvantages of the different methods by which travel arrangements can be made to/from the UK.</i> At the lower end, relative advantages and disadvantages of only one method but all seven may be awarded for a consideration of two.</p>	9	4.2.2	AO1 (3) AO3 (3) AO4 (3)

Q	Question/Expected Answer	Mark	Spec Ref	AO
2(a)	<p>Identify four products/services available at Orlando's Visitor Center.</p> <p><i>One mark for each correct identification up to a maximum of four identifications.</i></p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • Giving directions (1); • List of places to eat (1); • Attraction tickets (1); • Holiday-planning help (1); • Sale of official Orlando merchandise (1); • Services of a travel counsellor (1); • Multi-lingual staff (1). 	4	4.2.3	AO2
2(b)	<p>Describe two different ways in which international travellers are likely to make use of the Orange County Convention Center.</p> <p><i>One mark for each correct identification up to a maximum of two identifications plus a further one mark for each of two developments/definitions.</i></p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • Business tourism venue (1) • Meetings (1) • Conferences/conventions (1) • Fairs (1) • Main local venue for meetings, rallies, gatherings (1) - any event with large numbers will need a large venue (1); • Purpose-built & managed (1) – will be offered by visitor bureau to anyone who needs a venue (1); • Any other valid suggestion with appropriate use justified. 	4	4.2.3	AO1 (2) AO2 (2)
2(c)	<p>Most UK visitors to Orlando will be on holiday and will have arrived at one of two international airports serving the destination. Identify & explain two airport security checks with which UK travellers will have to comply.</p> <p><i>Award one mark for each of two valid identifications of checks (we can accept any airport procedure as well as USA specific) and a further one mark for an appropriate explanation of each.</i></p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • Bag scan (1) – contraband (1); • Person scan (1) – weapons (1); • Document check (1) – terror & illegal immigrants (1); • Any other valid suggestion e.g. baggage contents, shoes etc. 	4	4.2.2	AO1 (2) AO3 (2)

Q	Question/Expected Answer	Mark	Spec Ref	AO
2(d)	<p>Many UK airports have flights to Orlando. However, only the scheduled services of British Airways and Virgin Atlantic fly into Orlando airport. Suggest reasons why charter flights from the UK arrive at Sandford airport, which is 18 miles from Orlando airport.</p> <p><i>This should be assessed to the candidate's advantage and we are to reward a maximum of four appropriate statements – only one of which need be a reason. Award one mark for each reason up to a max of 4 but allow up to three developments.</i></p> <p>Possible responses may include: BA & Virgin are scheduled carriers (1) and fly into MCO the main airport (1) other flights are holiday charters (1) departing from UK regional airports (1) where they could get slots (1) at affordable rates (1) they thus use SFB for similar reasons (1) etc. Any other valid suggestion.</p>	4	4.2.1 4.2.2	AO1 (2) AO2 (2)
2(e)	<p>Evaluate, using examples, the methods by which the major airlines attract customers on their long haul routes to and from the UK.</p> <p><i>This is quite specific and is set in the context of air transport/air services/leisure & business travel. There must be appropriate exemplification for the higher levels.</i></p> <p>Level 1 - (1 - 3 marks) <i>The candidate identifies/describes the methods by which the major airlines attract customers on their long haul routes to/from the UK. Credit references to:</i></p> <ul style="list-style-type: none"> • Sales promotions e.g. BA flight sale • Loyalty schemes e.g. Airmiles, • Frequent flyer schemes e.g. Skywards etc • Inclusive tours (holidays) e.g. Emirates Tours • Upgrade options e.g. world traveller plus • Branding e.g. Etihad Coral/Pearl/Diamond zones • Business class options/facilities <p>Level 2 - (4 - 6 marks) <i>The candidate explains/analyses the methods by which the major airlines attract customers on their long haul routes to/from the UK. At the lower end, only one method but all 6 marks can be awarded for a valid consideration of each of two methods For example, this can be awarded to those who attempt an analysis of the promotion of at least one carrier's products, clearly indicating service appeal to particular types of passenger.</i></p>	9	4.2.2	AO1 (3) AO3 (3) AO4 (3)

Q	Question/Expected Answer	Mark	Spec Ref	AO
	<p>Level 3 - (7 - 9 marks) <i>The candidate evaluates the methods by which the major airlines attract customers on their long haul flights to/from the UK. This can be awarded to those who make reasoned evaluative comments about two or more types of service promotion and come to a conclusion about the extent to which different types of international travellers have their needs & wants met by each service.</i></p>			

Q	Question/Expected Answer	Mark	Spec Ref	AO
3(a)(i)	<p>Identify two objectives of the PSA.</p> <p><i>One mark for correct identification up to the maximum of two identifications.</i></p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • To promote travel by sea (1); • Encourage volume of passengers (1); • Remove/prevent sea travel taxes (1); • Advise members on H&S (1). 	2	4.2.4	AO2 (2)
3(a)(ii)	<p>Identify the main purpose for which PSARA was established.</p> <p><i>For one mark.</i></p> <p>Providing a forum for education/training of travel agents (1).</p>	1	4.2.4	AO2 (1)
3(a)(iii)	<p>Identify & explain two ways in which The Health and Safety at Work Act 1974 is likely to apply to an organisation such as the PSA.</p> <p><i>Focus must be specifically within an organisation such as the PSA. 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.</i></p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • Accident book (1) – for inspection by H&S Executive etc (1); • First aid box (1) – should be available for immediate treatments (1); • Fire extinguishers (1) – reduce risk (1); • Room temps comfortable (1) – working environment for staff (1); • Any other valid suggestion. 	4	4.2.4	AO2 (2) AO3 (2)
3(b)(i)	<p>Identify the two ports used by Stena Line for these services.</p> <p><i>For two marks:</i></p> <p>Harwich (1); Hook (of Holland) (1).</p>	2	4.2.1	AO2

Q	Question/Expected Answer	Mark	Spec Ref	AO
3(b)(ii)	<p>State the fastest journey time to Holland by the Stena HSS.</p> <p><i>For one mark:</i></p> <p>3 hrs 40 mins (1).</p>	1	4.2.2	AO2
3(b)(iii)	<p>Identify the additional cost a dog owner will have to pay to take a pet on a return trip.</p> <p><i>For one mark:</i></p> <p>£10 each way or £20 (1).</p>	1	4.2.2	AO2
3(b)(iv)	<p>What is the benefit of booking 3 months before travel?</p> <p><i>For one mark:</i></p> <p>Save 30% (1).</p>	1	4.2.2	AO2
3(c)	<p>Explain two likely advantages of taking the Overnight Superferry service to leisure travellers driving to Germany.</p> <p><i>One mark for each correct identification up to the maximum of two identifications plus up to a further one mark for each of two explanations.</i></p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • Can sleep (1) – start fresh (1); • Night travel allows full day at destination (1) – important if taking leave days (1); • Free meals (1) – added incentive (1) • Any other valid suggestion. 	4	4.2.2	AO1 (2) AO3 (2)

Q	Question/Expected Answer	Mark	Spec Ref	AO
3(d)	<p>With reference to examples with which you are familiar, discuss the extent to which UK ports meet the needs of a variety of travellers.</p> <p><i>Candidates are expected to have made a study of a port and in this instance they are required to really assess the effective meeting of different passenger needs. We can accept a wide range of views including comments about carriers and destinations served. However, most answers will probably focus on terminal building service provision. Portsmouth, for example, has the following:</i></p> <p>Baby changing room <i>There is a baby-changing facility on the main concourse and travel centre.</i></p> <p>Bar <i>The Ocean bar is open from 12pm to 2.30pm (depending on season) and from 6pm to 11pm. Both pounds sterling and Euros are accepted.</i></p> <p>Cafeteria <i>The Java Café is open from 5.30am to 11.30pm. Opening times may differ according to season.</i></p> <p>Bureau de change <i>It is possible to change money at the Brittany Ferries Information desk. There is also an Intercash and Travelex exchange facility.</i></p> <p>Services for the Disabled <i>Wheelchairs are available in the terminal in case of emergencies.</i></p> <p>Left Luggage <i>Left luggage is situated behind the port security desk at the terminal. A charge of £2 per day is made.</i></p> <p>Lost Property <i>Enquiries relating to lost property must be directed to the Security/ Ferry Port Control Office.</i></p> <p>Shop <i>This is situated within the Cafeteria.</i></p> <p>Telephones <i>Coin, phonecard and credit card payphones are situated in the main concourse. There is also an information point for local facilities such as hotels, B&B's and taxis.</i></p> <p>Truck Driver's Facilities <i>The rest room is open 24 hours a day, seven days a week and provides truck drivers with a full compliment of vending services, TV, telephones, games and separate male and female washrooms.</i></p> <p>Level 1 – (1 - 3 marks)</p>	9	4.2.1 4.2.2	AO2 (3) AO3 (3) AO4 (3)

Q	Question/Expected Answer	Mark	Spec Ref	AO
	<p><i>The candidate identifies/describes the needs of a variety of travellers which are likely to be met by UK ports. This can be awarded to those candidates that attempt to apply their knowledge of customer/traveller needs (not always individual passengers) and thus identify such things as:</i></p> <ul style="list-style-type: none"> • Accessibility (road/rail/car parking) • Routes – destinations served • Types of service e.g. cruise vs ferry • Immigration services e.g. asylum seekers • Plus the more general features such as Portsmouth's above <p>Level 2 - (4 - 6 marks)</p> <p><i>The candidate explains/analyses the needs of a variety of travellers which are likely to be met by UK ports. For example, this can be awarded to those who attempt an analysis of at least one of the ways in which port service provision meets the needs of either private or commercial customers.</i></p> <p>Level 3 (7 - 9 marks)</p> <p><i>The candidate discusses/evaluates the extent to which the needs of a variety of travellers are likely to be met by UK ports. This can be awarded to those who make reasoned evaluative comments about two or more aspects of the port's service provision and come to a conclusion about the extent to which commercial and/or non-commercial customers, are having their international travel needs met.</i></p> <p>N.B. If candidate does Airport 5 max.</p>			

Q	Question/Expected Answer	Mark	Spec Ref	AO
4(a)(i)	<p>Identify the two main functions of the WTO.</p> <p><i>One mark for each correct identification up to a maximum of two identifications.</i></p> <ul style="list-style-type: none"> • Global forum for tourism policy issues (1); • Practical source of tourism know-how (1); • Promoting the development of responsible/sustainable/accessible tourism (1) 	2	4.2.4	AO1
4(a)(ii)	<p>State the number of countries that were WTO members in 2005.</p> <p><i>For one mark:</i></p> <p>145 (1).</p>	1	4.2.4	AO1
4(a)(iii)	<p>Identify four ways in which the WTO expects the consumer to benefit from 'quality in tourism'.</p> <p><i>One mark for each correct identification up to a maximum of four identifications.</i></p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • Satisfactory product/service (1); • Meets needs/expectations (1); • Acceptable price (1); • Conforms to contract (1); • Safe/secure/hygienic etc (1); • Any other valid identification. 	4	4.2.4	AO1

Q	Question/Expected Answer	Mark	Spec Ref	AO
4(b)	<p>Fig 4(b) shows visitors attending a major international sporting event. Discuss the range of international sports tourism holidays that are now available from the UK.</p> <p>This is not a very familiar topic and we should expect candidates to address a range of special interest provision with sporting events being suggested. The following are appropriate illustrations:</p> <ul style="list-style-type: none"> • golf; • watersports; • skiing; • trips to competitions e.g. World Cup etc. <p>Mark to the candidate's advantage along the following lines.</p> <p>Level 1 - (1 - 3 marks) <i>The candidate identifies/describes international sports tourism holidays that are now available from the UK.</i> Some attempt to apply knowledge of sporting packages will be present, mainly listing/description of valid types without any real attempt to segment by age, travel, destination etc</p> <p>Level 2 - (4 - 6 marks) <i>The candidate explains/analyses the range of international sports tourism holidays that are now available from the UK.</i> Answers will comment on two valid types of product and point out clearly how each is in demand and there will be clear analysis of each example.</p> <p>Level 3 - (7 - 9 marks) <i>The candidate discusses/evaluates the range of international sports tourism holidays that are now available from the UK.</i> The better answers will provide more detailed evaluative comment about two or more valid products and will clearly show how their availability relates to customer needs/wants. We should reward those candidates who relate actual examples and who come to an informed conclusion about the topic.</p>	9	4.2.6	AO2 (3) AO3 (3) AO4 (3)

Q	Question/Expected Answer	Mark	Spec Ref	AO
4(c)	<p>Assess the ancillary products and services available to UK customers booking international sports tourism holidays.</p> <p><i>This invites candidates to consider products & services made available to customers taking sports tourism holidays and to assess how well they meet a variety of needs. We should credit reasoning about availability and changes in provision.</i></p> <p>Level 1 - (1 - 3 marks) <i>The candidate identifies/describes ancillary products/services available to UK customers booking international sports tourism packages such as special insurance, transfers, passes etc together with all appropriate others.</i></p> <p>Level 2 - (4 - 6 marks) <i>The candidate explains/analyses ancillary products/services available to UK customers booking international sports tourism packages. This can be awarded for an analysis of at least one of the products as to how it meets particular needs and is appropriate for an identifiable type of sporting holiday.</i></p> <p>Level 3 - (7 - 9 marks) <i>The candidate assesses/evaluates ancillary products/services available to UK customers booking international sports tourism packages. This can be given to those candidates assessing 2 or more contextualised services and we should expect a justified conclusion at the top end.</i></p>	9	4.2.3	AO1 (3) AO3 (3) AO4 (3)

Mark Scheme G728
June 2007

INSTRUCTIONS ON MARKING SCRIPTS

All page references relate to the Instructions to Examiner booklet (revised June 2006)

For many question papers there will also be subject or paper specific instructions which supplement these general instructions. The paper specific instructions follow these generic ones.

1 Before the Standardisation Meeting

Before the Standardisation Meeting you must mark a selection of at least 10 scripts. The selection should be drawn from several Centres. The preliminary marking should be carried out **in pencil** in strict accordance with the mark scheme. In order to help identify any marking issues which might subsequently be encountered in carrying out your duties, **the marked scripts must be brought to the meeting.** (*Section 5c, page 6*)

2 After the Standardisation Meeting

- a) Scripts must be marked in **red**, including those initially marked in pencil for the Standardisation Meeting.
- b) All scripts must be marked in accordance with the version of the mark scheme agreed at the Standardisation Meeting.
- e) **Annotation of scripts**

The purpose of annotation is to enable examiners to indicate clearly where a mark is earned or why it has not been awarded. Annotation can, therefore, help examiners, checkers, and those remarking scripts to understand how the script has been marked.

Annotation consists of:

- the use of ticks and crosses against responses to show where marks have been earned or not earned;
- the use of specific words or phrases as agreed at standardisation and as contained in the final mark scheme either to confirm why a mark has been earned or indicate why a mark has not been earned (eg indicate an omission);
- the use of standard abbreviations eg for follow through, special case etc.

Scripts may be returned to Centres. Therefore, any comments should be kept to a minimum and should always be specifically related to the award of a mark or marks and be taken (if appropriate) from statements in the mark scheme. General comments on a candidate's work must be avoided.

Where annotations are put onto the candidates' script evidence, it should normally be recorded in the body of the answer or in the margin immediately adjacent to the point where the decision is made to award or not award the mark.

d) Recording of marking: the scripts

- i) Marked scripts must give a clear indication of how marks have been awarded, as instructed in the mark scheme.
- ii) All numerical marks for responses to part questions should be recorded unringed in the right-hand margin. The total for each question (or, in specified cases, for each page) should be shown as a single ringed mark in the right-hand margin at the end of each question.
- iii) The ringed totals should be transferred to the front page of the script, where they should be totalled.
- iv) Every page of a script on which the candidate has made a response should show evidence that the work has been seen.
- v) Every blank page should be crossed through to indicate that it has been seen. (*Section 8a – d, page 8*)

e) Handling of unexpected answers

The Standardisation Meeting will include a discussion of marking issues, including:

- a full consideration of the mark scheme in the context of achieving a clear and common understanding of the range of acceptable responses and the marks appropriate to them, and comparable marking standards for optional questions;
- the handling of unexpected, yet acceptable answers. (*Section 6a, bullet point 5, page 6*)

There will be times when you may not be clear how the mark scheme should be applied to a particular response. In these circumstances, a telephone call to the Team Leader should produce a speedy resolution to the problem. (*Appendix 5, para 17, page 26*)

Q	Question/Expected answer	Mark	AO
1(a)	<p>Explain two possible reasons for the appeal of York to visitors.</p> <p><i>One mark for each correct identification up to a maximum of two identifications, plus a further one mark for each of two explanations/developments.</i></p> <p>From Fig 1a, 1b it should be evident that York has a great deal to offer in terms of history, culture, heritage, shopping, entertainment, events etc. Candidates should be able to recognise these factors as a reason for appealing to overseas visitors</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • Tourists like the history and heritage of UK destinations (1) and York is part of the ‘milk run’ of regular destinations for tourists (1); • Visitors are attracted by the range of events and activities that York can offer (1); • Not all visitors want to go to London and York Minster is world famous (1); • Any other valid suggestion. 	2 2	A01 AO2
1(b)	<p>Explain two ways in which the multiplier effect may have an impact on York.</p> <p><i>One mark for each correct identification up to a maximum of two identifications, plus a further two marks for each of two explanations/developments.</i></p> <p>We are looking for a clear understanding of the term ‘multiplier effect’ and how it can have an impact on a destination.</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • Created year round jobs (10,000) (1); • Led to development of the infrastructure (1); • Led to investment in new facilities/attractions (1); • Increased capacity in hotels due to most visitors being leisure travellers (1); • Any other valid suggestion. <p>Do not accept references to leakage.</p>	2 4	A01 AO3

Q	Question/Expected answer	Mark	AO
1(c)	<p>Explain two reasons why preservation and conservation of the historic built environment is so important to tourist destinations such as York.</p> <p><i>One mark for each correct identification up to a maximum of two identifications, plus a further two marks for each of two explanations/developments.</i></p> <p>It is clear from Fig 1 that York has many historic built attractions and preservation and conservation is important.</p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • Visitors to York are reminded of the history and as such it is important that buildings are protected to sustain visitor numbers (1) and to attract repeat business by word of mouth (1) i.e. if an attraction is well kept and preserved it is likely to be recommended and visitor numbers maintained (1); • Visual pollution (1) – visitors want to see historical buildings in a state of good repair and not neglected in any way that may cause a negative visual aspect (1); • York attracts many overseas visitors and part of the appeal of the city (1) (Q1a) is based on its history, therefore it is important to keep the national culture and identity of historic buildings alive (1) as this is what attracts the tourists (1). • Any other valid suggestion. 	2 4	AO2 AO3
1(d)(i)	<p>Identify three agents of tourism development.</p> <p><i>One mark for each correct identification up to a maximum of three identifications.</i></p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • City of York Council (1); • York Tourism Bureau (1); • Yorkshire Tourist Board (1); • Yorkshire Forward (1); • York Hospitality Association Product Development (1); • York Tourism Training working groups (1). • Any other valid suggestion. 	AO2	

Q	Question/Expected answer	AO
1(d)(ii)	<p>Discuss the reasons why the public and private sectors work together by forming partnerships such as First Stop York Partnership.</p> <p>Level 1 - (1 - 2 marks) <i>Candidate identifies/describes partnerships.</i></p> <p>Level 2 - (3 - 4 marks) <i>Candidates are able to explain/analyse one or more of the reasons for working together and forming partnerships in York.</i></p> <p>Level 3 - (5 - 6 marks) <i>Candidates will assess/evaluate at least two reasons for working together and forming partnerships in York.</i></p> <p>A partnership is when two or more sectors work together and it is now recognised in the tourism industry that partnerships between the sectors is the way forward. The success of many tourist destinations is dependent on a partnership approach.</p> <p>The candidate does not need to consider both working together and benefit of partnership in order to access level 2 and 3 – it is merely sufficient that the skills of analysis and evaluation are demonstrated. The extent to which the candidate can access the full mark range (particularly in level 3) will be determined by the extent of the quality/quantity of the skill demonstrated. There may be an argument for starting the awarding of the middle mark 3/4 and then deciding whether it is a weak/good discussion.</p>	<p>AO1 AO3 AO4</p>

Q	Question/Expected answer	Mark	AO
1(e)	<p>Evaluate the benefits of membership of York Tourism Board to the tourism providers.</p> <p>Level 1 - (1 - 2 marks) <i>Candidate identifies/describes the benefits of membership.</i></p> <p>Level 2 - (3 - 4 marks) <i>Candidates are able to demonstrate knowledge/understanding of at least one benefit to the tourism providers in York.</i></p> <p>Level 3 - (5 - 6 marks) <i>Candidate explains/analyses at least two benefits with reference to tourism providers.</i></p> <p>Level 4 - (7 - 10 marks) <i>A well written response with evaluative comments given for the tourism providers in York.</i></p> <p>The question asks for an evaluation of ‘the benefits to tourism providers in York, however we can also accept other parts of Yorkshire. In this case therefore we are looking for candidates to pick up from the case study that 1.5 million visitors are visiting other parts of Yorkshire. The benefits of joining the bureau are numerous and are documented clearly in the 4 points in the text.</p> <ul style="list-style-type: none"> • Promotion • Improve profits • Increase visitor numbers • Local, regional and national coverage <p>Candidates should be able to recognise these benefits and apply their knowledge to the question and evaluate their findings.</p> <p>The extent to which the candidate can access the full mark range (particularly in levels 3 and 4) will be determined by the extent of the quality/quantity of the skill demonstrated.</p>	<p>2</p> <p>2</p> <p>2</p> <p>4</p>	<p>AO1</p> <p>AO2</p> <p>AO3</p> <p>AO4</p>

Q	Question/Expected answer	Mark	AO
2(a)	<p>Identify and explain two objectives of Egypt's Tourism Development Authority (TDA).</p> <p><i>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.</i></p> <p>Possible responses may include: Objectives for the TDA To integrate international standards of sustainable tourism development to include:</p> <ul style="list-style-type: none"> • Employment creation (explained) (1); • Increasing foreign currency earnings (1); • Investment of funds for improving local area, and conditions (1); Infrastructure • Promote sustainable development of tourism in Egypt's main tourist destinations (1); • Any other valid suggestion. <p>We can only accept explanation of bullet points A and B as 1 developed response.</p>	2 4	AO2 AO3
2(b)	<p>Discuss the reasons why it is necessary for the TDA to develop a working relationship with organisations in other international countries.</p> <p><i>One mark for each correct identification up to a maximum of two identifications, plus a further two marks for each of two explanations/developments.</i></p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • It is important for Egypt to develop a working relationship with other countries in light of its rapid development (1) and also to enhance its political image following a series of terrorist attacks (1). Only by raising its profile can it hope to regain confidence and increase visitor numbers (1). • Working with international organisations such as RSSTI, USAID and PA Consulting Group will enable funding and / or knowledge to be available in the long term planning and decision making processes (1). Reference to case study and sustainable tourism (1). • Funding can become available for environmental law enforcement, such as the creation of Ras Mohammed National Park (1) – international recognition. This again raises the profile of the country (1) and the National Park will become a unique selling point in the Sinai Peninsula (1). • Any other valid suggestion. 	2 4	AO1 AO3

Q	Question/Expected answer	Mark	AO
2(c)	<p>Rapid tourism development in an area such as the Sinai Peninsula can cause conflict between tourism planners and the host population Discuss the measure that are necessary to ensure long-term destination management</p> <p>Level 1 - (1 - 2 marks) <i>Brief points given.</i></p> <p>Level 2 - (3 - 4 marks) <i>Answer displays clear understanding of the issues involved in rapid tourism development. Candidate refers to the text whilst applying prior knowledge of the principles of sustainable tourism.</i></p> <p>Level 3 - (5 - 8 marks) <i>Fluent answer with use of relevant terminology and evidence of a valid conclusion.</i></p> <p>Candidates should address the principles of successful destination management. Without investment from the private sector it would be unlikely that this scale of operation could continue. To sustain employment and tourism, an awareness of the role of the private sector in tourism to the Sinai peninsula is essential. The organisation of facilities, accommodation, attractions, transport and entertainment should be beneficial and sympathetic to the host community. A working relationship with tour operators will sustain tourism and employment. Answer should address issues regarding employment, tourism, public and private sector and the demands of the local community (triangular relationship) for full marks.</p> <p>The candidate does not need to consider both aspects to access the bottom of level 2 and 3. It is the simple demonstration of skill that is important not the extent to which that skill is actually demonstrated.</p>	8	AO2(2) AO3(2) AO4(4)

Q	Question/Expected answer	Mark	AO
2(d)	<p>Evaluate the methods that could be put in place to minimise the impacts of tourism on the fragile coral reefs of tourism destinations such as the Sinai Peninsula.</p> <p>Level 1 - (1 - 3 marks) <i>Candidate identifies/describes methods by which impacts of tourism could be minimised (ie there does not have to be any contextual reference to countries such as Egypt).</i></p> <p>Level 2 - (4 - 6 marks) <i>Candidate demonstrates knowledge/understanding of methods by which impacts of tourism can be minimised (ie again no contextual reference to countries such as Egypt or, applies that knowledge to Egypt)</i></p> <p>Level 3 - (7 - 10 marks) 7/8 Explains 9/10 Analyses <i>Candidate explains/analyses methods by which impacts of tourism could be minimised in Egypt. Must be in context.</i></p> <p>Level 4 - (11 - 15 marks) <i>Candidate assesses/discusses/evaluates methods by which impacts of tourism can be minimised in Egypt.</i></p> <p>Examples of identifications/methods as follows:</p> <ul style="list-style-type: none"> • Number of dives • Rules, regulations, legal matters, fines • Trained / professional divers • Small groups • Environmental auditing / EIA • Pressure groups conservation issues • Viewing platforms/ pontoons/glass bottom boats • Signs/ posters/leaflets • Videos on planes or in hotels • Guidelines in hotel bedrooms • Zoning / designated areas <p>The extent to which the candidate can access the full mark range (particularly in level 4) will be determined by the extent of the quality/quantity of the skill demonstrated. There may be an argument for starting by awarding the middle mark (8/9) and then deciding whether it is weak/good evaluation.</p>	<p>3</p> <p>3</p> <p>4</p> <p>5</p>	<p>AO1</p> <p>AO2</p> <p>AO3</p> <p>AO4</p>

Q	Question/Expected answer	Mark	AO
3(a)	<p>What do the initials LEDC stand for?</p> <p><i>For two marks:</i> LEDC – Less economically developed country (2). LOW or Lower 1 mark 1 word incorrect 1 mark</p>	2	AO1
3(b)(i)	<p>Describe two distinctive economic operational practices of Tribes Travel.</p> <p><i>One mark for each correct identification up to a maximum of two identifications plus up to a further one mark for each of two developments.</i></p> <p>Possible responses may include: Tribes Travel is different from regular tour operators because:</p> <ul style="list-style-type: none"> • They clearly state their economic, environmental and social policy (1); • They ensure that 75% of the cost of a trip remains in the destination (1); • They avoid leakage as much as possible (1); • They work closely with local communities (1); • They encourage tourists to buy appropriate souvenirs from local traders (1). • Any other valid suggestion. 	2 2	AO1 AO2
3(b)(ii)	<p>Describe two distinctive environmental operational practices of Tribes Travel.</p> <p><i>One mark for each correct identification up to a maximum of two identifications plus up to a further one mark for each of two developments.</i></p> <p>Possible responses may include: The advantages of the Tribes Travellers Code are:</p> <ul style="list-style-type: none"> • They reduce paper wastage by using inserts (1); • Travellers are issued with environmental guidelines prior to departure so that all issues can be considered before arrival at destination (1); • They include local conservationists who have a responsibility to care for local environments (1); • Any other valid suggestion. 	2 2	AO1 AO2

Q	Question/Expected answer	Mark	AO
3(c)	<p>Discuss the role of voluntary organisations such as Tourism Concern in tourism development.</p> <p>Level 1 - (1 - 2 marks) <i>Brief statements with limited understanding of the role of voluntary organisations.</i></p> <p>Level 2 - (3 - 4 marks) <i>Explanation of the role of voluntary organisations understood.</i></p> <p>Level 3 - (5 - 8 marks) Full understanding and analysis of the role of voluntary organisations in tourism development. Must give named example of organisation or a case study example for L3</p> <p>Voluntary organisations in tourism development terms can take on the roles of environmental protection, eg. Friends of the Earth, Greenpeace, and Tourism Concern. All voluntary organisations rely on subscriptions and donations to fund their activities. <i>Voluntary organisations are involved with the planning and provision of cultural activities and events, eg carnivals, religious festivals, and also to protect the environment which all contributes to tourism development. Credit reference to Tourism concern and the role they are playing in this context.</i></p> <p><i>It is not necessary to state the funding and objectives of voluntary sector organisations but to discuss their role in tourism development matters.</i></p>	2 2 4	AO2 AO3 AO4

Q	Question/Expected answer	Mark	Spec Ref	AO
3(d)	<p>Evaluate the methods used by Tribes Travel to minimise the negative socio/cultural impacts of tourism development in Morocco.</p> <p>Level 1 - (1 - 3 marks) <i>Short brief statements. These will identify negative socio/cultural impacts</i></p> <p>Level 2 - (4 - 6 marks) <i>Will give methods given below such as long term goals, infrastructure, training and employment etc. Methods to minimise negative socio impacts</i></p> <p>Level 3 - (7 - 9 marks) <i>May recognise the advantages of triangular relationship and will explain/analyse how fair wages etc. benefit the host population. Quotes from passage explained.</i></p> <p>Level 4 - (10 - 12 marks) <i>Methods evaluated (10) and conclusion given (11/12) There will be reference to at least 2 of the following: fair wages, water supply, electricity, 75% remains in destination, support of local crafts and souvenirs.</i></p> <p>Methods include: Long term goals, triangular relationship between host, tourist and environments, policy to minimise environmental and cultural damage, economic factor – money is paid direct to locals through employment. Lack of hostility and conflict which creates a sustainable future.</p>	3 3 3 3	?	AO1 AO2 AO3 AO4

**Mark Scheme G734
June 2007**

INSTRUCTIONS ON MARKING SCRIPTS

All page references relate to the Instructions to Examiner booklet (revised June 2006)

For many question papers there will also be subject or paper specific instructions which supplement these general instructions. The paper specific instructions follow these generic ones.

1 Before the Standardisation Meeting

Before the Standardisation Meeting you must mark a selection of at least 10 scripts. The selection should be drawn from several Centres. The preliminary marking should be carried out **in pencil** in strict accordance with the mark scheme. In order to help identify any marking issues which might subsequently be encountered in carrying out your duties, **the marked scripts must be brought to the meeting.** (*Section 5c, page 6*)

2 After the Standardisation Meeting

- a) Scripts must be marked in **red**, including those initially marked in pencil for the Standardisation Meeting.
- b) All scripts must be marked in accordance with the version of the mark scheme agreed at the Standardisation Meeting.

f) Annotation of scripts

The purpose of annotation is to enable examiners to indicate clearly where a mark is earned or why it has not been awarded. Annotation can, therefore, help examiners, checkers, and those remarking scripts to understand how the script has been marked.

Annotation consists of:

- the use of ticks and crosses against responses to show where marks have been earned or not earned;
- the use of specific words or phrases as agreed at standardisation and as contained in the final mark scheme either to confirm why a mark has been earned or indicate why a mark has not been earned (eg indicate an omission);
- the use of standard abbreviations eg for follow through, special case etc.

Scripts may be returned to Centres. Therefore, any comments should be kept to a minimum and should always be specifically related to the award of a mark or marks and be taken (if appropriate) from statements in the mark scheme. General comments on a candidate's work must be avoided.

Where annotations are put onto the candidates' script evidence, it should normally be recorded in the body of the answer or in the margin immediately adjacent to the point where the decision is made to award or not award the mark.

d) Recording of marking: the scripts

- i) Marked scripts must give a clear indication of how marks have been awarded, as instructed in the mark scheme.
- ii) All numerical marks for responses to part questions should be recorded unringed in the right-hand margin. The total for each question (or, in specified cases, for each page) should be shown as a single ringed mark in the right-hand margin at the end of each question.
- iii) The ringed totals should be transferred to the front page of the script, where they should be totalled.
- iv) Every page of a script on which the candidate has made a response should show evidence that the work has been seen.
- v) Every blank page should be crossed through to indicate that it has been seen. (*Section 8a – d, page 8*)

e) Handling of unexpected answers

The Standardisation Meeting will include a discussion of marking issues, including:

- a full consideration of the mark scheme in the context of achieving a clear and common understanding of the range of acceptable responses and the marks appropriate to them, and comparable marking standards for optional questions;
- the handling of unexpected, yet acceptable answers. (*Section 6a, bullet point 5, page 6*)

There will be times when you may not be clear how the mark scheme should be applied to a particular response. In these circumstances, a telephone call to the Team Leader should produce a speedy resolution to the problem. (*Appendix 5, para 17, page 26*)

Q	Question/Expected Answer	Mark	Spec Ref	AO
1(a)(i)	<p>What do the initials PR stand for?</p> <p>For one mark: Public relations (1). Any other valid suggestion.</p>	1	15.5.5	AO1
1(a)(ii)	<p>Identify two examples of PR work carried out by The Deep.</p> <p><i>One mark for each correct identification up to a maximum of two identifications.</i></p> <p>Possible responses may include: Strong marketing and PR plan put together (1); Strong marketing initiatives (1); Positive national and international programme (1); Encourage joint initiatives (1); Features in selected magazines (1); Relationships with newspapers and freelance journalists (1); On-going press interest (1); Press releases issued (1); Publications schedules (1); Work with educational groups (1); Any other valid suggestion.</p>	2	15.2.2	AO2

Q	Question/Expected Answer	Mark	Spec Ref	AO
1(a)(iii)	<p>Evaluate the importance of PR to The Deep during its initial years of operation.</p> <p>Level 1 - (1 - 4 marks) <i>Candidate identifies/describes the importance of PR to a travel and tourism organisation (bottom half of the mark band) and to The Deep (top half of the mark band).</i></p> <p>Level 2 - (5 - 8 marks) <i>Candidate explains/analyses the importance of PR to the Deep.</i></p> <p>Level 3 - (9 - 12 marks) <i>Candidate evaluates the importance of PR to The Deep.</i></p> <p><i>Evaluation must be evident for L3 with conclusion for top of level.</i></p> <p>Possible lines of argument include:</p> <ul style="list-style-type: none"> • success features on creating promotion and passing on information via positive national and international PR; • proactive with follow-up features; • strong relationship with papers and freelance journalists; • careful planning and schedules; • links can be worked out with a monetary value; • creating positive image; • creating interest in the product; • extending the target market to both domestic and overseas; • make customers aware of product; • encourage customers to return; • promote understanding of the product - linked to the ethical and conservation nature of The Deep; • any other valid suggestion. 	12	15.2.2	AO1 AO2 AO3 AO4

Q	Question/Expected Answer	Mark	Spec Ref	AO
1(b)	<p>Identify and explain two channels of distribution used by The Deep.</p> <p><i>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.</i></p> <p>Possible responses may include: Jackson's Supermarkets (1); Telephone (1); Hotel (1); TIC (1); Internet (1); Direct to customers (in person – ticket office) (1).</p> <p>Channel (1) - communication via (1) telephone, internet, hotel, TIC (1) - enables customers to book a visit to The Deep (1).</p> <p>Any other valid suggestion.</p>	3 3	15.2.4	AO2 AO3

Q	Question/Expected Answer	Mark	Spec Ref	AO
1(c)	<p>Evaluate two appropriate pricing policies for The Deep.</p> <p>Level 1 - (1 - 2 marks) <i>Candidate identifies/describes up to two appropriate pricing policies for The Deep.</i></p> <p>Level 2 - (3 - 5 marks) <i>Candidate explains/analyses appropriate pricing policies for The Deep.</i></p> <p>Level 3 - (6 – 8 marks) <i>Candidate evaluates appropriate pricing policies for The Deep.</i></p> <p>Candidates can choose any pricing policy but its choice must be clearly justified.</p> <p>Possible lines of argument may include:</p> <ul style="list-style-type: none"> • market skimming; • cost-plus pricing; • penetration pricing; • competitive pricing; • special offers; • group discounts; • peak and off-peak pricing; • market-led pricing; • any other valid suggestion. 	2 3 3	15.2.2	AO2 AO3 AO4

Q	Question/Expected Answer	Mark	Spec Ref	AO
2(a)	<p>Identify three visitor types attracted to The Deep.</p> <p><i>One mark for each correct identification up to a maximum of three identifications.</i></p> <p>Possible responses may include: Families 4-14 (1); Car Owners (1); Coach parties (1); Group and educational trips (1); Disabled (1); Any other valid suggestion.</p>	3	15.2.3	AO2
2(b)(i)	<p>Identify one question which is closed and one which is open.</p> <p><i>One mark for the correct identification of an open question, and one mark for the correct identification of a closed question.</i></p> <p>Possible responses may include: Correct examples from questionnaire: Closed – Have you visited the Deep website? (1). Open – What was your favourite part of the attraction? (1). Any other valid suggestions.</p>	2	15.2.3	AO2

Q	Question/Expected Answer	Mark	Spec Ref	AO
2(b)(ii)	<p>Recommend and justify two ways in which the quality of the questions used could be improved.</p> <p>Level 1 - (1 – 2 marks) Candidate identifies up to two suggested improvements.</p> <p>Level 2 - (3 – 6 marks) Candidate justifies the way(s) in which the quality of the questions used could be improved.</p> <p>Possible responses may include: Ask more open questions in order to gain customer recommendations, compliments or complaints. Avoid jargon statements such as ‘product range’ this may be marketing jargon that is not commonly known by all members of the public and can be misinterpreted by customers therefore giving an incorrect response. Avoid questions that are overtly ambiguous such as ‘how do you rate the Deep on value for money?’ must be more accurate question in order to gain complete and honest response – does this mean entry cost or include cost of food and shops gifts as well?</p> <p>Any other valid suggestion.</p>	<p>2 4</p>	15.2.3	<p>AO3 AO4</p>

Q	Question/Expected Answer	Mark	Spec Ref	AO
2(c)	<p>Evaluate the benefits to The Deep of using primary rather than secondary market research methods.</p> <p>Level 1 - (1 – 4 marks) Candidate identifies/describes primary and/or secondary market research.</p> <p>Level 2 - (5 – 8 marks) Candidate explains/analyses the benefits to The Deep of using primary rather than secondary market research methods.</p> <p>Level 3 - (9 – 12 marks) Candidate evaluates the benefits to The Deep of using primary rather than secondary market research methods.</p> <p>Possible lines of argument may include: Advantages of primary:</p> <ul style="list-style-type: none"> • data is original; • up to date; • focuses on the population in question; • specific on what needs to be researched. <p>Secondary research can:</p> <ul style="list-style-type: none"> • get out of date quickly; • stats and facts may not be relevant to The Deep; • the information may not refer to the issues and organisation precisely and may give a bias; • debate on reliability – how was research analysed and are results valid? • any other valid suggestion. 	4 4 4	15.2.3	AO2 AO3 AO4

Q	Question/Expected Answer	Mark	Spec Ref	AO
2(d)(i)	<p>The Deep advertises in newspapers. Explain two ways in which these advertisements are regulated by the Advertising Standards Authority (ASA).</p> <p><i>One mark for each correct identification up to a maximum of two identifications, plus a further one mark for each of two explanations.</i></p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • adverts should contain nothing that is likely to cause offence (1) in terms of race, religion, sexual orientation or disability (1); • advertisers must consider public sensitivities (1); • adverts must be honest, truthful and not mislead, exaggerate or be ambiguous (1); • the Advertising Standards Authority is the independent body set up by the advertising industry to police the rules laid down in the advertising codes (1); • protects consumers (1); • creates a level playing field for advertisers (1) • any other valid suggestion. 	2 2	15.2.4	AO1 AO2

Q	Question/Expected Answer	Mark	Spec Ref	AO
2(d)(ii)	<p>Assess the benefits to The Deep of advertising in national rather than local newspapers.</p> <p>Level 1 - (1 – 2 marks) <i>Candidate identifies/describes the benefit(s) to The Deep of advertising in national rather than local newspapers.</i></p> <p>Level 2 - (3 – 5 marks) <i>Candidate explains/analyses the benefit(s) to The Deep of advertising in national rather than local newspapers.</i></p> <p>Level 3 - (6 – 8 marks) <i>Candidate assesses/evaluates the benefits to The Deep of advertising in national rather than local newspapers.</i></p> <p>Possible lines of arguments may include:</p> <ul style="list-style-type: none"> • local; • small circulation, however can be targeted to a sensible geographical area, good for themed, specific targeting; • cheap; • weekly newspapers kept all week; • may be false economy with free newspapers, often not read and inserts thrown away; • national; • small ads vary in cost depending on the paper, however will be difficult to be seen; • larger ads good for drawing attention to a large target audience, however v. expensive. Nevertheless, cheaper than other forms of adverts, such as TV; • will be good and effective for reaching larger target; • ads can be monitored by using response codes, competitions etc; • some papers are dull – mainly black and white this may be limited for The Deep for photo repros; • any other valid suggestion. 	<p>2 3 3</p>	15.2.4	<p>AO2 AO3 AO4</p>

Q	Question/Expected Answer	Mark	Spec Ref	AO
3(a)	<p>Explain three possible key marketing objectives for The Deep.</p> <p><i>One mark for each correct identification up to a maximum of three identifications, plus a further one mark for each of three explanations.</i></p> <p>Possible responses may include:</p> <ul style="list-style-type: none"> • satisfying customer requirements (1); by providing a top class attraction (1) • generating profit (1); by achieving target sales and create a good return on expenditure (1) • generating community benefit and education (1); by encouraging school and college visits (1) • optimising customers' perception of the product (1); through active marketing and PR campaigns that benefit the attraction and region as a whole (1) • co-ordinating a range of activities (1); that benefits locals and visitors alike such as those suitable for educational groups, disabled groups, children etc. • maximising income (1); by increasing market share and spreading the benefits of income generation to the town as a whole. (1) • any other valid suggestion. 	3 3	15.2.1	AO1 AO2

Q	Question/Expected Answer	Mark	Spec Ref	AO
3(b)(i)	<p>Explain three benefits to The Deep of carrying out a SWOT analysis.</p> <p><i>One mark for each correct identification up to a maximum of three identifications, plus a further one mark for each of three explanations.</i></p> <p>Possible responses may include: The SWOT analysis should tell an organisation what action it needs to take to improve its performance and increase its share of the market (1); it also highlights the negative aspects of an organisation and helps with the planning and preparation of marketing strategies (1)</p> <p>The strengths that can be built upon (1); in order that they can remain a top attraction and not fall prey to competitors (1) The weaknesses that can be overcome (1); in order that they can be aware of weaknesses and turn them into a strength. The threats to be aware of and eliminated (1); in order that they do not affect sales/profits or visitor expectations (1) The opportunities it can capitalise on in order to keep and attract customers (1); extending brand and furthering opportunities to stay marketing leader. (1) any other valid suggestion.</p>	<p>3 3</p>	<p>15.2.1</p>	<p>AO1 AO3</p>

Q	Question/Expected Answer	Mark	Spec Ref	AO
3(b)(ii)	<p>Discuss how The Deep should react to the strengths and weaknesses identified in its SWOT analysis.</p> <p>Level 1 - (1 – 4 marks) Candidate identifies/describes a SWOT analysis and/or identifies/describes the strengths/weaknesses of The Deep.</p> <p>Level 2 - (5 – 8 marks) Candidate explains/analyses how The Deep should react to the strengths and weaknesses identified in its SWOT analysis.</p> <p>Level 3 - (9 – 12 marks) Candidate discusses/evaluates how The Deep should react to the strengths and weaknesses identified in its SWOT analysis.</p> <p>Possible lines of argument may include: Strengths To build on strengths, maintain and ensure that its products and services remain competitive and targeted.</p> <p>Weaknesses Overcome problems which may affect its performance. E.g. better rail links may not be feasible to overcome, however it may be possible to put pressure on certain authorities and groups. Initiate newsworthy stories to create public and press interest – introduction of new species, VIPs, etc. Any other valid suggestion.</p>	4 4 4	15.2.1	AO2 AO3 AO4

Q	Question/Expected Answer	Mark	Spec Ref	AO
3(c)	<p>Assess the impact of external influences on The Deep's marketing environment.</p> <p>Level 1 - (1-4 marks) <i>Candidate identifies/describes the external influences on The Deep's marketing environment.</i></p> <p>Level 2 - (5 – 8 marks) <i>Candidate explains/analyses the effect of external influences on The Deep's marketing environment.</i></p> <p>Level 3 - (9 – 12 marks) <i>Candidate assesses/evaluates the impact of external influences on The Deep's marketing environment.</i></p> <p>Possible lines of argument include:</p> <p>PEST</p> <p>Political Actions of the Government, budget cuts to council, support for re-development elsewhere.</p> <p>Economic Size and value of the market, limits to consumer spending, exchange rates fluctuating, linked to political situation, source of funding from Council, ERDF, and grants given for continued projects, lottery money stops.</p> <p>Social Creates a better image for Hull, linked to growth in area and infrastructure, education.</p> <p>Technological Innovative (icon) building, shark discovery centre, twilight zone. Any other valid suggestion.</p>	<p>4 4 4</p>	15.2.1	<p>AO2 AO3 AO4</p>

**Applied GCE (Travel and Tourism) (H189/H389/H589/H789)
June 2007 Assessment Series**

Coursework Unit Threshold Marks

Unit		Maximum Mark	a	b	c	d	e	u
G721	Raw	50	41	36	31	26	22	0
	UMS	100	80	70	60	50	40	0
G722	Raw	50	41	36	31	26	22	0
	UMS	100	80	70	60	50	40	0
G724	Raw	50	41	36	31	26	22	0
	UMS	100	80	70	60	50	40	0
G725	Raw	50	41	36	31	26	22	0
	UMS	100	80	70	60	50	40	0
G726	Raw	50	41	36	31	26	22	0
	UMS	100	80	70	60	50	40	0
G727	Raw	50	41	36	31	26	22	0
	UMS	100	80	70	60	50	40	0
G729	Raw	50	42	37	32	27	22	0
	UMS	100	80	70	60	50	40	0
G730	Raw	50	42	37	32	27	22	0
	UMS	100	80	70	60	50	40	0
G731	Raw	50	42	37	32	27	22	0
	UMS	100	80	70	60	50	40	0
G732	Raw	50	42	37	32	27	22	0
	UMS	100	80	70	60	50	40	0
G733	Raw	50	42	37	32	27	22	0
	UMS	100	80	70	60	50	40	0
G735	Raw	50	42	37	32	27	22	0
	UMS	100	80	70	60	50	40	0

**Applied GCE (Travel and Tourism) (H189/H389/H589/H789)
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Coursework Unit Threshold Marks

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G721	Raw	50	41	36	31	26	22	0
	UMS	100	80	70	60	50	40	0
G722	Raw	50	41	36	31	26	22	0
	UMS	100	80	70	60	50	40	0
G724	Raw	50	41	36	31	26	22	0
	UMS	100	80	70	60	50	40	0
G725	Raw	50	41	36	31	26	22	0
	UMS	100	80	70	60	50	40	0
G726	Raw	50	41	36	31	26	22	0
	UMS	100	80	70	60	50	40	0
G727	Raw	50	41	36	31	26	22	0
	UMS	100	80	70	60	50	40	0
G729	Raw	50	42	37	32	27	22	0
	UMS	100	80	70	60	50	40	0
G730	Raw	50	42	37	32	27	22	0
	UMS	100	80	70	60	50	40	0
G731	Raw	50	42	37	32	27	22	0
	UMS	100	80	70	60	50	40	0
G732	Raw	50	42	37	32	27	22	0
	UMS	100	80	70	60	50	40	0
G733	Raw	50	42	37	32	27	22	0
	UMS	100	80	70	60	50	40	0
G735	Raw	50	42	37	32	27	22	0
	UMS	100	80	70	60	50	40	0

Examined Unit Threshold Marks

Unit		Maximum Mark	a	b	c	d	e	u
G720	Raw	100	83	73	63	53	44	0
	UMS	100	80	70	60	50	40	0
G723	Raw	100	80	71	62	53	44	0
	UMS	100	80	70	60	50	40	0
G728	Raw	100	78	69	60	51	43	0

	UMS	100	80	70	60	50	40	0
G734	Raw	100	78	68	58	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
4.1	20.0	45.6	70.6	89.3	100
There were 1447 candidates aggregating in June 2007					

Advanced Subsidiary GCE (Double Award) (H389)

AA	AB	BB	BC	CC	CD	DD	DE	EE	U
2.6	8.2	16.8	27.6	38.3	53.1	70.9	80.1	86.2	100
There were 211 candidates aggregating in June 2007									

Advanced GCE (H589)

A	B	C	D	E	U
3.5	21.6	50.1	77.6	95.9	100
There were 750 candidates aggregating in June 2007					

Advanced Subsidiary GCE (Double Award) (H789)

AA	AB	BB	BC	CC	CD	DD	DE	EE	U
3.7	9.5	18.9	30.5	48.4	62.6	75.3	90.0	96.3	100
There were 196 candidates aggregating in June 2007									

For a description of how UMS marks are calculated see;
http://www.ocr.org.uk/exam_system/understand_ums.html

Statistics are correct at the time of publication.

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