



General Certificate of Education

Travel and Tourism 8651

TT01 Inside Travel and Tourism

Mark Scheme

2006 examination - June series

Mark schemes are prepared by the Principal Examiner and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation meeting attended by all examiners and is the scheme which was used by them in this examination. The standardisation meeting ensures that the mark scheme covers the candidates' responses to questions and that every examiner understands and applies it in the same correct way. As preparation for the standardisation meeting each examiner analyses a number of candidates' scripts: alternative answers not already covered by the mark scheme are discussed at the meeting and legislated for. If, after this meeting, examiners encounter unusual answers which have not been discussed at the meeting they are required to refer these to the Principal Examiner.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of candidates' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

Question	Expected Answers	Mark Allocation	Assessment Evidence Criteria
1(a)	<p>Answers could relate to:</p> <p>Part of the appeal of the destination Unique ‘something different’ Typical of the attractions at the destination Relaxing activity Closeness to the airport making it accessible.</p> <p>One mark for each valid reason, up to two. Do not allow 2 marks for location/airport</p>	2	AO2
1(b)	<p>Any two from:</p> <p>Cultural attraction Historic attraction (Purpose-) built attraction Man-made Events.</p>	2	AO1
1(c)	<p>Expect answers to include references to:</p> <p>Creation of jobs. May be developed to include references to the type of job and direct or indirect employment. More income for regeneration and improvement of the Blue Lagoon. Multiplier effect. Positive impacts in related areas such as transport and construction.</p> <p>1 mark for each valid reason, allowing a second mark for development.</p>	4	<p style="text-align: center;">AO1 2 marks</p> <p style="text-align: center;">AO2 2 marks</p>
1(d)	<p>Answers should relate to a range of attractions adding to the appeal of destinations and attracting new customer groups. References to encouraging repeat visits to destinations and adding to the tourist spend in the destinations may also be mentioned. The sphere of influence of the destination may be extended with people travelling greater distances to visit.</p> <p>Level 1 Explanation mentioning one or two reasons. There may be no reference to named examples, but simplistic examples may be present.</p> <p>Level 2 Clear explanation including one or two reasons with reference to at least one named example. Answers with a reference to only one example should be awarded a maximum of 5 marks.</p>	<p style="text-align: center;">1-3</p> <p style="text-align: center;">4-6</p>	<p style="text-align: center;">AO1 4 marks</p> <p style="text-align: center;">AO3 2 marks</p>
		Total 14	

Question	Expected Answers	Mark Allocation	Assessment Evidence Criteria
2(a)	<p>Answers should refer to:</p> <ul style="list-style-type: none"> • taking a holiday began to be fashionable • the availability and affordability of holidays to working class people • the beginnings of mass tourism • holiday camps encouraged the idea of annual holidays for increasing numbers of the population. <p>1 mark for each valid reason, allowing a second mark for development.</p>	4	<p>AO1 4 marks</p>
2(b)	<p>References should be made to general improvements in the quality of accommodation and facilities within the accommodation. The original Butlins concept was based on meals taken in large communal dining halls but today self-catering and other options are available. Also, developments in the range of activities provided by the modern equivalents to meet higher customer expectations. At the upper end, references to increased competition from other companies targeting their product at different social groups could be incorporated.</p> <p>Level 1 Some reference to improvements and/or additions to the range of facilities. Some explanation of the need to meet the higher expectations of customers at the top of the range.</p> <p>Level 2 Some references to improvements to the range of facilities together with clear explanation of the higher expectations from customers and competition between more companies.</p> <p>Level 3 Development and understanding of a range of factors which have resulted in changes to meet the changing expectations of customers. Explanations relating to the need for Butlins to retain market share in the face of competition from other companies and to attract new social groups by changing their image could also be included.</p>	<p>1-4</p> <p>5-7</p> <p>8-10</p>	<p>AO2 2 marks</p> <p>AO3 4 marks</p> <p>AO4 4 marks</p>
		Total: 14	

Question	Expected Answers	Mark Allocation	Assessment Evidence Criteria
3	<p>Factors discussed would include references to the likely increase in the number of visitors to the destination and types of visitor. The effect of the event on the ‘image’ of the destination might also be included, as might references to the timing of the proposed event. Candidates may also refer to the likely impact on other groups of customers at the destination and the likely reaction of local tourism businesses. The consideration of positive and negative factors might be discussed by better candidates.</p> <p>Level 1 One or two factors are mentioned with simple references to feasibility, health and safety, increased visitor numbers, more money spent or more people staying at the destination. Answers may only focus on Plymouth.</p> <p>Level 2 A number of factors are discussed with some consideration of the possible positive and negative factors evident at the top of the range, perhaps using exemplification. Demonstration of a clear understanding of the relevant issues.</p>	<p>1-4</p> <p>5-8</p>	<p>AO1 2 marks</p> <p>AO2 2 marks</p> <p>AO3 4 marks</p>
		Total: 8	

Question	Expected Answers	Mark Allocation	Assessment Evidence Criteria
4(a)	<p>Answers should focus on what a travel agent does.</p> <p>References may be made to:</p> <p>Advice relating to destinations Distributing brochures on behalf of tour operators Arranging currency, visa, car hire, etc. Selling holidays, insurance, etc.</p>	<p>3 x 1 = 3</p>	<p>AO1</p>
4(b)	<p>Multiples are chains of travel agents that operate branches in many towns. Often these are owned by tour operators and stock the products provided by those operators. Independents are mainly sole traders. They may specialise in a particular area or sell the products of a range of tour operators.</p> <p>1 mark for each valid reason, allowing a second mark for development such as named examples.</p>	<p>4</p>	<p>AO2</p>
4(c)	<p>Although candidates may focus on the availability of the internet to allow customers to make their own bookings, the response (or lack of response) of agents to this threat should be the main focus of the answer.</p> <p>References may be made to the speed of accessing information using modern GDS, checking prices and availability using tour operators systems, the speed and ease of use over older systems.</p> <p>Level 1 Simplistic references to speed of accessing information using internet and other forms of ICT. This may be little more than a list at the lower end of the scale.</p> <p>Level 2 Some explanation of reasons with reference being made to operational changes and/or the availability of technology to customers providing an alternative to using the services of a travel agent.</p>	<p>1-3</p> <p>4-6</p>	<p>AO1 3 marks</p> <p>AO2 3 marks</p>
		<p>Total: 13</p>	

Question	Expected Answers	Mark Allocation	Assessment Evidence Criteria
5(a)	<p>References may be made to the provision of accommodation and catering along the path/trails, transport provision, attractions along the path/trails, and the provision of guidebooks. Reasonable suggestions of ways in which commercial organisations <i>might</i> provide products and services could be credited. Better answers will address the second part of the question by discussing the types of organisation that might supply these products and services.</p> <p>Level 1 One or two simplistic suggestions relating to likely products and services will be present at the lower end of the scale. At the upper end of the scale some reference to how the products and services might be provided will be present.</p> <p>Level 2 A range of likely products and services will be discussed with suggestions relating to how these might be provided included. Answers will show how the private sector has responded to the opportunities provided by tourists walking national trails and long-distance paths.</p>	<p>1-3</p> <p>4-6</p>	<p>AO2 4 marks</p> <p>AO3 2 marks</p>
5(b)	<p>Answers might include: No marks for just a named example</p> <p>Theme parks Short breaks/city breaks Conference facilities at seaside towns Health farms Holiday village Package holidays Adventure holidays/tours Cruises Events.</p>	<p>3 x 1 = 3</p>	<p>AO1</p>

<p>5(c)</p>	<p>Suitable choices include The National Trust, English Heritage, The Ramblers Association, VisitBritain and a National Park Authority.</p> <p>No marks should be awarded for a commercial organisation or Countryside Agency.</p> <p>Level 1 An outline of the role of the organisation with a description of its products and services is provided with some limited attempt to evaluate the work and role of the organisation.</p> <p>Level 2 Clear attempt to evaluate the work and role of the organisation within the UK travel and tourism industry. An understanding of how the organisation relates to other tourism bodies may be present at the top of the range.</p>	<p>1-3</p> <p>4-6</p>	<p>AO4</p>
		<p>Total: 15</p>	

Question	Expected Answers	Mark Allocation	Assessment Evidence Criteria
6(a)	<p>Factors suggested could include:</p> <p>Increased disposable income Better transport networks Cost of travel More time for second holiday (New) winter sports fashionable.</p>	<p>2 x 1 = 2</p>	<p>AO1</p>
6(b)	<p>References may be made to:</p> <p>Different types of job available (such as lift attendants and ski instructor) but decline in traditional jobs. Employment may become more seasonable. Pressures to develop new accommodation for tourists. Tourists buying properties in winter sports resorts. Service provided for tourists may be used by host community. Possible conflict resulting from anti-social behaviour from visitors or locals. Need to speak other languages to communicate effectively with visitors.</p> <p>Level 1 Limited range of impacts described with no development. Allow a maximum of 2 marks for a list. Limited evaluation. No sense of winter sports destination.</p> <p>Level 2 A number of factors described and developed identifying social and economic factors at the top of the range. Clear attempt to evaluate and clear focus on winter sports destination.</p>	<p>1–3</p> <p>4–6</p>	<p>AO4 6 marks</p>

Question	Expected Answers	Mark Allocation	Assessment Evidence Criteria
6(c)	<p>References may be made to:</p> <p>Uncertainty over future climate change and the need for reliable snowfall.</p> <p>The possibility of avalanches and other natural disasters common in mountain areas.</p> <p>Other tourism products being developed which compete with winter sports.</p> <p>Costs of transport to winter sports resorts.</p> <p>Insurance and litigation issues making winter sports less attractive.</p> <p>Exchange rate fluctuations making certain destinations more or less popular.</p> <p>Awareness of certain destinations becoming more or less fashionable over time.</p> <p>Level 1 Limited range of possible pressures is discussed with only minimal attempt to analyse their potential impact.</p> <p>Level 2 A number of external pressures are discussed with an analysis of the potential impact present. Candidates demonstrate a clear understanding of the range of external factors in operation.</p>	<p>1-4</p> <p>5-8</p>	<p>AO1 2 marks</p> <p>AO3 6 marks</p>
		Total: 16	

Question	Expected Answers	Mark Total/ Allocation	Assessment Evidence Criteria
7	<p>Answers may make reference to the increasing awareness of the potential negative impacts of tourism and that some client groups are demanding holidays in which these impacts are minimised. Candidates may also recognise the commercial importance of a growing niche market for responsible tourism and eco-tourism products which certain companies are attempting to develop. Exemplification of eco-tourism and responsible tourism products is required.</p> <p>Level 1 Simple reasons for the growth of responsible tourism and eco-tourism products provided. Reference to a named example may be vague or inappropriate.</p> <p>Level 2 One or more reasons for the growth in these holidays are explained. References to one or more relevant examples showing understanding of the key terms are included. Some reference to the role of the tour operators will be present.</p> <p>Level 3 A number of developed reasons for the growth of these holidays are explored. Reference is made to a number of relevant examples showing detailed understanding of the key terms. The role of tour operators will be clear.</p>	<p>1-4</p> <p>5-7</p> <p>8-10</p>	<p>AO1 2 marks</p> <p>AO2 4 marks</p> <p>AO3 4 marks</p>
		Total: 10	

Assessment Grid

Question	Assessment Objective			
	AO1	AO2	AO3	AO4
1(a)		2		
1(b)	2			
1(c)	2	2		
1(d)	4		2	
2(a)	4			
2(b)	2	4		4
3	2	2	4	
4(a)	3			
4(b)		4		
4(c)	3	3		
5(a)		4	2	
5(b)	3			
5(c)				6
6(a)	2			
6(b)				6
6(c)	2		6	
7	2	4	4	

Weightings of Assessment Objectives

AO	No. of Marks
AO1	31
AO2	25
AO3	18
AO4	16
Total	90