

**GCE**

**Travel and Tourism**

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

Advanced Subsidiary GCE

**Mark Scheme for June 2017**

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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. These are the annotations, (including abbreviations), including those used in scoris, which are used when marking

Annotation	Meaning of annotation
	Unclear
	Benefit of doubt
	Cross
	Ignore
	Level 1
	Level 2
	Level 3
	Not answered question
	Benefit of doubt not given
	Additional QWC credit given
	Repeat
	Tick
	Development of point
	Vague

## MARK SCHEME

Question		Answer/Indicative content	Mark	Guidance
1	a	<ul style="list-style-type: none"> <li>• Fire extinguishers (1) – positioned throughout property (1), in easily accessible locations (1)</li> <li>• Fire alarm (1) – exit instructions in all rooms (1)</li> <li>• Fire exits (1) – clearly marked/signed for international recognition (1)</li> <li>• Fire assembly points (1) – at a safe distance (1)</li> <li>• Fire doors (1) – positioned to limit spread (1)</li> </ul>	4	<p>Award one mark for the correct identification of each of two valid ways and award a second mark for an appropriate descriptive development.</p> <p>Credit all valid comments in context.</p>

Question		Answer/Indicative content	Mark	Guidance
1	b	<p>Free promotion (1) – website regularly viewed and used by clients (1)</p> <p>Can answer criticisms (1) – raise awareness (1)</p> <p>Comparative advantage (1) – over unlisted rival properties (1)</p> <p>Free advertising (1) – positive comments and/or guest ratings (1)</p>	6	<p>Award one mark for the correct identification of each of three valid advantages and award a second mark for an appropriate explanatory development, indicating how the provider might benefit.</p> <p>Credit all valid reasoning.</p>

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
1	c	<p>Many hotels now have rooms adapted to help meet the needs of disabled guests. All fixtures and fittings in the rooms are low level and easy to access from a seated position. Light switches, security spy hole, low level clothes rail, wheelchair friendly desk, hair dryer and refreshments tray are all at the right</p>	6	<p>Most answers will probably focus on wheelchair access:</p> <ul style="list-style-type: none"> <li>• Ramps</li> <li>• Wider doors</li> <li>• Reduced counter height</li> <li>• Lifts</li> <li>• Disabled parking near entrance etc</li> </ul>	<p>Compulsory annotation L1 or L2 at end of response.</p> <p><b>Level 2: [4-6 marks]</b> Candidate will show a clear understanding of the question and include detailed identification and explanation of the ways in which</p>

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
		<p>height which means a chair user won't need to stretch and risk falling. Bathrooms have a raised toilet seat, numerous grab rails, alarm cord, low-level sink and accessible shower complete with seat and grab bars. However, the most important aspect is space sufficient to turn a wheelchair, thus giving a disabled guest full access to the adapted room's facilities. (L2)</p>		<p>Also we are to credit in-room modifications such a toilet, bath, shower etc</p>	<p>accommodation providers have adapted their facilities to meet the needs of international customers with mobility difficulties. 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.</p> <p>Explanation/analysis/comparison of more than one point/both sides – 4 marks.</p> <p>An evaluation/judgement without overall conclusion/prioritisation – 5 marks.</p> <p>With overall supporting conclusion – 6 marks.</p> <p><b>Level 1: [1-3 marks]</b> Candidate identifies/describes some valid ways in which accommodation providers have adapted their facilities to meet the needs of international customers with mobility difficulties. 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</p>

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
					specialist vocabulary.  List of points – maximum 1 mark. Description – up to 2 marks. Explanation/unsupported judgements/limited justification – up to 3 marks. <b>0 marks</b> No response worthy of credit.

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
1*	d	<p>Self catering holidays have become very popular with holiday makers going on a family holiday. By choosing the self catering option helps to keep down the cost of the holiday and allows holiday makers to choose exactly what sort of meals that they want to eat. This is important when going on a holiday with children because younger children may want to eat at different times to adults. In self catering accommodation you can eat at whatever time is most convenient for you.</p> <p>By staying in self catering accommodation gives you the option to eat out at local restaurants or to cook back at your accommodation. Some nights you may choose to sample the</p>	9	<p>Reasons may vary depending on the type of international traveller e.g. couples, families, groups etc. Comments about holiday home ownership &amp; timeshares are also perfectly valid.</p> <p>Key aspects to consider will be:</p> <ul style="list-style-type: none"> <li>• Cost</li> <li>• Freedom - no set timings</li> <li>• Privacy</li> <li>• Ability to accommodate people together</li> <li>• Space</li> <li>• Facilities (garden, pool, patio)</li> </ul>	<p>This is the question assessing QWC</p> <p>Compulsory annotation L1, L2 or L3 at end of response.</p> <p><b>Level 3 (7–9 marks)</b>            Candidate will show a clear understanding of the question and include detailed identification and explanation of the reasons for self-catering. Candidate effectively discusses a range of these. 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</i></p>

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
		<p>local cuisine and wine at a local restaurant and other nights you may want to have a cheaper meal. You can also try out local recipes by buying locally grown produce at a local market and then take the food home to prepare it for your own meal.</p> <p>Another great thing about going on a self catering holiday is the terrific choice of properties available to choose from. You may choose to go self catering on holiday and stay in a relatively small and modest property. However if there is a large group of you going on a self catering holiday you are able to select a self catering property which is much larger. Many have private facilities such as pool and patio and you are assured of privacy and exclusive use. Furthermore, you will be free to eat and relax as you wish with no dress code to follow and the ability to dine 'al fresco' if desired. (L3)</p>			<p><i>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><b>Identification/description implied/assumed.</b>  <b>Explanation/analysis/comparison of more than one point/both sides – 7 marks.</b>  <b>An evaluation/judgement without overall conclusion/prioritisation – 8 marks.</b>  <b>With overall supporting conclusion – 9 marks.</b></p> <p><b>Level 2 (4–6 marks)</b>  Candidate describes a number of advantages and will show an understanding of the question and include explanations of their usefulness. For example, aspects relating to a self-catering property's characteristics might 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</p>

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
					<p>use of specialist vocabulary.  <i>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.</i></p> <p><b>No list – must at least ‘describe’.            Description only – 4 marks.            Explanation/analysis – 5 marks.            Evaluative comment (because...means that....) – 6 marks.</b></p> <p><b>Level 1 (1–3 marks)</b>            Candidate identifies/describes some of the advantages of self-catering. 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</i></p>



Question			Answer/Indicative Content	Marks	Guidance	
					Content	Levels of response
						<p><i>grammar, punctuation and spelling may be noticeable and intrusive.</i></p> <p><b>List – maximum 2 marks.</b>  <b>2 identifications plus one description – 2 marks.</b>  <b>2 identifications and unsupported judgement – 3 marks.</b></p> <p><b>0 marks</b>            No response worthy of credit.</p>

Question			Answer/Indicative content	Mark	Guidance
2	a		Valid characteristics are: <ul style="list-style-type: none"> <li>• Fly to a fixed timetable (1)</li> <li>• Operate regardless of load (1)</li> <li>• Use major international airports (1)</li> <li>• Many carriers fly into/out of a hub (1)</li> <li>• Have more than one class of travel (1)</li> <li>• Offer flexible ticketing (1)</li> <li>• Provide free food and drink (1)</li> </ul>	4	Award one mark for the correct identification of each of four valid characteristics.

Question			Answer/Indicative Content	Marks	Guidance	
					Content	Levels of response
2		b	The London Heathrow to Dubai route is the world's second most important for international travel. This route is very popular for a number of reasons. Emirates has become the world's largest carrier and the six flights per	6	After JFK/LHR, the LHR/DXB route is the most popular long haul service. Although the question states the LHR to DXB <b>route</b> , candidates may validly comment on the Emirates service details	Compulsory annotation L1 or L2 at end of response.  <b>Level 2: [4-6 marks]</b> Candidate will show a clear understanding of the question and

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
		<p>day from LHR allows international travellers from the UK to connect with over 200 destinations via Dubai. All six daily services use A380s, a modern and luxurious aircraft, which appeals to both leisure and business passengers. London is a global financial centre and generates a large amount of business travel. Many international business travellers will choose to fly with Emirates and will thus fly LHR/DXB as part of their journey. Similary leisure travellers to and from the UK choose Emirates and LHR offers the greatest number of flights, thus reinforcing the routes popularity. (L2)</p>		<p>provided in Fig. 2 i.e. the A380, the six flights per day and Dubai acting as a hub.</p> <p>Candidates may comment on aspects such as:</p> <ul style="list-style-type: none"> <li>• City of London generating business travel to and from the UAE</li> <li>• LHR gives easy access to central London</li> <li>• LHR's good connections with 6 flights per day</li> <li>• Emirates offering wide route network via DXB so inbound and outbound travellers will be likely to use</li> <li>• A380s allow increased load factors (and super-jumbo service an added attraction)</li> <li>• Promotional offers etc</li> </ul> <p>Credit all valid reasoning in the LHR/DXB route context.</p>	<p>include detailed identification and explanation of the factors influencing LHR/DXB route popularity. Candidate effectively assesses a range of issues commenting on their relative significance. 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.</p> <p>Explanation/analysis/comparison of more than one point/both sides – 4 marks. An evaluation/judgement without overall conclusion/prioritisation – 5 marks. With overall supporting conclusion – 6 marks.</p> <p><b>Level 1: [1-3 marks]</b> Candidate identifies/describes some valid factors influencing the popularity of the LHR/DXB route. Information may be in the form of a list. There is little or no attempt to assess the significance of particular factors. The answer is basic and shows limited knowledge and understanding of concepts and</p>

Question			Answer/Indicative Content	Marks	Guidance	
					Content	Levels of response
						principles with limited use of specialist vocabulary.  List of points – maximum 1 mark. Description – up to 2 marks. Explanation/unsupported judgements/limited justification – up to 3 marks. <b>0 marks</b> No response worthy of credit.

Question			Answer/Indicative content	Mark	Guidance
2	c		<ul style="list-style-type: none"> <li>Noise pollution (1) – extra runway more flight take-offs and landings (1)</li> <li>Air pollution (1) – more flights mean more emissions (1)</li> <li>Increased congestion (1) – both at terminals and approach roads (1)</li> <li>Loss of open space (1) – expansion in an area already under suffering loss of green belt (1)</li> </ul>	6	Award one mark for the identification of each of three valid environmental issues and award a second mark for an appropriate explanatory development, indicating how this is likely to result from a third runway.  Credit all valid reasoning in context.

Question			Answer/Indicative Content	Marks	Guidance	
					Content	Levels of response
2		d	Major international airlines offer a range of options for passengers choosing to travel in business class. For example, Virgin Atlantic offers a	9	Answers may consider any combination of ground services and features of the cabin for ANY airline or hub. For Level 3 we should have	Compulsory annotation L1, L2 or L3 at end of response.  <b>Level 3: [7-9 marks]</b>

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
		complimentary chauffeur driven car service to and from your flight for ease of access. If you arrive at Heathrow, Gatwick or Johannesburg by car your chauffeur will check you in at the unique 'Drive Thru Check In' so you can bypass the terminal and head straight for the Clubhouse with the full range of business lounge facilities. If you make your own way to the airport, there is an efficient and friendly dedicated Upper Class check in area to minimise delays and avoid crowds. In the air, Virgin business passengers enjoy many facilities. At the touch of a button the seat flips over to become one of the biggest fully flat beds in any business class allowing greater comfort and an undisturbed flight. Every seat has aisle access so there's no stepping over your neighbour and a greater degree of privacy. In Upper Class there are no set meal times and a passenger can eat what they like, when they like – a choice from the "Freedom menu" will be individually and freshly prepared to your order and served in style on fine china. An important aspect for business travellers is the ability to do work and every suite is fitted with laptop power access and a large table with plenty of room to spread out or have an informal meeting and this is particularly convenient for business		<p>proper exemplification. Expect to see reference to:</p> <ul style="list-style-type: none"> <li>• Seat size</li> <li>• Baggage allowance</li> <li>• Lounge access</li> <li>• Attentive cabin crew</li> <li>• Food &amp; drink quality/choice</li> <li>• Check-in fast lane etc</li> </ul>	<p>Candidates will show a clear understanding of the question and include detailed identification and explanation of the characteristics of non-economy travel. Candidate effectively evaluates a range of these, with reference to particular examples. 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><b>Level 2: [4-6 marks]</b>  Candidate identifies/describes a number of characteristics of upgraded flight cabin travel. Candidate will show an understanding of the question and include explanations of a number of characteristics which may be evaluated with some success.</p>

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
		colleagues travelling together. (L3)			<p>Reference to valid examples is attempted. The evaluation in the most part is accurate and relevant 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><b>Level 1: [1-3 marks]</b>  Candidate identifies/describes some characteristics of business class travel. Information may be in the form of a list of different aspects. There is little or no attempt to evaluate the characteristics. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p>

Question			Answer/Indicative Content	Marks	Guidance	
					Content	Levels of response
						<p><i>List – maximum 2 marks. 2 identifications plus one description – 2 marks. 3 identifications and unsupported judgement – 3 marks.</i></p> <p><b>0 marks</b> No response worthy of credit.</p>

Question			Answer/Indicative content	Mark	Guidance
3	a		<ul style="list-style-type: none"> <li>• Tilbury (1)</li> <li>• Newcastle (1)</li> <li>• Liverpool (1)</li> <li>• Bristol (1)</li> <li>• Southampton (1)</li> </ul>	4	Award one mark for the correct identification of each of four ports.

Question			Answer/Indicative Content	Marks	Guidance	
					Content	Levels of response
3	b		<p>Portsmouth International Port is the second-busiest cross-Channel ferry port. The new terminal building is easily accessible and has a modern glass and stone façade. Ferry passengers travelling by car can join the M27 towards Portsmouth and then take the M275 which is clearly signposted for Cross-Channel Ferries. Passengers can also travel by train from London Waterloo, London Victoria (via</p>	6	<p>We can credit all aspects of the internal and external accessibility of the chosen port. Expect to see details of:</p> <ul style="list-style-type: none"> <li>• Road access</li> <li>• Rail &amp; coach services</li> <li>• Parking</li> <li>• Disabled drop-off</li> <li>• Lifts</li> <li>• Disabled toilets</li> <li>• Assistance</li> </ul>	<p>Compulsory annotation L1 or L2 at end of response.</p> <p><b>Level 2: [4-6 marks]</b> Candidate will show a clear understanding of the question and include detailed identification and explanation of the chosen port's accessibility. Candidate effectively discusses a range of issues relating to access for departing passengers.</p>

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
		Brighton) and Cardiff (via Salisbury and Bristol) to Portsmouth Harbour and Portsmouth & Southsea train stations. There is also a direct service to and from the port to London Victoria coach station. Inside the terminal building there is a flat concourse containing check-in desks and the arrival/departure area. On the mezzanine floor is the bar/café, with views over the concourse and an observation balcony overlooking the port. There are toilet facilities for people with disabilities throughout the port. A special minibus service is available to help wheelchair users or those with reduced mobility and their companions board the ship. Assistance is also available for those travelling by car, enabling parking on the car decks close to the lifts. The port car park has designated spaces for people with disabilities and/or reduced mobility and there are additional bays adjacent to the main terminal building. The port enjoys a high degree of both internal and external accessibility. (L2)			<p>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.</p> <p>Explanation/analysis/comparison of more than one point/both sides – 4 marks.</p> <p>An evaluation/judgement without overall conclusion/prioritisation – 5 marks.</p> <p>With overall supporting conclusion – 6 marks.</p> <p><b>Level 1: [1-3 marks]</b> Candidate identifies/describes some valid aspects of the chosen port's accessibility. Information may be in the form of a list. There is little or no attempt to discuss the significance of particular aspects. The answer is basic and shows limited knowledge and understanding of concepts and principles with limited use of specialist vocabulary.</p> <p>List of points – maximum 1 mark. Description – up to 2 marks. Explanation/unsupported</p>

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
					judgements/limited justification – up to 3 marks. <b>0 marks</b> No response worthy of credit.

Question		Answer/Indicative content	Mark	Guidance
3	c	<p><b>Retired couple</b></p> <ul style="list-style-type: none"> <li>Adults only cruises (1) – no noisy children (1), may appreciate peace and quiet (1)</li> <li>‘dining scene to suit you’ (1) – varied cuisine (1) with intimate setting (1)</li> <li>Varied entertainment (1) – for the less active there are lectures and shows (1) and quiet nights in the bar (1)</li> </ul> <p><b>Family with young children</b></p> <ul style="list-style-type: none"> <li>No set meal times (1) – informal dining (1) and snacks mean children readily catered for (1)</li> <li>Clubs (Kidzone &amp; Palmy) (1) - cater for 3 to 11/12 years (1) occupy children while parents can be free to enjoy themselves (1)</li> <li>Range of activities (1) – meet needs of different ages e.g. storytelling versus disco (1)</li> </ul>	6	<p>In each case, award one mark for the valid identification from Fig. 3 of an appropriate Thomson Cruise aspect and then award a further one or two marks for an explanatory comment and development of how this meets likely passenger needs.</p> <p>Credit all valid reasoning in context and mark to candidate’s advantage following the 1+1+1 x 2 = 6 format</p>

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
3	d	Such tours are popular because they take visitors to the main tourist sites. The big windows and open top allow photographs to be taken easily. Furthermore, passengers get a good view of the main city sights. The service allows you to hop	9	<p>Sightseeing tours by open top bus appeal to visiting cruise passengers because the service offers:</p> <ul style="list-style-type: none"> <li>Hop-on/hop-off flexibility</li> <li>One fare all day</li> </ul>	<p>Compulsory annotation L1, L2 or L3 at end of response.</p> <p><b>Level 3: [7-9 marks]</b> Candidates will show a clear</p>



Question	Answer/Indicative content	Mark	Guidance
	<p>on and off at will (should they have enough time to explore) as the ticket price allows all day travel. Visitors can thus explore at will. There is a commentary, some in foreign languages, so it is easy to understand and ask questions. Open top buses are particularly good for sightseeing in hot weather and as visiting cruise passengers have limited free time ashore, they know that the itinerary covers the city's major attractions. (L3)</p>	<ul style="list-style-type: none"> <li>• Covers main attraction sites</li> <li>• Guide &amp; commentary (many with foreign language option)</li> <li>• Good views</li> <li>• Pleasant in good weather (open air)</li> <li>• Can be pre-booked at the cruise excursion desk</li> </ul>	<p>understanding of the question and include detailed identification and explanation of the advantages of the Photograph B tour to visiting cruise passengers. Candidate effectively discusses a range of these. 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><b>Level 2: [4-6 marks]</b>  Candidate identifies/describes a number of advantages to cruise passengers of the tour shown in Photograph B. Candidate will show an understanding of the question and include explanations of a number of advantages which may be discussed with some success. The discussion in the most part is accurate and relevant and shows reasonable knowledge and</p>

Question	Answer/Indicative content	Mark	Guidance
			<p>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><b>Level 1: [1-3 marks]</b>  Candidate identifies/describes some advantages to cruise passengers of the tour shown in Photograph B. Information may be in the form of a list of different aspects. There is little or no attempt to discuss the advantages. 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>3 identifications and unsupported judgement – 3 marks.</i></p> <p><b>0 marks</b>  No response worthy of credit.</p>

Question	Answer/Indicative content	Mark	Guidance
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Question		Answer/Indicative content	Mark	Guidance
4	a	<ul style="list-style-type: none"> <li>• Mexico destination = <b>Cancun</b> (1)</li> <li>• South African port = <b>Cape Town</b> (1)</li> <li>• Kenya currency = <b>Shilling</b> (1)</li> <li>• Increase in USA cost = <b>10%</b> (1)</li> </ul>	4	Award one mark for the correct identification of each aspect as itemised in Fig. 4
Question		Answer/Indicative content	Mark	Guidance
4	b	<p><b>Local travel agency</b></p> <ul style="list-style-type: none"> <li>• Convenience (1) - local (1)</li> <li>• 'one stop shop' (1) – purchased together with holiday booking (1)</li> </ul> <p><b>ATM</b></p> <ul style="list-style-type: none"> <li>• Safety (1) – drawing money as needed (1)</li> <li>• Can use bank card (1) – cash given in local currency and debited to account (1)</li> </ul> <p><b>Forex Counter</b></p> <ul style="list-style-type: none"> <li>• Value for money (1) – better rates for cash (1)</li> <li>• Can shop around (1) – find best rate (1)</li> </ul>	6	<p>In each case, award one mark for the identification of a valid reason and then award a second mark for an appropriate explanatory comment or development.</p> <p>Be careful <b>not to credit repetition</b> but do credit all valid reasoning in context.</p>
Question		Answer/Indicative content	Mark	Guidance
4	c	<p><b>Local market stalls</b></p> <ul style="list-style-type: none"> <li>• Sell traditional craft items (1) – choice (1), can compare items (1)</li> <li>• Can haggle (1) – prices not always fixed (1), can obtain value (1)</li> </ul> <p><b>Visitor attraction gift shops</b></p> <ul style="list-style-type: none"> <li>• Usually themed merchandise (1) – better quality (1),</li> </ul>	6	<p>In each case, award one mark for the identification of a valid advantage and then award a second mark for an appropriate explanatory comment or development.</p> <p>Be careful <b>not to credit repetition</b> but do credit all valid reasoning in context.</p>

Question	Answer/Indicative content	Mark	Guidance
	<p>can pay by card or cash (1)</p> <ul style="list-style-type: none"> <li>• Carry a range of lines (1) – find cheaper or more expensive items (1)</li> </ul> <p><b>TICs</b></p> <ul style="list-style-type: none"> <li>• Can shop while getting information (1) – carry destination-specific souvenirs (1)</li> <li>• Staff speak English (1) – can ask questions (1)</li> </ul>		

Question	Answer/Indicative Content	Marks	Guidance	
			Content	Levels of response
4	d	9	<p>UK leisure travellers can purchase theme park admission tickets in a variety of ways, including:</p> <ul style="list-style-type: none"> <li>Travel agent at time of booking</li> <li>Part of inclusive tour package</li> <li>Direct via Internet</li> <li>Via hotel rep as part of an excursion</li> <li>Concierge or tour desk at their hotel.</li> <li>Phone to local operator</li> <li>At local TIC</li> </ul>	<p>Compulsory annotation L1, L2 or L3 at end of response.</p> <p><b>Level 3: [7-9 marks]</b> Candidates will show a clear understanding of the question and include detailed identification and explanation of the ways in which UK leisure travellers can purchase theme park tickets. Candidate effectively evaluates different ways. 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></p>

Question		Answer/Indicative Content	Marks	Guidance	
				Content	Levels of response
		prices. Many independent travellers prefer this approach and will use local adverts to seek out the type of ticket that best meets their individual needs and expectations (L3).			<p><i>An evaluation/judgement without overall conclusion/prioritisation - 8 marks.</i></p> <p><i>With overall supporting conclusion - 9 marks.</i></p> <p><b>Level 2: [4-6 marks]</b> Candidate identifies/describes a number of the ways in which theme park tickets may be purchased by UK leisure travellers. Candidate will show an understanding of the question and include explanations of a number of ways which may be evaluated 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><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><b>Level 1: [1-3 marks]</b> Candidate identifies/describes some of the ways in which UK leisure travellers purchase theme park</p>

Question			Answer/Indicative Content	Marks	Guidance	
					Content	Levels of response
						<p>tickets. Information may be in the form of a list of different ways. There is little or no attempt to evaluate. 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>3 identifications and unsupported judgement – 3 marks.</i></p> <p><b>0 marks</b>            No response worthy of credit.</p>

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