Specimen

    [Turn over

Generic Marking Principles

These general marking principles must be applied by all examiners when marking candidate
answers. They should be applied alongside the specific content of the mark scheme or generic
level descriptions for a question. Each question paper and mark scheme will also comply with these
marking principles.

GENERIC MARKING PRINCIPLE 1:

Marks must be awarded in line with:

- the specific content of the mark scheme or the generic level descriptions for the question
- the specific skills defined in the mark scheme or in the generic level descriptions for the question
- the standard of response required by a candidate as exemplified by the standardisation scripts.

GENERIC MARKING PRINCIPLE 2:

Marks awarded are always **whole marks** (not half marks, or other fractions).

GENERIC MARKING PRINCIPLE 3:

Marks must be awarded **positively**:

- marks are awarded for correct/valid answers, as defined in the mark scheme. However, credit is given for valid answers which go beyond the scope of the syllabus and mark scheme, referring to your Team Leader as appropriate
- marks are awarded when candidates clearly demonstrate what they know and can do
- marks are not deducted for errors
- marks are not deducted for omissions
- answers should only be judged on the quality of spelling, punctuation and grammar when these features are specifically assessed by the question as indicated by the mark scheme. The meaning, however, should be unambiguous.

GENERIC MARKING PRINCIPLE 4:

Rules must be applied consistently, e.g. in situations where candidates have not followed instructions or in the application of generic level descriptions.

GENERIC MARKING PRINCIPLE 5:

Marks should be awarded using the full range of marks defined in the mark scheme for the question (however; the use of the full mark range may be limited according to the quality of the candidate responses seen).

GENERIC MARKING PRINCIPLE 6:

Marks awarded are based solely on the requirements as defined in the mark scheme. Marks should not be awarded with grade thresholds or grade descriptions in mind.

Social Sciences-Specific Marking Principles
(for point-based marking)

1	**Components using point-based marking:**
	• Point marking is often used to reward knowledge, understanding and application of skills. We give credit where the candidate's answer shows relevant knowledge, understanding and application of skills in answering the question. We do not give credit where the answer shows confusion.
	From this it follows that we:
	a DO credit answers which are worded differently from the mark scheme if they clearly convey the same meaning (unless the mark scheme requires a specific term)
	b DO credit alternative answers/examples which are not written in the mark scheme if they are correct
	c DO credit answers where candidates give more than one correct answer in one prompt/numbered/scaffolded space where extended writing is required rather than list-type answers. For example, questions that require *n* reasons (e.g. State two reasons …).
	d DO NOT credit answers simply for using a 'key term' unless that is all that is required. (Check for evidence it is understood and not used wrongly.)
	e DO NOT credit answers which are obviously self-contradicting or trying to cover all possibilities
	f DO NOT give further credit for what is effectively repetition of a correct point already credited unless the language itself is being tested. This applies equally to 'mirror statements' (i.e. polluted/not polluted).
	g DO NOT require spellings to be correct, unless this is part of the test. However spellings of syllabus terms must allow for clear and unambiguous separation from other syllabus terms with which they may be confused (e.g. Corrasion/Corrosion)
2	**Presentation of mark scheme:**
	• Slashes (/) or the word 'or' separate alternative ways of making the same point.
	• Semi colons (;) bullet points (•) or figures in brackets (1) separate different points.
	• Content in the answer column in brackets is for examiner information/context to clarify the marking but is not required to earn the mark (except Accounting syllabuses where they indicate negative numbers).
3	**Annotation:**
	• For point marking, ticks can be used to indicate correct answers and crosses can be used to indicate wrong answers. There is no direct relationship between ticks and marks. Ticks have no defined meaning for levels of response marking.
	• For levels of response marking, the level awarded should be annotated on the script.
	• Other annotations will be used by examiners as agreed during standardisation, and the meaning will be understood by all examiners who marked that paper.

Assessment objectives

AO1 Knowledge and understanding
Demonstrate knowledge and understanding of facts, terms and concepts of travel and tourism.

AO2 Application
Apply knowledge and understanding of facts, terms and concepts to familiar and unfamiliar contexts in travel and tourism.

AO3 Analysis and research
Analyse travel and tourism issues, showing an understanding of the possible impacts of those issues on travel and tourism, and use appropriate research techniques.

AO4 Evaluation
Evaluate information to develop arguments, understand implications, draw inferences and make judgements, recommendations and decisions.

Tables **A–D** will be used for specific questions. Please refer to the question to see which table should be used when appropriate. Either Table A or Table B or both might be used in live question papers. A question that uses Table B has been shown in this specimen paper.

Table A

Level	AO1 Knowledge and understanding 2 marks	AO3 Analysis and research 2 marks	AO4 Evaluation 2 marks
	Description	**Description**	**Description**
2	**2 marks** The response contains several explained valid points.	**2 marks** There is some consideration of the significance of the valid points mentioned. **OR** The arguments for and against the valid points mentioned are given.	**2 marks** The response contains a reasoned conclusion or recommendation.
1	**1 mark** The response is likely to be a list of valid points with little or no explanation.	**1 mark** The response gives some consideration of the significance of at least one valid point. **OR** The arguments for or against at least one valid point are given.	**1 mark** The response contains a conclusion or recommendation, but no reasoning is given.
0	**0 marks** No creditable response.	**0 marks** No creditable response.	**0 marks** No creditable response.

Table B

Level	AO2 **Application** **2 marks**	AO3 **Analysis and research** **2 marks**	AO4 **Evaluation** **2 marks**
	Description	**Description**	**Description**
2	**2 marks** The response includes an explanation of why the points mentioned are relevant/suitable to the context of the question.	**2 marks** There is some consideration of the significance of the valid points mentioned. **OR** The arguments for and against the valid points mentioned are given.	**2 marks** The response contains a reasoned conclusion or recommendation.
1	**1 mark** At least one point has an explanation of why it is relevant/suitable to the context of the question.	**1 mark** The response gives some consideration of the significance of at least one valid point. **OR** The arguments for or against at least one valid point are given.	**1 mark** The response contains a conclusion or recommendation, but no reasoning is given.
0	**0 marks** No creditable response.	**0 marks** No creditable response.	**0 marks** No creditable response.

Table C

Level	AO1 Knowledge and understanding 3 marks	AO3 Analysis and research 3 marks	AO4 Evaluation 3 marks
	Description	Description	Description
3	**3 marks** The response contains a range of explained valid points.	**3 marks** The response is well-balanced and considers the significance of each of the valid points mentioned. **AND/OR** The arguments for and against each valid point mentioned are given.	**3 marks** The response contains a well-supported and reasoned conclusion or recommendation.
2	**2 marks** The response contains some explained valid points.	**2 marks** The response gives some consideration of the significance of some of the valid points mentioned. **OR** The arguments for and against some of the valid points mentioned are given.	**2 marks** The response contains a conclusion or recommendation with some reasoning given.
1	**1 mark** The response is likely to be a list of valid points with little or no explanation.	**1 mark** The response gives some consideration of the significance of at least one valid point. **OR** The arguments for or against at least one of the valid points are given.	**1 mark** The response contains a conclusion or recommendation, but no supporting evidence or reasoning is given.
0	**0 marks** No creditable response.	**0 marks** No creditable response.	**0 marks** No creditable response.

Table D

Level	AO2 **Application** **3 marks**	AO3 **Analysis and research** **3 marks**	AO4 **Evaluation** **3 marks**
	Description	**Description**	**Description**
3	**3 marks** The response includes an explanation of why each of the points mentioned are relevant/suitable to the context of the question.	**3 marks** The response is well-balanced and considers the significance of each of the valid points mentioned. **AND/OR** The arguments for and against each valid point mentioned are given.	**3 marks** The response contains a well-supported and reasoned conclusion or recommendation.
2	**2 marks** The response includes an explanation of why some of the points mentioned are relevant/suitable to the context of the question.	**2 marks** The response gives some consideration of the significance of some of the valid points mentioned. **OR** The arguments for and against some of the valid points mentioned are given.	**2 marks** The response contains a conclusion or recommendation with some reasoning given.
1	**1 mark** At least one point has an explanation of why it is relevant/suitable to the context of the question.	**1 mark** The response gives some consideration of the significance of at least one valid point. **OR** The arguments for or against at least one of the valid points are given.	**1 mark** The response contains a conclusion or recommendation, but no supporting evidence or reasoning is given.
0	**0 marks** No creditable response.	**0 marks** No creditable response.	**0 marks** No creditable response.

Question	Answer	Marks
1(a)	**Describe <u>two</u> characteristics of this eco-friendly holiday.** Award one mark for each correctly identified characteristic and a second mark for the description in context. • Eco-cottages [1] may be following the pattern of 'traditional' accommodation, i.e. made from local materials and blending in with the local areas / may be constructed in a sustainable way. [1] • Traditional cuisine [1] similar to that found in local villages / will use foods grown locally. [1] • Off the normal tourist track [1] can access unseen/unspoilt landscape/ people/culture/wildlife. [1] • May meet local people [1] local guides will be used / visiting traditional villages to learn about culture / way of life. [1] Accept all valid responses.	4
1(b)	**Explain <u>three</u> reasons why Safari Tours might protect the environment.** Award one mark for each correctly identified reason and a second mark for the explanation in context. • Maintain the tourism market. [1] Tourists will expect an eco-tourist destination to protect the environment; these types of tourist would not visit if the destination did not protect the environment. [1] • Maintain the beauty/appeal of the area. [1] This will encourage new visitors. [1] • Encourage local people to maintain areas through protection of wildlife [1] so that they can continue to make a living from tourism to the area. [1] • Protecting the environment helps to keep traditional industries going [1] as tourists want to see traditional ways of life. [1] Accept all valid responses.	6
1(c)	**Explain <u>two</u> ways the Safari Tours holiday shown in Fig. 1.1 can be managed sustainably.** Award one mark for each sustainable method and up to two further marks for the explanation in context. • Accommodation may be built with local materials. [1] Building with local materials minimises the impact on the environment by reducing mileage [1] and therefore reducing the carbon footprint. [1] • Traditional methods of construction. [1] Traditional materials and skills will be maintained [1] which improves sustainability/responsibility. [1] • Use of local labour. [1] It provides local people with jobs and an income. [1] It also helps them to see the value of tourism to their economy. [1] • Rotate the places visited. [1] Rotation prevents damage/overuse of paths/resources [1] and helps to prevent erosion and disturbance to the local environment. [1] Accept all valid responses.	6

Question	Answer	Marks
1(d)	**Assess how a tourism organisation may use social media.**	**9**
	Use **Table C** to mark candidate responses to this question. AO1 – out of 3 marks AO3 – out of 3 marks AO4 – out of 3 marks	
	Indicative content Responses may include:	
	AO1 Knowledge and understanding • Descriptions of social media types commonly used. • They are used for posting comments and photographs and relaying experiences. • Ability to book or arrange trips/tours 24/7. • Tourism organisations will check social media regularly as it will reach many potential/real customers. • It allows tourism organisations to respond quickly to comments which may be positive or negative, and therefore they can stop or diffuse potential problems and make the most of good reviews. • Marketing and promotion. • Recruitment of staff.	
	AO3 Analysis and research • Social media will allow the tourism organisation to reach a large number of people in an instant with marketing information or with answers to queries. • It is cheap and easy to use. • Information can be updated and passed on quickly and easily. • It allows specific groups of tourists to be targeted easily. • It is available 24/7 and can reach all markets. • Tourism organisations can also find out what people want in a destination and so can tailor developments to suit their clientele. • They can respond to queries and comments very quickly to avoid or deal with negative comments. • They can develop advertisements quickly and cheaply.	
	AO4 Evaluation • The ability to respond to negative comments is useful because if tourism organisations are seen to be acting swiftly, tourists will have more confidence in them, and therefore will be more likely to use their facilities. • 24-hour access allows tourism organisations to maximise their potential in reaching people in a wide variety of locations and therefore to remain competitive and increase their customer base. • Tourism destinations and organisations will follow social media, so they have a clear idea of what their competitors are doing and can adapt / be more reactive in order to gain a greater market share.	
	Accept all valid responses.	
	AO1	3
	AO3	3
	AO4	3

Question	Answer	Marks
2(a)	**State two different types of internal customer of a hotel. Give an example of each type.** Award one mark for each correctly identified type and a second mark for a correct example. • members of staff [1] chef / receptionist / manager / waiter [1] • suppliers who provide goods and services for the hotel [1] delivery service / laundry service / electricians / decorators [1] • employees of other organisations represented within the hotel [1] franchise staff such as from coffee shop / health and beauty / spa / gym [1] Accept all valid responses.	4
2(b)	**Explain three ways a hotel can meet the needs of its external customers.** Award one mark for each correctly identified way and a second mark for the explanation. • Providing facilities for business visitors [1] such as conference rooms and wi-fi which will allow meetings to be effective. [1] • Health and safety standards maintained / housekeeping [1] making sure rooms and public spaces are cleaned so guests will be happy that their environment is 'safe' and fit for purpose. [1] • Restaurant on site / catering facilities [1] guests can eat on site which will save time / be more convenient. [1] • Leisure facilities [1] make the hotel more appealing / guests can relax / do not need to find gym elsewhere, etc. [1] Accept all valid responses.	6

Question	Answer	Marks
2(c)	**Evaluate the most suitable way for a hotel to assess the quality of its customer service.** Use **Table B** to mark candidate responses to this question. AO2 – out of 2 marks AO3 – out of 2 marks AO4 – out of 2 marks **Indicative content** Responses may include: **AO2 Application** Methods of assessing quality of customer service for a hotel may include: • Questionnaires/surveys are suitable as they can be quickly distributed to guests as they check out by reception staff, or emailed to them along with their receipt/invoice when checking out. • Informal feedback is quick and easy to obtain as staff may chat informally with guests while they are sitting in communal areas of the hotel or using the bar/restaurant. • Mystery shoppers can be guests at the hotel and will not be known to staff. **AO3 Analysis and research** • The same survey or questionnaire can be given to all guests over a period of time to obtain a reliable number of comments which could reveal patterns over time which the hotel may need to be aware of. • Informal feedback is quick and easy to obtain and provides instant opinions, especially useful if a guest seems upset with something. • Mystery shoppers are completely objective and will obtain impartial feedback for the hotel owners and this is very useful. **AO4 Evaluation** • More than one method may be appropriate because sometimes not all types of customers may be asked. Single method may be biased / not as objective as multiple methods. • Sometimes a quick assessment is needed in order to solve a problem such as a complaint from a guest. • Some new procedures may require more thorough analysis, e.g. use of online methods of booking. Accept all valid responses.	**6**
	AO2	2
	AO3	2
	AO4	2

Question	Answer	Marks
2(d)	**Assess how a safe working environment can be created for hotel staff.**	**9**
	Use **Table D** to mark candidate responses to this question. AO2 – out of 3 marks AO3 – out of 3 marks AO4 – out of 3 marks **Indicative content** Responses may include the following references to internal staff not guests: **AO2 Application** • The hotel must ensure that all the facilities provided for staff to use such as room cleaning equipment, reception computer stations, lifts, etc. meet the necessary health and safety standards. • It must ensure that hotel staff are trained in the hotel's own safety and security policies. • Hotel staff must also be aware of the hotel's legal requirements. • Departmental heads, such as head of housekeeping, should have regular meetings with their staff and act on concerns as well as keeping safety practices up to date. **AO3 Analysis and research** • Concerns should be treated seriously as this will make staff aware that their employers have their welfare at heart. • The hotel's clients should be well briefed on the hotel's policies so that staff are not put in difficult or dangerous situations. • Safety notices posted around the premises will bring safety and security to the forefront of people's attention. **AO4 Evaluation** • Making sure that staff are sent on regular training courses is very important. They are made aware of difficulties or dangers that may be relevant to the jobs they do, such as receptionists dealing with unruly guests or housekeeping staff dealing with cleaning chemicals. • Making sure that all the facilities meet the correct standards; this would ensure the staff feel they can operate to the best of their ability knowing that their welfare is being looked after. • It is essential that there are proper procedures in place for all tasks so that all staff are aware of their duties and responsibilities to ensure smooth and safe running of the hotel. • Making sure that notices are placed at relevant points can remind staff (and guests) of any possible hazards. Accept all valid responses.	
	AO2	3
	AO3	3
	AO4	3

Question	Answer	Marks
3(a)(i)	**Define what is meant by the term 'cultural tourist'.** A tourist who visits places to see how people lived or live with reference to religion / history / social customs. Accept all valid responses.	1
3(a)(ii)	**Identify <u>three</u> services provided for tourists at the Valley of the Kings.** Award one mark for each correctly identified service. • Tourist bazaar selling drinks and snacks • Availability of souvenirs • Air conditioning in the visitor centre • Electric vehicle to transport visitors between the visitor centre and the tombs Accept all valid responses.	3
3(b)	**Explain how the following methods protect the tombs from the impacts of tourism.** Award one mark for the description of each method and a second mark for the explanation. **glass screens:** • prevent access [1] stopping the wall paintings from being touched/ vandalised/stolen [1] **rota system:** • regulates/controls access to sensitive areas [1] tombs can be regularly closed off and maintained/restored [1] **limited ticket availability:** • strictly controls numbers / access to specific places / times [1] ensures limited wear and tear of the tombs [1] Accept all valid responses.	6

Question	Answer	Marks
3(c)	**Explain <u>one</u> way the Valley of the Kings could appeal to each of the following external customer types.** Award one mark for a correctly identified way for each external customer type and a second mark for the explanation. **educational groups:** • Visitor centre [1] provides information. [1] • Movies [1] give background information. [1] • Tombs [1] give first-hand experience. [1] **people with mobility needs:** • Electric vehicle [1] provides people with mobility issues access to the tombs. [1] **visitors with language differences:** • Signs [1] arrows to point direction/visual so no issue with language barriers. [1] • Leaflets [1] can be provided in different languages. [1] • Visual attractions [1] hieroglyphics are pictorial. [1] Accept all valid responses.	6

Question	Answer	Marks
3(d)	**Evaluate how increasing sustainability awareness has changed the travel and tourism industry.** Use **Table C** to mark candidate responses to this question. AO1 – out of 3 marks AO3 – out of 3 marks AO4 – out of 3 marks **Indicative content** Responses may include: **AO1 Knowledge and understanding** • More ecotourism packages • Eco-friendly accommodation • Sustainable transport, e.g. electric vehicles • Contactless payments • Reduction of waste • Recycling • Codes of conduct – environment **AO3 Analysis and research** • Change of customer values means more ecotourism packages / response to demand. • Increased competition means adapting to meet needs and demands of consumers. • Increased media coverage of environmental issues has caused increased concern about sustainability. • Image (reputation) needs to be good so the industry needs to be seen to be operating sustainably. • Newer regulations from governments mean compliance is required; need to look sustainable. **AO4 Evaluation** • Increased awareness of sustainability is worldwide and has therefore impacted all areas of the industry. • Consumers today expect that all organisations will be acting responsibly and will operate in a sustainable manner. • It has not only changed destinations and organisations but their customers as well. • Awareness of sustainability may be impacted by other external factors such as health and safety. Accept all valid responses.	9
	AO1	3
	AO3	3
	AO4	3

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