

Mark Scheme (Results)

June 2011

GCE Travel and Tourism
(6987) Paper 01

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Question Number	Answer	Mark
1(a)	<p>Up to two marks may be awarded for a clear definition. A suitable example of incoming tourism may also be credited. Marks increase with detail</p> <ul style="list-style-type: none"> ▪ When you arrive into a country which is not your own (1) ▪ Also known as 'inbound' tourism (1) ▪ A person who lives in France coming to visit London (1) ▪ A tourist who lives in the USA comes in to the UK to visit for a holiday. This would be incoming tourism for the UK (2) 	(2)

Question Number	Answer	Mark
1(b)(i)	<p>One mark may be awarded for each of the features correctly identified.</p> <ul style="list-style-type: none"> ▪ Edinburgh Castle (1) ▪ The Royal Mile (1) ▪ Holyrood Palace (1) ▪ The Royal Scottish Academy (1) ▪ The National Gallery of Scotland (1) ▪ Arthur's Seat (1) <p>Unnamed attractions/features may NOT be credited</p> <ul style="list-style-type: none"> ▪ Art galleries (0) ▪ Shops (0) 	(2)

Question Number	Answer	Mark
1 (b) (ii)	<p>Up to 4 marks available.</p> <p>Answers which explain in general terms, not specific to incoming visitors, or not related to the features/attractions of Edinburgh, max 2 marks</p> <ul style="list-style-type: none"> ▪ Incoming visitors like history and that is why they would come to Edinburgh (1) ▪ Arthur's Seat will give them a great view over the historical parts of the city (1) ▪ Edinburgh Castle will particularly attract overseas visitors as they like to learn about our history (2) ▪ Holyrood Palace and the Royal Mile will attract incoming tourists as the Queen and our monarchy are of special interest to them (2) ▪ The art gallery may appeal, as it is a National gallery- for the whole of Scotland, so will have many important paintings there, which they cannot see anywhere else in the world (2) 	(4)

Question Number	Answer	Mark
1 (c)	<p>Up to six marks available for an assessment of the suitability of the West Apartments for incoming tourists.</p> <p>Answers not clearly related to incoming tourists, maximum 3 marks.</p> <p><u>Negative assessment e.g.</u></p> <ul style="list-style-type: none"> ▪ Only 10 apartments, many travel in groups so not enough accommodation there (1) ▪ All have double bedrooms, they may be travelling as singles or friends (1) ▪ 1½ miles from city, have to catch a bus, may not speak English so would have difficulty getting the right bus and off at the right stop (2) ▪ There is a two night minimum stay – but many only stay overnight in Edinburgh (1) <p><u>Positive assessment e.g.</u></p> <ul style="list-style-type: none"> ▪ Tourists from Europe would be able to bring pets (1) ▪ 4 star accommodation – high standard as usually expected by overseas tourists (1) ▪ TV has satellite, so may be able to watch overseas programmes whilst in the apartment (1) <p>Good price, only £24 each for high quality (1)</p>	(6)

Question Number	Answer	Mark
1(d)	<p>Up to two marks may be awarded for a clear definition. A suitable example of domestic tourism may also be credited. Marks increase with detail</p> <ul style="list-style-type: none">▪ Tourism when you stay in your home country (1)▪ Having a holiday in the country in which you live (1)▪ I live in London and go to Brighton for the weekend (1)▪ Some one who lives in the UK staying in the UK for a holiday (1) for example if I went from my home in Birmingham for a holiday in Cornwall (1)	(2)

Question Number	Answer	Mark
1(e)	<p>Up to two marks for each suggestion described. One additional mark for justification as to why the suggested product would make the apartments more appealing to the chosen visitor type</p> <p>S = suggestion J = justification</p> <p>Business customers</p> <ul style="list-style-type: none"> ▪ They should add a work-desk and wi-fi access to the apartment. (S2) as business travellers like to keep in touch with work or check emails in the evening (J1) Remove the two night minimum stay requirement (S1) as many of these only stay away overnight (J1) ▪ Arrange transfers for them from train station or airport (S2) this would make it easier for them to find the apartments, as they may be arriving late in the evening (J1) ▪ They should have the option of twin beds instead of a double bed. (S1) This will enable price conscious business travellers to share (J1) <p>Families</p> <ul style="list-style-type: none"> ▪ Babysitting service (S1) ▪ Providing a welcome pack, with coffee, tea, milk, bread etc (S2) (J0) ▪ They should add a bed settee or foldaway beds to the apartments (S2) this will enable children to stay in the same apartment as their parents (J1) <p>Do not credit large-scale facilities added to the apartment complex, as for only 10 apartments these would not be appropriate. e.g. build a swimming pool (0) e.g. open a spa/health club (0)</p>	(6)

Total for Question 1 – 22 marks

Question Number	Answer	Mark
2(a)	<p>Up to two marks available. Marks not awarded for a repeat of the question e.g. motivating factors are what motivates you to travel (0)</p> <ul style="list-style-type: none"> ▪ Extrinsic/intrinsic (1) ▪ A burning desire/ambition (1) ▪ 'Wanderlust'/'sunlust' etc (1) ▪ What entices you to visit or travel to a place (1) this could be an advertisement, recommendation etc... (1) ▪ Price/Special offer (Max one mark only) ▪ Persuasive words or phrases in adverts (1) 	(2)

Question Number	Indicative Content	
<p>*2(b) QWC i – iii</p>	<p>Evaluate the effectiveness of the information in the article in motivating potential customers to take an Adrenalin Adventure Break in Wales. Responses which evaluate from 'marketing' rather than a 'motivational content' point of view will only be in Level 1.</p> <p>Target markets may be; Couples (young), Groups of males/females; Teambuilding (employees) (or any other suitable customer type)</p> <p>Positive points from the article</p> <ul style="list-style-type: none"> ▪ 3 activities and everything included – food etc...; ▪ Exciting activities, probably not tried before; ▪ All supervised; ▪ stay in Eco accommodation; ▪ weekend break so wont need too much time off work... <p>Negative points from the article</p> <ul style="list-style-type: none"> ▪ Price – quite expensive and still have to pay for transport to Wales; ▪ Lack of information on the exact location...; ▪ Not suitable for all types of customer, e.g. families, older people due to physical nature of activities offered. (May also evaluate WHAT IS NOT offered.) 	
Level	Mark	Descriptor
	0	No rewardable material
Level 1	1-3	<p>Basic response that is mainly theoretical/descriptive. Repeats and matches information from article. Possibly limited evaluation/ application. Response may only evaluate the article from a marketing perspective e.g. language, layout, lack of pictures...</p> <p>The candidate uses everyday language and the response lacks clarity and organisation. Spelling punctuation and the rules of grammar are used with limited accuracy.</p>
Level 2	4-6	<p>Responses with some evaluation/application. Responses may have either clear application and some evaluation or some application and clear evaluation. May link information to potential customers, and consider positive and/or negative aspects.</p> <p>The candidate uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.</p>

Level 3	7- 8	<p>Focused responses with sustained evaluation and application.</p> <p>Clearly links information to motivation of potential customers, and fully evaluates both positive and negative aspects.</p> <p>The candidate uses specialist terms consistently and the response shows good focus and organisation.</p> <p>Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p>
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Question Number	Answer	Mark
2(c)	<p>Up to 8 marks available, 4 for positive impacts and 4 for negative impacts. Marks may be awarded for separate points or extended responses. List of impacts maximum of 2 marks for each impact.</p> <p>Generic impacts, described not applied can only be credited with a maximum of four marks in total.</p> <p>Positive Impacts</p> <ul style="list-style-type: none"> ▪ Job creation for activity instructors e.g. sea-kayaking, and also in the eco lodges for cleaners, cooks etc (2) ▪ Income for local businesses supplying goods, e.g. food and drink to the centre (2) ▪ Jobs and income will be all year round as it is open throughout the year (1) ▪ Local businesses may also receive income, e.g. souvenir shops in local villages, (1) <p>Negative impacts</p> <ul style="list-style-type: none"> ▪ Disturbing the wildlife (1) such as seabirds which may nest on the cliffs (1) or the surfing and kayaking may disturb other wildlife in the sea, such as seals (1) ▪ Pollution from litter left or discarded by visitors on walks (1) ▪ Erosion of cliff paths, and footpaths (1) 	(8)

Question Number	Answer	Mark
2(d)	<p>One mark for name of an appropriate support organisation from either the private, public or voluntary sector</p> <p>e.g. National Trust (1) English Heritage (1) CPRE/Council for the Protection of Rural England (1) Countryside Council for Wales (CCW) (1) National Trust for Scotland (1) The Wildlife Habitat Trust (1)</p>	(2)

Question Number	Answer	Mark
	RSPB (1) Or any other suitable organisation, may be local e.g. Friends of the Lake District(1)	

Question Number	Answer	Mark
2(e)	<p>Up to four marks available, Two marks for each example. For more than one mark, the organisation must be clearly named and linked to changing expectations/demands and fashions.</p> <p>Theoretical examples can be credited with one mark each.</p> <ul style="list-style-type: none"> ▪ More tour operators are offering adventure holidays such as water sports (1) ▪ Holiday companies now offer online booking and payment systems (1) ▪ Ski holiday companies have started offering snowboarding too (1) ▪ Hotels like the Hilton have now got spas and gyms in them (1) ▪ Royal Caribbean cruise ships now have facilities on them such as a wave pool, climbing walls and ice skating rinks because people wanted more activities on their cruise holidays (2) ▪ Business people expect wi-fi or internet connections in their hotel rooms. So Holiday Inn now has this service available (2) ▪ Virgin trains provide wi-fi and laptop connections because people expect this technology to be available on trains (2) ▪ People expect cheap flights e.g. Ryanair now sell flights from as little as £5.99 one way (2) 	(4)

Total for Question 2 – 24 marks

Question Number	Answer	Mark
3(a)	<p>One mark for correct identification of an external pressure, other than Government Legislation This may be theoretical</p> <ul style="list-style-type: none"> ▪ Currency fluctuation (1) ▪ Climatic changes (1) ▪ War/civil unrest (1) ▪ Terrorist attacks / terrorism (1) ▪ Economic climate (1) 	(2)

Question Number	Answer	Mark
	<p>Or by example</p> <ul style="list-style-type: none"> ▪ Attacks on New York 9/11 (1) ▪ London Bombings (1) ▪ Rising fuel prices (1) <p>Natural disasters such as tsunami, volcanic eruptions or earthquakes may also be credited</p>	

Question Number	Answer	Mark
3(b)	<p>Up to six marks available. Marks may be awarded for single points, or for points with extended detail.</p> <p>Answers may consider:</p> <ul style="list-style-type: none"> ▪ Importance of profit to private sector companies (1) ▪ Easter holidays – high demand (1) so prices can be high as they know they will sell them (1) ▪ No legislation to prevent tour operators from putting up prices in school holidays(1) ▪ Prices are determined because of competition between larger organisations (1) ▪ Thomas Cook and First Choice are both part of the big 2, (1) therefore dominate the market, so can dictate prices (1) ▪ Resorts such as Turkey and Florida will be sunny so tour operators know they will sell holidays there, so they can charge higher prices (2) ▪ Private sector organisations, especially large ones like Thomas Cook and First Choice are profit driven, they will therefore be able to charge what they like in peak holiday times such as Easter. The article says that they are 'cashing in on responsible parents', but they are only doing this to make as much money as possible (3) 	(6)

Question Number	Answer	Mark
3(c)	<p>Up to 2 marks available. Two marks only to be awarded if definition is clear. No marks for statements repeating the word 'package'.</p> <ul style="list-style-type: none"> ▪ When everything is in a package (0) ▪ Package holidays are put together by tour operators (1) ▪ Flights and hotels together (1) sold at an inclusive price (1) ▪ Found in holiday brochures (1) ▪ A pre-arranged combination of two of the following; transport, accommodation, transfers (2) ▪ They are a combination of flights, accommodation and transfers out together by a tour operator and usually sold by a travel agent (2) <p>Can give a mark for an example of a package holiday.</p>	(2)

Question Number	Indicative Content
*3(d) QWC i – iii	<p>Explain the way in which changes to the way customers book package holidays has changed over the past 20 years, using examples you have researched or studied in class to support your answer</p> <p>Changes may include;</p> <ul style="list-style-type: none"> ▪ More direct bookings by customers to the tour operator by telephone ▪ Direct bookings by telephone by the customer to the call centres owned by the tour operator or travel agent ▪ Online bookings on the website of the tour operator or travel agent ▪ Growth of independent packages and “personal or tailor made” packaging. ▪ More booking from home, customers making their own packages ▪ Availability of Internet/online booking ▪ Easier, quicker available 24/7, weekends etc... ▪ Merge of big 4 into big 2 Thomas Cook and TUI Travel – monopolising the market, i.e. having online presence, call centres and their own travel agencies ▪ More tailor made packages because of more low cost airlines e.g., Easyjet and Ryanair, or customers taking flight only option and staying in their own apartments

Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1-3	<p>Basic response that is mainly theoretical/descriptive. Possibly limited reasoning/ application. Generic comments only with no examples given.</p> <p>The candidate uses everyday language and the response lacks clarity and organisation. Spelling punctuation and the rules of grammar are used with limited accuracy.</p>
Level 2	4-6	<p>Responses with some application and explanation. Responses may have either clear application and some explanation or some application and clear explanation. Candidates will have referred to more than one change, and may have used examples in their answer.</p> <p>The candidate uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.</p>
Level 3	7- 8	<p>Focused responses with sustained explanation and application. Candidates will have referred to a variety of changes, e.g. direct bookings, call centres, mergers and growth in no frills airlines. Appropriate examples will have been used to support their explanation.</p> <p>The candidate uses specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p>

Question Number	Answer	Mark
3(e)(i)	<p>Up to 2 marks for a clear explanation of 'perishable'. For maximum marks must be related to the travel and tourism industry. Examples may be credited.</p> <ul style="list-style-type: none"> ▪ When something goes out of date, or expires (1) ▪ When something is no longer able to be sold (1) ▪ A flight seat, once the flight has departed, cannot be sold at all (2) ▪ A hotel room for tonight, cannot be stored up for later sale, if it is not sold, then no income 	
Question Number	Answer	Mark
3(e)(ii)	<p>Up to four marks available. Answers may refer to travel agents, tour operators or a mixture of both. List of ideas with no detail, maximum of one mark only.</p> <p>Answers which describe ideas to sell left over holidays, without explanation, maximum 2 marks only.</p> <ul style="list-style-type: none"> ▪ Tour operators could advertise late deals on their website (1) ▪ Travel agencies could put special offers or late deals on cards or posters in their window (1) ▪ Emails or text messages to regular customers (1) ▪ They need to reduce prices of holidays near to the departure day so that they will get some income from the seats before they perish (2) ▪ The website of tour operators or travel agencies can be used to advertise special late deals, so that they sell them before they perish, and fill their planes to maximise revenue (2) 	(4)

Total for Question 3 – 24 marks

Question Number	Answer	Mark
4(a)	<p>Up to two marks for the role of VisitBritain</p> <ul style="list-style-type: none"> ▪ Promote Britain in the UK and overseas (1) by advertising it's attractions (1) ▪ Information to tourist and businesses (1) on what there is to do in the UK (1) ▪ Lobbying for tourism causes (1) ▪ Strategic planning (1) ▪ Advertise attractions / accommodation on the website (1) ▪ Education information (1) 	(2)

Question Number	Answer	Mark
4 (b)	<p>(i) 2007</p> <p>(ii) £42.74</p> <p>(iii) £48.74</p> <p>(iv) £297.30</p> <p>Answers within 1p up or down may be credited.</p>	(4)

Question Number	Answer	Mark
4(c)	<p>Up to six marks available.</p> <p>Up to two marks for simply describing/lifting the statistics from the table</p> <p>Up to four marks for describing trends, and differences in the data</p> <p>Five or six marks for giving possible reasons for the differences, changes and trends.</p> <p><u>Trends</u></p> <ul style="list-style-type: none"> ▪ Generally upwards but with a drop in 2006 and 2008. ▪ Total spend reached a peak in 2005, both per night and per trip. ▪ Virtually doubled in the six year period, reaching a peak of 66 million in 2007 ▪ Spend per night and per trip is much more variable over the six years, from a low of £37 and £250 per trip in 2006, from a high of £66 and £369 per trip. 	(6)

Question Number	Answer	Mark
	<p><u>Possible reasons</u></p> <ul style="list-style-type: none"> ▪ Weather (big influence in Cornwall) ▪ Currency fluctuations ▪ Higher spending in some years could be linked to bad weather as visitors would pay for attractions instead of going to the beach. ▪ Good weather, maybe more people went camping, so spend would be less. ▪ Credit crunch beginning in 2008 	

Question Number	Answer	Mark
4(d)	<p>Up to six marks available. Marks increase with detail in explanation. Descriptive responses, maximum 3 marks only. For more than 3 marks, answers must explain how tourism in Cornwall will be influenced.</p> <p>Example answers</p> <ul style="list-style-type: none"> ▪ More younger tourists may be attracted (1) ▪ Film fans and/or celebrity spotters may be attracted (1) ▪ There will be an increase in the number of tourists visiting (1) because they have seen the location on the film, they want to see it for themselves, and have their photo taken there (1) ▪ Young girls and teenagers may be attracted to come (1) but they will have to bring their family with them (1) so the visitor spending will increase even more (1) ▪ Antony House will see a big increase in visitors, but these may only be people on a day trip (1) so the statistics will not be affected much by this as they will not stay overnight or spend much in the area (1) ▪ People may come to Cornwall specially to see the sites where the films were made for a weekend, rather than for a week's holiday (1) But they will need to spend money on accommodation, and maybe food so spend will increase (1) 	(6)

Question Number	Answer	Mark
4(e)	<p>One mark may be awarded for each example of destinations or attractions which have had increased tourism as a result of TV or films; May be attractions or destinations, but must be clearly linked with film or TV exposure. May be in the UK or overseas.</p> <p>e.g.</p> <ul style="list-style-type: none"> ▪ Alnwick Castle, Northumberland (Harry Potter) ▪ North Yorkshire Moors (Heartbeat) ▪ Notting Hill, London (Film) ▪ New Zealand (Lord of the Rings) ▪ South Africa (World Cup 2010) ▪ Vancouver (Winter Olympics 2010) ▪ Cardiff (Dr Who) ▪ New York (Sex in the City) ▪ London (Royal wedding) ▪ Essex (The only way is Essex) <p>If not linked to TV or film no marks (0), London (0), New York (0)</p>	(2)

Total for Question 4 - 20 marks

Total for Paper – 90 marks

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