

Travel and Tourism

Advanced Subsidiary GCE

Unit **G723**: Unit 4 – International Travel

Mark Scheme for June 2013

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All examiners are instructed that alternative correct answers and unexpected approaches in candidates' scripts must be given marks that fairly reflect the relevant knowledge and skills demonstrated.

Mark schemes should be read in conjunction with the published question papers and the report on the examination.

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1. Annotations

Annotation Meaning	
	Unclear
	Benefit of doubt
	Cross
	Level 1
	Level 2
	Level 3
	Repeat
	Tick
	Development of point
	Vague
	Ignore
	Not answered question
	Benefit of doubt not given
	Noted but no credit given

Question	Answer	Marks	Guidance
1 (a)	<ul style="list-style-type: none"> • child meals(1) • Paddington Bear Skyflyer packs (1) • family check-in (1) • choose seats together (1) • childrens' TV channels (1) • family movies (1). 	4	<p>Award one mark for each correct identification up to a maximum of four identifications</p>
(b)	<p>Indicative content:</p> <ul style="list-style-type: none"> • Assistance lanes (1) – to give families travelling with young children in buggies extra help through security after checking-in (1) • Dedicated 'kids zones' (1) – enables parents and guardians to relax while their children are kept entertained (1) • Modernising all baby changing areas across both terminals (1) – so that parents have easy access (1) • Pre-bookable 'porter service' (1) – so departing family passengers luggage taken care of and can be escorted through the terminals (1). 	6	<p>One mark for each correct identification up to a maximum of three identifications, plus a further one mark for each of three explanations.</p> <p>All points are clearly stated in Fig. 1 and these are the <u>only</u> valid responses.</p>

Question	Answer	Marks	Guidance
(c)	<p>Indicative content:</p> <ul style="list-style-type: none"> • convenience (1) – immediate airport transfer and use for visits (1) • cost effective for families/groups (1) – cheaper travel around the destination (1) • door-to-door journeys (1) – better access than with public transport (1) • luggage easily carried (1) – makes touring easier (1) • touring remote areas (1) – route flexibility (1) • ability to sightsee at will, etc (1). 	6	<p>One mark for each correct identification up to a maximum of three identifications, plus a further one mark for each of three explanations.</p> <p>This is clearly set in the context of factors influencing international travel and the candidate is being asked to suggest and comment on three reasons for the popularity of fly-drive packages.</p> <p>Credit all valid reasoning in context</p>

Question	Answer	Marks	Guidance	
			Content	Levels of response
(d)*	<p>Exemplar Response: Birmingham Airport provides a range of ancillary services to meet the needs of both arriving and departing passengers. The Visitor Centre, conveniently located next to Arrivals, provides information on local attractions and events and also offers booking services for accommodation, events and onward travel. This is helpful for independent travellers unfamiliar with the destination and as the Centre provides more than one service it is particularly convenient. The Travelex foreign exchange point provides a convenient service for travellers entering or leaving the UK. Six of the largest global car rental firms operate at the airport and arrivals have plenty of choice. Most outbound passengers will make use of the shopping facilities at World Duty Free because everyone can save compared to high street prices on a wide range of products. There is also an extensive range of duty free cigarettes and spirits for those passengers travelling outside the EU. The importance of shopping is emphasised by the fact that there is a collect on return service available. This means that all EU and domestic passengers can purchase items and collect on their return in the UK, providing them with a very convenient service (L3).</p>	9	<p>Indicative content: WE CAN ACCEPT THE FULL RANGE</p> <ul style="list-style-type: none"> • shops • f&B • foreign exchange • car hire • accommodation booking • airport transfers • local tours. 	<p>This is the question assessing QWC</p> <p>Compulsory annotation L1, L2 or L3 at end of response.</p> <p>Level 3 (7–9 marks) Candidate will show a clear understanding of the question and include detailed identification and explanation of the ancillary product and service provision. Candidate effectively discusses a range of possible benefits/meeting passenger needs. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. <i>Candidate presents relevant material in a well planned and logical sequence. Material clearly structured using appropriate terminology confidently and accurately. Sentences, consistently relevant are well structured in a way that directly answers the question. There will be few, if any errors of grammar, punctuation and spelling.</i></p> <p>Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 7 marks. An evaluation/judgement without</p>

Question Answer			Marks	Guidance	
				Content	Levels of response
					<p>overall conclusion/prioritisation – 8 marks. With overall supporting conclusion – 9 marks.</p> <p>Level 2 (4–6 marks) Candidate describes a number of ancillary services made available to passengers and will show an understanding of the question and include explanations of their availability. For example, a number of possible benefits to passengers may be discussed with some success. The discussion in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary. <i>Candidate has a limited ability to organise relevant material. Some appropriate terminology used.</i> <i>Sentences are not always relevant with material presented in a way that does not always address the question. There may be noticeable errors of grammar, punctuation and spelling.</i></p> <p>No list – must at least ‘describe’. Description only – 4 marks. Explanation/analysis – 5 marks. Evaluative comment (because...means that....) – 6 marks.</p>

Question Answer			Marks	Guidance	
				Content	Levels of response
					<p>Level 1 (1–3 marks) Candidate identifies/describes some of the ancillary products and services available at an identifiable UK airport. Information may be in the form of a list. There is little or no attempt to discuss. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary. <i>Candidate communicates at least one point using some appropriate terminology. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</i></p> <p>List – maximum 2 marks. 2 identifications plus one description – 2 marks. 2 identifications and unsupported judgement – 3 marks.</p> <p>0 marks No response or no response worthy of credit.</p>

Question	Answer	er	Marks	Guidance
2 (a)		<ul style="list-style-type: none">• road (1)• rail (1)• ferry (1)• cruise (1).	4	One mark for each correct identification up to a maximum of four identifications.

Question		Answer	Marks	Guidance	
				Content	Levels of response
(b)		<p>Exemplar Response: The Holyhead to Dublin ferry crossing will appeal to travellers going to the Irish Republic for a variety of reasons. The crossing is the shortest route between the two destinations and the 58 mile journey only takes 3.25 hrs. The Port of Holyhead is very accessible via the A55 and can be reached in two hours from Liverpool and Manchester. It is, therefore, a convenient route for passengers who live in North West England and North Wales. Rail connections from London and Cardiff make it accessible from further afield. Furthermore, the choice of ferry services and car fares from £99 make this the best option for leisure travellers wanting a driving holiday in Ireland. (L2)</p>	6	<p>Indicative content: Appeal of the route in terms of:</p> <ul style="list-style-type: none"> • 58 miles – shortest crossing • 3 hrs 15 mins – comparatively quick • two companies – choice • £99 car fare – value • road/rail access • access to major population centres. 	<p>Compulsory annotation L1 or L2 at end of response.</p> <p>Level 2 (4–6 marks) Candidate will show a clear understanding of the question and include detailed identification and explanation of the possible reasons for the appeal of the Holyhead/Dublin route. Candidate effectively assesses a range of possible reasons. There is sound and frequent evidence of thorough detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><i>Identification/description implied/assumed.</i> <i>Explanation/analysis/comparison of more than one point/both sides – 4 marks.</i> <i>An evaluation/judgement without overall conclusion/prioritisation – 5 marks.</i> <i>With overall supporting conclusion – 6 marks.</i></p> <p>Level 1 (1–3 marks) Candidate identifies/describes some valid reason(s) for the appeal of the Holyhead/Dublin route. Information may be in the form of a list of reasons. There is little or no attempt to assess. The answer is</p>

Question			Answer	Marks	Guidance	
					Content	Levels of response
						<p>basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p><i>List of points – maximum 1 mark. Description – up to 2 marks. Explanation/unsupported judgements/limited discussion – up to 3 marks.</i></p> <p>0 marks No response or no response worthy of credit.</p>

Question	Answer	Marks	Guidance
(c)	<p>Indicative content:</p> <ul style="list-style-type: none"> • To keep up with rivals (1) – increased competition (1) in the marketplace means that the ferry operator have to improve and maximise distribution (1) • 24/7 availability (1) – many consumers have Internet access and like the convenience (1). This means booking online more likely (1) • The Internet can hold more information than other media (1) – company gets global accessibility (1) and availability in key markets (1) • Bookings and payments done in real time (1) – allows for immediate confirmation and distribution (1) and reduces commission payments (1). 	6	<p>One mark for each correct identification up to a maximum of three identifications, plus a further one mark for each of three explanations.</p> <p>Credit all valid reasoning</p>

Question		Answer	Marks	Guidance	
				Content	Levels of response
(d)		<p>Exemplar Response: Cruises in UK waters are highly seasonal, reflecting the seasonal climate of the British Isles. For example, Holyhead is used as a port of call only between the better summer weather months of May and September. However, most arrivals here are concentrated in July and August which are the peak summer months. Other cruise circuits show similar trends. Cold water climates such as in the Baltic can only operate as cruise destinations in the warmer summer months, after the winter ice melts. The Caribbean's high season is winter, when cool, calm, sunny conditions prevail. Most passengers will look to cruise during the best season in terms of weather conditions and this applies in most cases, except for long cruises visiting many destinations in different climate zones. As far as Europe is concerned, cruising is highly seasonal centred around the peak summer months when most holidaymakers take their annual break. (L3)</p>	9	<p>Indicative content:</p> <ul style="list-style-type: none"> • fig. 2(b) clearly illustrates seasonality – May to September. • climate a key factor on some cruise circuits and Baltic, Alaska and Antarctica can operate only in summer period • peak season in the Mediterranean is summer as this is the best weather and calmest seas • caribbean low season July/August with hurricane threat and high season in drier tropical winter • longer cruises not so seasonal because of the extensive itineraries. 	<p>Compulsory annotation L1, L2 or L3 at end of response.</p> <p>Level 3: (7–9 marks) Candidate will show a clear understanding of the question and include detailed identification and explanation of UK cruise seasonality, clearly indicating the extent to which this applies to current products. Candidate effectively discusses a range of ideas. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><i>Identification/description implied/assumed.</i> <i>Explanation/analysis/comparison of more than one point/both sides - 7 marks.</i> <i>An evaluation/judgement without overall conclusion/prioritisation–8 marks.</i> <i>With overall supporting conclusion – 9 marks.</i></p> <p>Level 2 (4–6 marks) Candidate identifies/describes a number of the possible aspects of seasonality with respect to cruises from the UK. Candidate will show an</p>

Question Answer			Marks	Guidance	
				Content	Levels of response
					<p>understanding of the question and include explanations of a number of the possible cruise aspects which may be discussed with some success. The discussion in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p>No list – must at least ‘describe’. Description only – 4 marks. Explanation/analysis – 5 marks. Evaluative comment (because...means that....) – 6 marks.</p> <p>Level 1 (1-3 marks) Candidate identifies/describes some possible aspects of seasonality with respect to cruises from the UK. Information may be in the form of a list of reasons. There is little or no attempt to discuss. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>List – maximum 2 marks. 2 identifications plus one description – 2 marks. 2 identifications and unsupported judgement – 3 marks.</p>

Question Answer			Marks	Guidance	
				Content	Levels of response
					0 marks No response or no response worthy of credit.

Question	Answer	Marks	Guidance
3 (a)	<ul style="list-style-type: none"> • the private sector (1) • educational institutions (1) • tourism associations (1) • local tourism authorities (1). 	4	One mark for each correct identification up to a maximum of four identifications.
(b)	<p>Indicative content:</p> <ul style="list-style-type: none"> • ‘buy locally’ positive economic impact (1) – creates/supports jobs (1) – raises local incomes (1) – multiplier effect (1) • ‘Respect the local culture and traditions’ positive socio-cultural impact (1) – minimise demonstration effect (1) – supports pride in cultural heritage (1) – reduces conflicts in tourist/host encounters (1) • ‘Book safari trips with a licensed and trained guide’ positive environmental impact (1) – kept away from sensitive areas (1) – not disturbing animals (1) – Could generate local employment opportunities. 	6	<p>The Global Code of Ethics for Tourism attempts to ensure that countries, destinations and businesses maximise the positive economic, social and cultural effects of tourism and fully reap its benefits, while minimising its negative social and environmental impacts.</p> <p>Up to two marks for each of the three explanations</p>
(c)	<p>Indicative content:</p> <ul style="list-style-type: none"> • terrorism (1) – risk of attacks, kidnap etc (1) • war zone (1) – armed conflict etc (1) • political unrest/instability (1) – riots, strikes, civil disorder etc pose risks/threats (1) • natural disaster (1) – floods, hurricanes etc all pose threats, dangers etc (1) • disease/epidemics (1) – serious risk to health (1). 	6	<p>One mark for each correct identification up to a maximum of three identifications, plus up to a further one mark for each of three explanations.</p> <p>The candidate must identify a valid circumstance and then explain an appropriate risk or threat to UK nationals.</p> <p>Credit all valid reasoning in context</p>

Question Answer		Marks	Content	Guidance
				Levels of response
(d)	<p>Exemplar Response: Many international travellers now refer to travel 'blogs' because there are several important benefits of using them. The speed and convenience of getting current information from the Internet is very important. The content is usually based on first person accounts and so the logistics of travelling are recorded through the eyes of experienced travellers. Furthermore, these are usually individuals who have had the time to really get to know particular places. It is thus no surprise to find many international travellers increasingly turning to travel 'blogs' and their respective social media channels such as Facebook, Twitter, YouTube, and Podcasts for their information and inspiration. The most important benefit is the ability to actually witness personal experiences through photos, reading stories, watching videos, listening to podcasts, and getting tips and advice from other travellers who have already 'been there and done that'. (L3)</p>	9	<p>Indicative content: Benefits include:</p> <ul style="list-style-type: none"> • many websites now offer free or cheap travel 'blog' formats – plenty of choice with wide destination coverage • travellers can upload photos and map their trips as well as meet other travellers to exchange views in real time, with up to date information • many sites allow users to display their experiences with little or no technical expertise while keeping an archive of all their past trips – good reference source • many travel 'blog' websites also publish articles and guides focusing on travel related issues • other resources include sites such as Trip advisor. 	<p>Compulsory annotation L1, L2 or L3 at end of response.</p> <p>Level 3 (7–9 marks) Candidate will show a clear understanding of the question and include detailed identification and explanation of the benefits to international travellers of using such Internet sources of information such as travel blogs. Candidate effectively discusses a range of web resources. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p><i>Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 7 marks.</i> <i>An evaluation/judgement without overall conclusion/prioritisation – 8 marks.</i> <i>With overall supporting conclusion – 9 marks.</i></p> <p>Level 2 (4–6 marks) Candidate identifies/describes a number of the possible benefits to international travellers of using such Internet sources of information. Candidate will show an understanding of the question and include explanations of a number of the possible Internet resources which may be discussed with some success. The discussion in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p>

Question Answer			Marks	Guidance	
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					<p>No list – must at least ‘describe’. Description only – 4 marks. Explanation/analysis – 5 marks. Evaluative comment (because...means that....) – 6 marks.</p> <p>Level 1 (1–3 marks) Candidate identifies/describes some possible benefits to international travellers of using such Internet sources of information. Information may be in the form of a list of reasons. There is little or no attempt to discuss. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>List – maximum 2 marks. 2 identifications plus one description – 2 marks. 2 identifications and unsupported judgement – 3 marks.</p> <p>0 marks No response or no response worthy of credit</p>

Question Answer		Marks	Guidance
4 (a)	<ul style="list-style-type: none"> • % overseas = 1.7% (1) • % Irish Republic = 7.6% (1) • largest % female visitor = 22-29 (1) • % 30–39 males = 10% (1). 	4	One mark for each correct identification up to a maximum of four identifications.
(b)	<p>Indicative content:</p> <ul style="list-style-type: none"> • guided tours (1) – to view key exhibits (1) • shop (1) – selling themed merchandise (1) • conferences (1) – hire of rooms (1) • exhibitions (1) – rent of space (1) • weddings (1) – rooms & hospitality (1) • private parties (1) – Christmas dinners, anniversaries (1). 	6	One mark for each correct identification up to a maximum of three identifications, plus a further one mark for each of three explanations. Credit all valid examples.
(c)	<p>(i) Indicative content: The specification makes direct reference to:</p> <ul style="list-style-type: none"> • Supply of Goods and Services Act 1979 • Trade Descriptions Act 1968 • The Consumer Protection Act 1987 • The Health and Safety at Work Act 1974 • The Data Protection Act 1974. 	3	One mark for each correct identification up to a maximum of three identifications. Credit valid accurate alternatives.
	<p>(ii) Exemplar response: The Health and Safety at Work Act (1974) states that organisations must have a Health and Safety policy (1) and this will involve the use of accident book (1), having fire extinguishers (1), first aid box (1) and adequate toilet and washing facilities(1).</p>	3	For the selected law/regulation award one mark for each valid point of explanation, up to a maximum of three such points, but allow a development mark.

Question		Answer	Marks	Guidance	
				Content	Levels of response
(d)		<p>Exemplar Response: It is true that there has been a growing interest in pursuing sporting activities on holiday, because of a variety of factors such as an increased concern about health and fitness, an ageing population which is becoming more active and the fact that sporting pursuits are now more mainstream and fashionable than they used to be. Doing various sporting activities is now seen as a way in which to relax and mentally unwind during a holiday. Holidays which include more vigorous or extreme activities such as climbing, watersports, scuba diving, mountain biking, surfing or white-water rafting, are sometimes referred to as 'adventure holidays' and tour operators now offer a range of specific adventure packages. These are now almost as common as skiing or golfing packages. However, many people travel to watch sporting events and it is common to see tour operators offering packages to the Olympics, World Cup and other international sporting events. So it is not true to state that sports tourism is only due to higher participation rates. The truth is more of a general interest in sporting activities, either as a fan or a participant but most likely a combination of the two aspects (L3).</p>	9	<p>Indicative content: Sports tourism can be defined as travel for the purposes of watching or participating in a sporting activity. It is expected that many candidates will agree with the proposition. An increasing number of leisure travellers are now taking part in sporting or adventure activity holidays. Such travellers tend to be:</p> <ul style="list-style-type: none"> • Those wishing to sample an activity/sport for the first time • Those wishing to learn a particular sporting activity or develop their level of skill • Those who are keen enthusiasts • Those who are only occasional participants • Groups of young people such as schools, colleges and youth groups • Those buying sporting activities for special occasions • Sporting activity clubs. <p>However, as with the Olympics and World Cup, many leisure travellers intend to WATCH sporting events.</p> <p>In EITHER case, a variety of providers are thus increasingly making a range of products and services available to meet the demands of these market segments.</p>	<p>Compulsory annotation L1, L2 or L3 at end of response.</p> <p>Level 3 (7–9 marks) Candidate will show a clear understanding of the question and include detailed identification and explanation of the reasons for the popularity of sports tourism holidays. Candidate effectively discusses a range of views. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</p> <p>Identification/description implied/assumed. Explanation/analysis/comparison of more than one point/both sides – 7 marks. An evaluation/judgement without overall conclusion/prioritisation – 8 marks. With overall supporting conclusion – 9 marks.</p> <p>Level 2 (4–6 marks) Candidate identifies/describes a number of the possible reasons for the popularity of such holidays. Candidate will show an understanding of the question and include explanations of selected reasons/views with some success.</p>

Question Answer			Marks	Guidance	
				Content	Levels of response
					<p>The discussion in the most part is accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</p> <p><i>No list – must at least ‘describe’.</i> <i>Description only – 4 marks.</i> <i>Explanation/analysis – 5 marks.</i> <i>Evaluative comment (because...means that....) – 6 marks.</i></p> <p>Level 1 (1–3 marks) Candidate identifies/describes some possible reasons for the popularity of sports tourism holidays. Information may be in the form of a list of reasons. There is little or no attempt to discuss particular points of view. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p><i>List – maximum 2 marks.</i> <i>2 identifications plus one description – 2 marks.</i> <i>2 identifications and unsupported judgement – 3 marks.</i></p> <p>0 marks No response or no response worthy of credit.</p>

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