

Key Skills Communication Level 3 Dangerous Holidays Mark Scheme

Part A Short-answer questions

Q1 Using information from Documents 1 and 3, identify three reasons why Western travellers choose to go on dangerous holidays.			
Criteria	Marking Guide	Marks	Max Marks
3.2.1	Candidate has selected relevant material from Documents 1 and 3.	1 mark	1 mark
3.2.2	<p>Candidate has identified valid reasons why Western travellers choose dangerous holidays, eg</p> <ul style="list-style-type: none"> a) to experience wild animals (Doc 1) b) to view the attractions (Doc 1) c) for a thrill-seeking experience (Docs 1 and 3) d) to add an element of risk to a safe modern life (Doc 3) e) to experience cultures that are new to them (Doc 3). <p>Accept any other valid reasons.</p>	1 mark per reason (max 3 marks)	3 marks
Total for question			4 marks

Q2 Document 1 suggests that holidays in ‘dangerous’ places are acceptable. Using information from Documents 2 and 3, identify three reasons why this may not be the case, and assess to what extent these concerns are justified.			
Criteria	Marking Guide	Marks	Max Marks
3.2.1	Candidate has selected relevant material from Documents 2 and 3.	1 mark	1 mark
3.2.2	Candidate has identified three reasons why dangerous holidays may not be acceptable, eg a) many tourists have not checked out reliability of tour operator (Docs 2 and 3) b) some guides have no knowledge or experience of the region or situation (Docs 2 and 3) c) people ignore common sense and professional advice by going to places that should be avoided (Doc 3) d) tour operators/travel agents often don't check risks (Docs 2 and 3). Accept any other valid points.	1 mark per reason (max 3 marks)	
3.2.3	Candidate has assessed the extent to which the dangers are justified. For example, in many countries where there are wars, these are confined to small areas far away from tourist areas and of little danger (Doc 1), and travellers should do careful research beforehand to confirm this situation (Doc 3) although this may not always be enough (Doc 2). There are real dangers, however, like swimming in dangerous waters, or climbing in bad weather and the traveller has to ensure that the travel company and its guides are reputable.	Up to 4 marks	
Total for question			8 marks

Q3 Identify the meaning of the images in Documents 1 and 2 and explain to what extent each image supports the views expressed in the documents.			
Criteria	Marking Guide	Marks	Max Marks
3.2.2	<p>Candidate has identified the meaning of each image, eg Image 1 is of a gorilla, looking peaceful and non-threatening or powerful and dangerous.</p> <p>Accept any other valid meaning.</p> <p>Image 2 is of a scuba diver in an underwater cave, with only a small exit suggesting danger.</p> <p>Accept any other valid meaning identified.</p>	<p>1 mark</p> <p>1 mark</p>	2 marks
3.2.3	<p>Candidate has explained the extent to which each image supports the views expressed in the documents.</p> <p>For example, Image 1 shows a magnificent gorilla in its natural environment, which supports the article as it says that people's initial terror at meeting the gorilla can soon disappear and they can be enjoyed in their own setting. The gorilla does not look very threatening and so doesn't support the view that these holidays are dangerous.</p> <p>Image 2 shows a dangerous sport and so does support the article, particularly as it talks specifically about scuba diving. However, the article does quote specific examples of dangerous incidents and this image does not appear to be an illustration of a specific incident.</p> <p>Accept any other valid explanation.</p>	Up to 4 marks (max 2 per image)	
Total for question			6 marks

Q4 Using information from Documents 2 and 3, identify **three** ways in which tour operators and travellers could minimise the risk of dangerous situations and explain the extent to which this is a shared responsibility.

Criteria	Marking Guide	Marks	Max Marks
3.2.1	Candidate has selected information from Documents 2 and 3.	1 mark	1 mark
3.2.2	<p>Candidate has identified ways in which risk can be minimised, eg</p> <ul style="list-style-type: none"> a) some tour operators could tighten up their procedures i.e. maintain equipment/give clear briefings (Doc 2) b) take more responsibility for tourists eg not lose them (Doc 2) c) ensure guides know what they are doing and are qualified (Docs 2 and 3) d) inform themselves about the places they are operating in eg war zones/potential risks (Doc 3) e) they shouldn't just sell 'packages' (Doc 3). <p>Accept any other valid ways.</p>	1 mark per way (max 3 marks)	3 marks
3.2.3	Candidate has explained the extent to which tour operators and tourists share responsibility. For example, tourists who choose potentially dangerous holidays have a responsibility to research their destination and to choose a reputable operator. The companies, in turn, should also research holiday areas and ensure that their guides are fully qualified and trained.	Up to 3 marks	3 marks
Total for question			7 marks

Part B Extended-answer question

Q5	<p>Write a formal letter to the Head of Travel Programmes, BBC Television House, London WC1 4BH, in response to the comments on their holiday website <i>Dangerous Holidays – Do we have ourselves to blame?</i></p> <p>In your letter you should:</p> <ul style="list-style-type: none"> • consider the views expressed on the website • outline the factors to be taken into account when considering a potentially dangerous holiday • offer advice that could be given to readers/viewers on how to plan for such a holiday. <p>Base your response on information from the documents.</p>		
Criteria	Marking Guide	Marks	Max Marks
3.3.1	<p>The candidate has:</p> <ul style="list-style-type: none"> • selected an appropriate form of formal letter for presenting the information, which includes sender & recipient addresses, date, salutation and matching close • used an appropriate style and structure to add clarity to the text e.g. the effective use of paragraphing • used a formal tone in writing. 	<p>1 mark</p> <p>1 mark</p> <p>1 mark</p>	<p>3 marks</p>
3.3.2	<p>Candidate has:</p> <ul style="list-style-type: none"> • used own words in an effective manner where appropriate • considered the views expressed on the website • demonstrated an understanding of the factors to be taken into account when considering a potentially dangerous holiday, for example war-zones, weather conditions, dangers of wild and remote places • demonstrated an understanding of the advice needed to be given to help people plan for a dangerous holiday • organised material effectively to suit the purpose of the task (by producing a balanced letter that explains the potential benefits and dangers, and also offers advice based on these points). 	<p>Up to 3 marks</p> <p>Up to 2 marks</p> <p>Up to 2 marks</p> <p>Up to 2 marks</p> <p>Up to 4 marks</p>	<p>13 marks</p>

3.3.3	<p>Band 1 The candidate spells, punctuates and uses grammar with reasonable accuracy eg</p> <ul style="list-style-type: none"> • the spelling of simple words is usually accurate • full stops and capital letters are accurately used to demarcate sentences. Commas in lists are used accurately • there may be some grammatical errors, eg confusion of pronouns, tense and some lack of cohesion. 	1-3 marks	
	<p>Band 2 The candidate spells, punctuates and uses grammar with considerable accuracy eg</p> <ul style="list-style-type: none"> • the spelling of words with complex regular patterns is usually accurate • a range of punctuation including commas, apostrophes and inverted commas is used correctly including to mark sentences and clauses • the work is mostly grammatically accurate showing that the candidate can construct complex sentences accurately, use pronouns so that their meaning is clear, makes accurate subject/verb agreement and uses tenses accurately and consistently, although there may be occasional errors of sentence separation. 	4-7 marks	
	<p>Band 3 The candidate spells, punctuates and uses the rules of grammar with almost faultless accuracy eg</p> <ul style="list-style-type: none"> • virtually all spelling, including that of irregular words, is usually correct. Any errors stand out as untypical or ‘one-off’ slips • punctuation is accurate and is used to vary pace, clarify meaning, avoid ambiguity and create deliberate effects • grammar is accurate and gives appropriate variation in sentence structure. 	8-9 marks	
Total for question			9 marks
			25 marks