

**GCE**

**Travel and Tourism**

Unit **G720**: Unit 1 – Introducing Travel and Tourism

Advanced Subsidiary GCE

**Mark Scheme for June 2016**

OCR (Oxford Cambridge and RSA) is a leading UK awarding body, providing a wide range of qualifications to meet the needs of candidates of all ages and abilities. OCR qualifications include AS/A Levels, Diplomas, GCSEs, Cambridge Nationals, Cambridge Technicals, Functional Skills, Key Skills, Entry Level qualifications, NVQs and vocational qualifications in areas such as IT, business, languages, teaching/training, administration and secretarial skills.

It is also responsible for developing new specifications to meet national requirements and the needs of students and teachers. OCR is a not-for-profit organisation; any surplus made is invested back into the establishment to help towards the development of qualifications and support, which keep pace with the changing needs of today's society.

This mark scheme is published as an aid to teachers and students, to indicate the requirements of the examination. It shows the basis on which marks were awarded by examiners. It does not indicate the details of the discussions which took place at an examiners' meeting before marking commenced.

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.

OCR will not enter into any discussion or correspondence in connection with this mark scheme.

© OCR 2016

| Question |   | Answer   | Marks | Guidance  |
|----------|---|--|-------|---|
| 1        | a | <p><b>weekend getaway</b><br/>short break Fri – Sun [1] short holiday trip over a Saturday and Sunday [1] often as additional holiday to main break [1]<br/>city break at the end of the week [1]</p> <p><b>boutique hotel</b><br/>serviced accommodation [1] typically between 10 and 100 rooms and often contain luxury facilities in unique or intimate settings [1] Edgar House / Oddfellows in Chester [1]</p> <p><b>festival</b><br/>type of event [1] opportunity for public to enjoy leisure time [1] celebration of a religious event/music/cultural aspect [1]<br/>Chester Rocks/ Mystery Plays[1]</p> | 6     | <p><b>Compulsory annotation: ✓ X</b></p> <p><b>Up to two marks for meaning</b></p> <p>Vague response – maximum one mark.</p> <p>Example can be credited with second mark.<br/>Example only / incorrect meaning correct example zero marks</p> |
| 1        | b | <ul style="list-style-type: none"> <li>• English Heritage</li> <li>• Dee</li> <li>• 16,000</li> <li>• Mill Hotel</li> </ul>  | 4     | <p><b>Compulsory annotation: ✓ X</b></p> <p><b>one mark each</b></p> <p>Answer must be taken from Document &amp; must be precise</p> <p>No other response possible to this question.</p>  |

| Question |   | Answer   | Marks | Guidance<br>Content   | Levels of response  |
|----------|---|--|-------|---|---|
| 1        | c | <p><b>Exemplar Response:</b><br/>All areas of tourism in Cheshire West and Chester have seen an increase 2008-12; except in the number of visitors in serviced accommodation. This has decreased from over 1m visitors to 800,000. The greatest drop in the number of visitors in serviced accommodation was between 2008-9; probably as a result of the credit crunch and the following recession, which meant visitors stayed away from using services accommodation or found alternatives when staying. Another reasons could also be the lack of available bed spaces in serviced accommodation; this has now risen due to the opening of new hotels. The number of visitors in serviced accommodation has risen steadily since 2009; with an 8% increase in expenditure from £174,917 in 2011 to £188,252 in 2012. This could be due to the improving economic climate and the increase in events encouraging visitors to the area who wish to stay in serviced accommodation. There has been a corresponding increase in employment in tourism, a 6% from 2011-12 with</p> | 12    | <p><b>Statistics</b><br/><b>Figs. 1 and 2 Economic impact</b><br/>6% increase 2011-12 from £1.37bn - £1.45bn<br/>Upward trend from £800m in 2008 to £1400m 2012<br/>Static 2009-10 £1.2bn<br/>Increase in shopping , food and drink 6% from 2011-12<br/><b>Figs. 1 and 3 Employment</b><br/>6% increase 2011-12 to 20,038 jobs<br/>Greatest increase 7% in shopping; food and drink and recreation<br/>Direct employment upward trend from 9,000 jobs in 2008 to 16,000 2012<br/>Static 2009-10<br/>Serviced accommodation increase 3% 2011-12 from 2,303 – 2,366 jobs<br/>Non serviced accommodation increase 9% to 510 jobs in total<br/><b>Fig. 1 day visitors</b><br/>6% increase 2011-12<br/>£1.2bn spent by 26.87 visitors<br/><b>Figs. 1 and 4 All visitors</b><br/>6% increase in tourist days [to 30.1m] and numbers [to 28.3m] 2011-12<br/>Increase from 17m in 2008 to 28m 2012<br/>Static 2009-10</p> | <p><b>Compulsory annotation: L1 L2 or L3 at end of response</b></p> <p><b>Note that comparative ‘higher’/‘lower’ or superlative language ‘highest’/‘lowest’ shows judgement.</b></p> <p><b>Level 3: [9-12 marks]</b><br/><b>Candidate will show a clear understanding of the question and include detailed identification and explanation of a number of key statistics and trends from the document. Candidate effectively draws valid conclusions about the data. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</b></p> <p>Identification / description implied / assumed<br/>Explanation/ analysis/ comparison of more than one statistic – 9 or 10 marks<br/>An evaluation / judgement without overall conclusion / prioritisation – 11 or 12 marks</p> <p><b>Level 2: [5-8 marks]</b><br/><b>Candidate describes a number of statistics and trends from the document. The statistics must be accurate. Candidates will show an understanding of the question and include explanations relating to a number of key statistics and trends with valid conclusions made with some success. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</b></p> |

| Guidance |   |       |  |   |
|----------|---|-------|--|---|
| Question | Answer  | Marks | Content  | Levels of response  |
|          | the greatest increases in jobs in shopping; food and drink and recreation. This shows that the tourism industry is growing in these areas, as indicated by the 6% increase in day visitors to the area 2011-12. Jobs in tourism will lead to the multiplier effect which will have a positive economic impact on the area. [L3] |       | <p><b>Figs. 1; 5 and 6 Accommodation</b></p> <p>4% increase 2011-12 in spending from £80.61m - £84.11m]</p> <p>Serviced 8% increase in spend £23,576 - £29,405 2011-12</p> <p>Large drop 2008-9 in visitor numbers from 1.1m – 650,000 in serviced</p> <p>Steady increase to 800,000 in 2012 in serviced visitor numbers</p> <p>Overall decrease 2008-12 in serviced visitor numbers</p> <p>2008 1.1m to 2012 800,000</p> <p>Non serviced accommodation</p> <p>25% increase in spend from 323,576 - £29,405 2011-12</p> <p>Overall upward trend from 2008 in visitor numbers in non-serviced from 62,000 - 90,000 in 2012; slight drop 2008 - 2009</p> | <p>No list – must be at least describe</p> <p>Description only – 5 marks</p> <p>Explanation / analysis – 6 or 7 marks</p> <p>Evaluative comment [because....means that....] – 8 marks</p> <p><b>Level 1: [1-4 marks]</b></p> <p><b>Candidate identifies / describes some of the statistics and trends. Information may be in the form of a list of information. There is little or no attempt to draw valid conclusions.</b></p> <p>List – max 2 marks</p> <p>2 identifications plus one description – 2, 3 or 4 marks</p> <p>3 identifications and unsupported judgement – 4 marks</p> <p><b>0 marks –no response worthy of credit</b></p> |

| Question  |   | Answer   | Marks  | Guidance  |        |  |         |   |           |   |   |   |
|-----------|---|--|--------|---|--------|--|---------|---|-----------|---|---|---|
| 2         | a   | <ul style="list-style-type: none"> <li><b>day visitors</b><br/>Excursionist [1] a trip without an overnight stay [1] visit a tourist attraction/destination for a period of less than 24 hours[1]</li> <li><b>serviced accommodation</b><br/>Place to stay with food/portering/valet services on offer [1] hotel/guesthouse/ B&amp;B [1] rooms cleaned daily and food provided for guests[1]</li> <li><b>direct employment</b><br/>Work in travel and tourism [1] tourism related jobs [1] travel agent/hotelier [1]</li> </ul>  | 6      | <p><b>Compulsory annotation: ✓ X</b></p> <p><b>Up to two marks for meaning</b></p> <p>Vague response – maximum one mark.</p> <p>Example can be credited with second mark.<br/>Example only / incorrect meaning correct example zero marks</p> |        |  |         |   |           |   |   |   |
| 2         | b   | <table border="1"> <thead> <tr> <th>Sector</th> <th>Description of role</th> </tr> </thead> <tbody> <tr> <td>Public</td> <td>Provides service to local area / visitors [1] gives value for money for the services it provides [1] coordinate local and national initiatives [1]</td> </tr> <tr> <td>Private</td> <td>Profit maximisation [1] provides products and services for tourists [1] provides income for shareholders / stakeholders [1]</td> </tr> <tr> <td>Voluntary</td> <td>Non-profit making [1] charitable organisation [1] supplements both the private and public sector [1] provides tourism services for community / public [1] offers volunteer activities [1]</td> </tr> </tbody> </table> | Sector | Description of role   | Public | Provides service to local area / visitors [1] gives value for money for the services it provides [1] coordinate local and national initiatives [1] | Private | Profit maximisation [1] provides products and services for tourists [1] provides income for shareholders / stakeholders [1] | Voluntary | Non-profit making [1] charitable organisation [1] supplements both the private and public sector [1] provides tourism services for community / public [1] offers volunteer activities [1] | 6 | <p><b>Compulsory annotation: ✓ X</b></p> <p><b>Two marks for each of three descriptions.</b></p> <p>Named example only zero marks, example can be credited with second mark, <b>as long as role explained</b></p> |
| Sector    | Description of role   |  |        |   |        |  |         |   |           |   |   |   |
| Public    | Provides service to local area / visitors [1] gives value for money for the services it provides [1] coordinate local and national initiatives [1]  |  |        |   |        |  |         |   |           |   |   |   |
| Private   | Profit maximisation [1] provides products and services for tourists [1] provides income for shareholders / stakeholders [1]   |  |        |   |        |  |         |   |           |   |   |   |
| Voluntary | Non-profit making [1] charitable organisation [1] supplements both the private and public sector [1] provides tourism services for community / public [1] offers volunteer activities [1] |  |        |   |        |  |         |   |           |   |   |   |

| Guidance |  |       |   |  |   |
|----------|--|-------|---|--|---|
| Question | Answer   | Marks | Content   |  | Levels of response  |
| 2c       | <p><b>Exemplar response:</b><br/>Both the Blue Planet Aquarium and Chester Zoo are animal based visitor attractions. Blue Planet has a focus on animals which live in water, especially sharks, as it has Europe's largest collection whereas the Zoo has a range of mammals and other animals. Both attractions are open throughout the year, but Blue Planet is only closed on Christmas Day whereas Chester Zoo is closed on Christmas Day and Boxing Day too. Both attractions have car parking; but there is a difference as the zoo parking is free for all, but the aquarium charge £2.50 per car – only coach parking at the aquarium is free. Both attractions have full access for the mobility impaired – the aquarium has lift access to each floor and ramps throughout; the zoo has access for all. A difference is that the aquarium have wheelchair hire, where as the zoo have mobility scooters as well as wheelchairs available, if booked in advance.<br/>[L2]</p> | 10    | <p><b>Blue Planet</b><br/>Over 100 living displays; Europe's largest collection of sharks<br/>open all year<br/>closed Christmas Day<br/>Ample charged car parking available on-site – including disabled visitor parking – charged at £2.50 per car per visit<br/>complimentary parking for coaches<br/>Lift access to each floor; ramps throughout the attraction; Wheelchair hire (returnable deposit required).</p> | <p><b>Chester Zoo</b><br/>11,000 animals<br/>open all year except Christmas and Boxing Day<br/>Free parking<br/>Access for all; wheelchairs and mobility scooters bookable in advance; guide and sensory dogs allowed in zoo but not animal houses<br/>Souvenir gift shop<br/>restaurant serving hot and cold meals and snacks</p> | <p><b>Compulsory annotation: L1 or L2 at end of response</b></p> <p><b>Level 2: [6-10 marks]</b><br/><b>Candidate will show a clear understanding of the question and include detailed comparison and contrast of products, facilities and services in relation to both attractions. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary.</b></p> <p>Identification / description is implied / assumed.<br/>Comparison <b>or</b> contrast of one area [products, facilities or services] in relation to both attractions. – 6 marks<br/>Comparison <b>and</b> contrast of <b>one</b> area [products, facilities or services] in relation to both attractions. –7 marks<br/>Comparison and contrast of <b>two</b> areas [products, facilities or services] in relation to both attractions. –8 marks<br/>Comparison and contrast of all area [products, facilities or services] in relation to both attractions. – 9 or 10 marks</p> <p><b>Level 1: [1-5 marks]</b><br/><b>Candidate identifies/ describes the products, facilities and services of the attraction.</b></p> |

| Guidance   |  |       |  |  |  |                             |                    |  |
|--|--|-------|--|--|--|-----------------------------|--------------------|--|
| Question   | Answer   | Marks | Content  | Levels of response   |  |                             |                    |  |
|  |  |       | <table border="1"> <tr> <td>Party and conference facilities and experiences/dive with the sharks</td> <td>Gifts and experiences – junior keeper/private tour/close encounter</td> </tr> <tr> <td>Daily diver shows and feeds</td> <td>Daily animal talks</td> </tr> </table> | Party and conference facilities and experiences/dive with the sharks | Gifts and experiences – junior keeper/private tour/close encounter | Daily diver shows and feeds | Daily animal talks | <p><b>Information may be in the form of a list. There is no attempt to compare and contrast products or facilities or services.</b></p> <p>List – max 2 marks<br/>           Identification of products , facilities or services in relation to either attraction.– up to 2 marks<br/>           Description of products , facilities or services in relation to <b>both attractions.</b>– 3-5 marks</p> <p><b>0 marks –no response worthy of credit</b></p> |
| Party and conference facilities and experiences/dive with the sharks | Gifts and experiences – junior keeper/private tour/close encounter |       |  |  |  |                             |                    |  |
| Daily diver shows and feeds  | Daily animal talks   |       |  |  |  |                             |                    |  |



|    | Answer  | Marks | Guidance   |
|----|---|-------|--|
| 3a | <p>Wi-Fi and hard wired internet connections are available in all bedrooms [1] Wi-Fi is available throughout the house [1] means that a business visitor can access e-mails/work whilst at the hotel [1] allows own laptop to be used, so data secure [1]</p> <p>On-site parking [1] complimentary parking to all overnight guests [1] most business visitors arrive using their own or company car [1]</p> <p>Business facilities are available: faxing, photocopying, printing[1] to allow business visitors to prepare for their meeting/conference[1] save business visitors bring their own printer/scanner[1]</p> <p>Safe in all rooms[1] to keep confidential business document secure[1] also to keep ant cash/cheques from a business[1]</p> <p>Broadband access [1] speedy internet connections [1] means that a business visitor can access e-mails/work whilst at the hotel [1]</p> <p>Ironing facilities - irons and ironing boards can be delivered to the rooms on request [1] allows business visitors to remain smart [1] do not need to take travel iron [1]</p> <p>Single occupancy rates are available on request [1] most business visitors are solo travellers [1] reduced rates from those published [1]</p> <p>Bespoke evening meals [1] exclusive use for business guests [1] impress clients [1] teambuilding [1]</p> | 6     | <p><b>Compulsory annotation: ✓ X</b><br/>Answers must reflect the context of the question.</p> <p><b>One mark for each correct service up to a maximum of two, plus up to an additional two marks for each of two explanations.</b></p> <p>Be mindful of repetition<br/>If candidate scores zero for one sub-section <b>DO NOT</b> award more than <b>three</b> marks for other sub-section.</p> |

|        | Answer  | Marks | Guidance   |
|--------|---|-------|--|
| 3<br>b | <p>Allows easy comparison between accommodation outlets [1] gives indication of likely price [1] more stars the higher the quality / more facilities and services provided [1]</p> <p>Quality assurance [1] all accommodation with grading has been independently inspected[1] this means that the visitor can trust the quality [1]</p> <p>Consistency of accommodation [1] same star level indicates similar accommodation [1] in respect of level of service/ quality of guest care[1]</p> | 6     | <p><b>Compulsory annotation: ✓ X</b><br/>Answers must reflect the context of the question.</p> <p><b>One mark for each correct benefit up to a maximum of two benefits, plus up to two additional marks for each of two explanations.</b></p> <p>Be mindful of repetition<br/>If candidate scores zero for one sub-section <b>DO NOT</b> award more than <b>Three</b> marks for other sub-section.</p> |

| Q                | Answer   | Marks                | Content   | Levels of response |                     |                      |                  |     |     |               |     |     |                 |     |     |  |
|------------------|--|----------------------|---|--------------------|---------------------|----------------------|------------------|-----|-----|---------------|-----|-----|-----------------|-----|-----|--|
| 3c               | <p><b>Exemplar Response:</b><br/>As the only hostel in Chester Backpackers is very suitable for groups. Group organisers can ring to make bookings and there is a discount for large groups and educational establishments, which mean this, will be very reasonably priced accommodation per night, always a consideration, especially with school groups. The hostel has dormitories, which means that groups can sleep together, which make it easy to supervise, but also enhances the social experience of being in a group. There are also en suite private rooms, which means that group organisers [especially of youth group] would not need to sleep in the dormitory, but are still close enough to supervise. The location is also excellent for groups, as the hostel is very close to the city centre, and the train station. Many groups use public transport for travel as it is usually cheaper than hiring a coach, so being 5 mins walk from the station would mean the group do not have far to carry their luggage. Another advantage is that towels can be rented; this would save having to pack and carry these bulky items of luggage. Perhaps one downside for groups is that the hostel is self-catering only, so individuals would have to get their own breakfast and wash up. This may be time consuming if not properly organised. But this could also be an advantage for groups, as special</p> | 10                   | <p>2 dormitories – 8 bed en suite and 18 bed with toilets and showers on lower floor<br/>5 en suite private rooms<br/>Max 35 people<br/>Fully equipped self-catering kitchen, 24 hour access<br/>Free tea and coffee 24/7<br/>Only hostel in Chester<br/>5 mins [0.3 miles] from</p> <table border="1"> <thead> <tr> <th>Prices</th> <th>Sunday to Thursday*</th> <th>Friday and Saturday*</th> </tr> </thead> <tbody> <tr> <td>Singles en suite</td> <td>£22</td> <td>£25</td> </tr> <tr> <td>Twin en suite</td> <td>£34</td> <td>£38</td> </tr> <tr> <td>Double en suite</td> <td>£34</td> <td>£38</td> </tr> </tbody> </table> <p>city centre and train station<br/>Laundry facility<br/>Left luggage facility<br/>Towel rental<br/>Call for group bookings; discounts for large groups and education groups</p> | Prices             | Sunday to Thursday* | Friday and Saturday* | Singles en suite | £22 | £25 | Twin en suite | £34 | £38 | Double en suite | £34 | £38 | <p><b>Compulsory annotation: L1, L2 or L3 at end of response</b></p> <p><b>Level 3: [9-10 marks]</b><br/><b>Candidate will show a clear understanding of the question and include detailed identification and explanation relating to the advantages to groups. Candidate effectively assesses the advantages. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. Candidate presents relevant material in a well planned and logical sequence.</b></p> <p>Identification / description implied / assumed<br/>Explanation/ analysis/ comparison of more than one point / both sides<br/>An evaluation / judgement / prioritisation – 9 marks<br/>With overall conclusion i.e. the most significant advantage– 10 marks</p> <p><b>Level 2: [5-8 marks]</b><br/><b>Candidate describes the ways in which the hostel is suitable for groups. Candidates will show an understanding of the question and include explanations of a number of points relating to group use of the hostel. The assessment is in the most part accurate and relevant, and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</b></p> <p>No list – must be at least describe<br/>Description only – 5 marks<br/>Explanation / analysis – 6 or 7 marks<br/>Evaluative comment [because....means that....] – 8 marks</p> |
| Prices           | Sunday to Thursday*  | Friday and Saturday* |   |                    |                     |                      |                  |     |     |               |     |     |                 |     |     |  |
| Singles en suite | £22  | £25                  |   |                    |                     |                      |                  |     |     |               |     |     |                 |     |     |  |
| Twin en suite    | £34  | £38                  |   |                    |                     |                      |                  |     |     |               |     |     |                 |     |     |  |
| Double en suite  | £34  | £38                  |   |                    |                     |                      |                  |     |     |               |     |     |                 |     |     |  |

| Q | Answer   | Marks | Content | Levels of response   |
|---|--|-------|---------|--|
|   | <p>diets can be fully catered for. Overall the hostel is an excellent place for groups to stay, as long as they do not expect 4* serviced accommodation.[L3]</p> |       |         | <p><b>Level 1: [1-4 marks]</b><br/> <b>Candidate identifies/ describes the ways in which the hostel is suitable for groups. Information may be in the form of a list. Candidates will include explanations which may be discussed with some success. The discussion is in the most part accurate, if not a little underdeveloped. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</b></p> <p>List – max 1 mark<br/>           Description – up to 2 marks<br/>           Explanation – up to 3 marks<br/>           Unsupported judgements /limited discussions – up to 4 marks</p> <p><b>0 marks – no response worthy of credit</b></p> |

| Answer |   | Marks | Guidance   |
|--------|---|-------|--|
| 4a     | <p>a type of interpretation of a location where travel is in a group on motorised transport [1] points of interest en route explained whilst on the transport [1] greatly enhance understanding and enjoyment of place being visited on the bus tour [1]</p>  | 2     | <p><b>Compulsory annotation: ✓ X</b></p> <p><b>Up to two marks for meaning</b></p> <p>Vague response – maximum one mark.</p> <p>Example can be credited with second mark.<br/>Example only / incorrect meaning correct example zero marks.</p>   |
| 4b     | <p>Booking / selling package holiday [1] the link between the customers and the tour operator [1] checking availability [1]</p> <p>Advise leisure customer [1] suggesting possible holidays and resorts [1] answering questions about the holiday from the customer [1] advise the leisure customer which is the best holiday to meet their needs [1]</p> <p>Assist those who want to make independent travel arrangements [1] make coach, flight, rail, ferry, accommodations bookings which are not part of a tour operator package [1] put together a package</p> <p>Arrange ancillary services / products [1] coach excursions / car hire at the destination [1] foreign currency exchange [1] travel insurance [1]</p> <p>Offer business travel services [1] book travel, care hire and accommodation [1] for those travelling for work purposes [1]</p> <p>Sell insurance [1] to give customer peace of mind [1] in case of cancellation / accident [1]</p> | 6     | <p><b>Compulsory annotation: ✓ X</b></p> <p><b>One mark for each correct service up to a maximum of three services, plus an additional one mark for each of three explanations.</b></p> <p>Answers must reflect the context of the question.</p> <p>Be mindful of repetition especially in description.</p> <p>If candidate scores zero for one sub-section <b>DO NOT</b> award more than <b>TWO</b> marks for other sub-sections.</p> |

|    | Answer   | Marks |  | Guidance   |
|----|--|-------|--|--|
|    | Provide information [1] leaflets / brochures [1]<br>details of opening times / price [1]<br><br>Currency / foreign exchange facility [1] change<br>sterling to currency of destination to be visited [1]<br>travellers can sell back unused currency [1] advice<br>on exchange rates [1] |       |  |  |
| 4c | <ul style="list-style-type: none"> <li>• £340 [per person]</li> <li>• 7 [carriages]</li> </ul>   | 2     |  | <b>Compulsory annotation: ✓ X</b><br><br><b>one mark each</b><br>Answer must be taken from Document and must be<br>precise<br>No other response possible to this question. |

| Question | Answer  | Marks | Content   | Levels of response   |
|----------|---|-------|---|--|
| 4d       | <p><b>Exemplar Response:</b><br/>A trip would mainly appeal to the leisure visitor – either domestic or inbound. The actual experience of being on a luxury train, with all the trimmings of table d’hote meals would be a fantastic experience, especially for couples celebrating a special anniversary. They could order the Premier Package, which includes a boxed bottle of Laurent-Perrier champagne and guarantees a table for two for those romantic moments. Unfortunately due to the price and the layout of the seating, the trip would not be as suitable for families, especially for those with young children who may not appreciate the menus. It would also not really be suitable for VFR visitors to Chester, as there is limited free time available to meet up with loved ones. Although business tourists do not usually pay for their accommodation and associated activities, £340 per head is a lot of money for a company to pay out, but it could be a good way of providing corporate hospitality. There are also some inappropriate services on the trip for business people if they were having a meeting – such as alcohol with brunch and the evening meal; the guided coach trip of Chester with free time to sightsee or shop. Also the inability to</p> | 12    | <p><b>Indicative content:</b><br/><b>Types of tourism</b><br/>Domestic ; inbound<br/><b>Reasons for travel</b><br/>Business; VFR; leisure [different types of leisure traveller – couples; disabled; families with young children etc.]<br/><b>Appeal of train</b><br/>£340 per person<br/>brunch with Bellini on outward journey<br/>guided coach tour of Chester<br/>free time to sightsee and shop<br/>dinner with champagne and half a bottle of wine per person on return trip<br/>Special dietary requirements, make sure to advise when booking<br/>unable to provide meals requiring strict religious observance in their preparation<br/>turn off mobile phones and hand-held devices<br/>carriages cannot be boarded in wheelchairs<br/>7 passenger carriages, each with the same interior layout of tables for 2 and 4<br/>You may be seated sharing a table.<br/>A table for 2 may be guaranteed by booking Premier Package, which includes a boxed bottle of Laurent-Perrier champagne</p> | <p><b>Compulsory annotation: L1 L2 or L3 at end of response</b></p> <p><b>Level 3: [9-12 marks]</b><br/><b>Candidate will show a clear understanding of the question and include detailed identification and explanation relating to the appeal to different types of tourist. Candidate effectively assesses the appeal. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. Candidate presents relevant material in a well planned and logical sequence.</b></p> <p>Identification / description implied / assumed<br/>Explanation/ analysis/ comparison of more than one point / both sides – 9 or 10 marks<br/>With overall general conclusion – 11 marks<br/>With specific conclusion i.e. the greatest advantage– 12 marks</p> <p><b>Level 2: [5-8 marks]</b><br/><b>Candidate describes the appeal. Candidates will show an understanding of the question and include explanations of a number of points relating to the appeal to different types of tourist. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with some use of specialist vocabulary.</b></p> <p>No list – must be at least describe<br/>Description only – 5 marks<br/>Explanation / analysis – 6 or 7 marks<br/>Evaluative comment [because....means that....] – 8 marks</p> |

| Question | Answer  | Marks | Content | Levels of response  |
|----------|---|-------|---------|---|
|          | use mobile phones or other electronic devices whilst on board the train will mean that the business will not be able to stay in contact via e-mail, or plan presentations. [L3] |       |         | <p><b>Level 1: [1-4 marks]</b><br/> <b>Candidate identifies/ describes the appeal. Information may be in the form of a list. Candidates will include explanations which may be discussed with some success. The discussion is in the most part accurate, if not a little underdeveloped.</b></p> <p>List – max 1 mark<br/> Description – up to 2 marks<br/> Explanation – up to 3 marks<br/> Unsupported judgements /limited discussions – up to 4 marks</p> <p><b>0 marks – no response worthy of credit</b></p> |



| This is the question assessing QWC |  |       |  | Guidance  |
|------------------------------------|--|-------|--|---|
| Question                           | Answer   | Marks | Content  | Levels of response  |
| 5*                                 | <p><b>Exemplar Response:</b><br/> Events are an important part of the travel and tourism industry; events are ‘one off’, or occur infrequently allowing tourists to enjoy their leisure time, or allowing business people to meet. Events can be regarded as major tourist attractions, so they bring in money to an area by the spending of those attending the event [as either visitors or participants]. Events provide employment in many different components of travel and tourism. This could be direct employment in accommodation outlets which visitors to the event stay at – this in turn contributes to the multiplier effect, with the money spent by visitors circulating in the local economy. Events are good for marketing the area as they advertise positive points and are a useful form of promotion/PR. Events also provide entertainment for locals so there is community benefit. Events, such as the regular Mystery Plays or Chester Races encourage repeat business as visitors enjoying event one year may return. Events have a large volume of visitors, such as the 20,000 who attend Chester Rocks, or the 16,000 for the Olympic torch relay. This increase total number of</p> | 12    | <p><b>Indicative content:</b><br/> host a range of different events including:<br/> Olympic torch relay 16,000 audience<br/> Chester Rocks for 3 years 20,000 audience<br/> Established festivals – literature, music, outdoor theatre<br/> Mystery Plays<br/> Chester Races<br/> Business events – Mill Hotel<br/> £4m investment in conference facilities<br/> Development of conference centre at Chester Racecourse for 1200 delegates<br/> <b>Importance of events</b><br/> Boost economy of area<br/> Money spend by attendees in accommodation, catering<br/> Multiplier effect<br/> Promote positive image of area<br/> Pride develops in local community<br/> Enhances employment opportunities – both direct and indirect<br/> High value spending if business tourism event<br/> PR</p> | <p><b>Compulsory annotation: L1 L2 or L3 at end of response</b></p> <p><b>Level 3: [9-12 marks]</b><br/> Candidate will show a clear understanding of the question and include detailed identification and explanation of the importance of events. There is sound and frequent evidence of thorough, detailed and accurate knowledge and understanding of concepts and principles using specialist vocabulary. Candidate presents relevant material in a well planned and logical sequence. Material clearly structured using appropriate terminology confidently and accurately. Sentences, consistently relevant are well structured in a way that directly answers the question. There will be few, if any, errors of grammar, punctuation and spelling.</p> <p>Identification / description implied / assumed<br/> Explanation/ analysis/ comparison of more than one point / both sides – 9 or 10 marks<br/> Overall general conclusion – 11 marks<br/> With specific conclusion i.e. which is the most important –12 marks</p> <p><b>Level 2: [5-8 marks]</b><br/> Candidate describes the importance of events. Candidates will show an understanding of the question and include explanations of a number of issues relating to events evaluated with some success. The evaluation is in the most part accurate and relevant. The answer is relevant and accurate and shows reasonable knowledge and understanding of concepts and principles with</p> |

| This is the question assessing QWC |   |       |         | Guidance   |
|------------------------------------|---|-------|---------|--|
| Question                           | Answer  | Marks | Content | Levels of response   |
|                                    | tourists. Consequently events are vital to the tourist economy of an area, as they encourage more visitors and hence spending. [L3] |       |         | <p><b>some use of specialist vocabulary. Candidate has a limited ability to organise relevant material. Some appropriate terminology used. Sentences are not always relevant with material presented in a way that does not always address the question. There may be noticeable errors of grammar, punctuation and spelling.</b></p> <p>No list – must be at least describe<br/>           Description only – 5 marks<br/>           Explanation / analysis – 6 or 7 marks<br/>           Evaluative comment [because....means that....] – 8 marks</p> <p><b>Level 1: [1-4 marks]</b><br/> <b>Candidate identifies/describes the importance of events. Information may be in the form of a list. There is little or no attempt to evaluate. Sentences have limited coherence and structure, often being of doubtful relevance to the main focus of the question. Errors of grammar, punctuation and spelling may be noticeable and intrusive.</b></p> <p>List – max 2 marks<br/>           2 identifications plus one description – 2, 3 or 4 marks<br/>           3 identifications &amp; unsupported judgement – 4 marks</p> <p><b>0 marks – no response worthy of credit</b></p> |

**OCR (Oxford Cambridge and RSA Examinations)**  
1 Hills Road  
Cambridge  
CB1 2EU

**OCR Customer Contact Centre**

**Education and Learning**

Telephone: 01223 553998

Facsimile: 01223 552627

Email: [general.qualifications@ocr.org.uk](mailto:general.qualifications@ocr.org.uk)

[www.ocr.org.uk](http://www.ocr.org.uk)

For staff training purposes and as part of our quality assurance programme your call may be recorded or monitored

**Oxford Cambridge and RSA Examinations**  
is a Company Limited by Guarantee  
Registered in England  
Registered Office; 1 Hills Road, Cambridge, CB1 2EU  
Registered Company Number: 3484466  
OCR is an exempt Charity

**OCR (Oxford Cambridge and RSA Examinations)**  
Head office  
Telephone: 01223 552552  
Facsimile: 01223 552553

© OCR 2016

