

Mark Scheme (Results)

January 2012

GCE Travel and Tourism (6987)
Paper 01 The Travel and Tourism
Industry

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Question Number	Answer	Mark
1(a)(i)	<p>Up to two marks for a definition, marks for two separate points or detail in one point.</p> <p>Package holiday</p> <ul style="list-style-type: none"> • When you go abroad on holiday with a tour operator (1) • Everything included at one price(1) • Booked by a travel agent(1) • When you go abroad on holiday and flights accommodation and transfers are included (2) <p>Examples may be credited but must clearly be package holidays.</p>	2

Question Number	Answer	Mark
1(a)(ii)	<p>Up to two marks for a definition, marks for two separate points or detail in one point.</p> <p>Charter Flight</p> <ul style="list-style-type: none"> • Seasonal/holiday flights(1) • flight organised by a tour operator (1) • When a tour operator books the whole plane for a season to fly to a certain destination e.g. a weekly flight to Majorca (2) <p>Answers which contrast charter with scheduled flights may also be credited.</p> <ul style="list-style-type: none"> • A charter flight is operated by a tour operator, unlike a scheduled flight which operates to a timetable like a bus e.g. British Airways (2) <p>Examples may be credited but must clearly be charter flights.</p>	2

Question Number	Answer	Mark
1(b)	<p>One mark for a correctly identified piece of government legislation, may be generic legislation e.g. tax; or specific example of legislation e.g. departure tax.</p> <p>Legislation can be uk or non-uk</p> <p>Legislation may include</p> <ul style="list-style-type: none"> • Taxes e.g. airport tax; departure tax; VAT (1) • Health and Safety legislation e.g. disabled access (1) • Employment laws e.g. working time directive (1) • Passport/visa regulation(1) • Airport security measures(1) <p>Any other appropriate legislation can be credited</p> <p>Up to three marks for explanation of its effect on the industry. Explanations not specific to the travel and tourism industry, max 1 mark. If legislation incorrect, marks may still be awarded for explanation.</p> <p>Example explanation</p> <ul style="list-style-type: none"> • The law which meant that accommodation had to make sure their premises were accessible to wheelchair users meant that they had to install ramps and lifts(1) This proved very expensive for small hotels,(1) and forced some of them out of business.(1) <p>Answers which consider legislation from the employees' perspective may also be credited.</p>	4

Question Number	Answer	Mark
1(c)	<p>Maximum of six marks for description only. Non specific answers not clearly linked to package holidays max 3 marks Examples may also be credited, in either description or reasons. Generic answers such as e.g. "more holidays, more travel methods, more destinations" 2 marks maximum</p> <p>Destinations</p> <ul style="list-style-type: none"> • Holidays to long haul destinations are now offered (1) due to increased TV advertising and holiday programmes (1) • Eastern European Destinations, such as Prague and Krakov have been introduced (2) due to low cost airlines flying there (1) • There are now day trips to unusual destinations such as Lapland to see Fr Christmas (2) because people have more disposable income to spend on weekend breaks and their children (1) <p>Holiday types</p> <ul style="list-style-type: none"> • Round the world holidays (1) due to larger and faster aircraft (1) which don't have to stop as much to refuel (1) • People now take more Short breaks to Europe to places like Paris (2) this is because of faster trains and the channel tunnel being opened(2) • Cruises are more popular. Cruise ships now have really good facilities such as climbing walls (2) which makes them popular with families, because before they were just for old people (1) • Activity/sporting holidays(1) <p>Any types of holiday may be credited if appropriate. No marks for booking methods</p>	12

Question Number	Answer	Mark
1(d)	<p>Up to six marks available for explanation of how technology has changed booking methods. Descriptive response max 3 marks For maximum marks answers must consider more than just the internet. Technology that may be considered includes;</p> <ul style="list-style-type: none"> • Fax machines - for instant confirmation and document • CRS/GDS booking systems • Internet – brochures, availability checks and special offer advertising • Internet booking systems, including payment systems • PDQ machines for credit card payment • Mobile phones/Smartphones- to check availability and communicate 'on the go' with travel operators • E mail – confirmations, booking documents <p>Example answer</p> <ul style="list-style-type: none"> • Most people booking a holiday today have the use of the internet. This enables them to look up and maybe even book their own holiday. (1) They can then pay on line, using a credit card (credit cards were not used much in 1960) (1) and receive their confirmation and check in details, and even print their own boarding pass at home.(1) This means that the travel agent is not needed as much as they were years ago. However, the travel agent can also use technology to communicate with the customers, using email and mobile numbers, and the tour operators much more easily.(1) They also use online booking systems, which makes their jobs much easier and quicker. (1) 	6

Total for Question 1 = 26 marks

Question Number	Answer	Mark
2(a)	<p>One mark for a budget or no frills hotel chain</p> <ul style="list-style-type: none"> ▪ Travelodge (1) ▪ Holiday Inn Express (1) ▪ Ramada Encore (1) ▪ Premier Inn (1) ▪ Mercure (1) ▪ Etap(1) ▪ Formula 1(1) ▪ Day Inn (1) <p>Or any other suitable budget hotel chain</p>	1

Question Number	Answer	Mark
2(b)	<p>Up to three marks available for each customer type. Description, maximum 1 mark per customer type (max 2) Comments must be evaluative and applied to the customer and his/her needs for more than two marks. May be positive or negative evaluation. Comments must be different. Same comments e.g. cheap price may only be credited once.</p>	
2(b)(i)	<p>Business traveller</p> <ul style="list-style-type: none"> • It is not good for them as they like more luxury accommodation(1) • Noisy Rooms (1) • It is not good for business travellers as the room does not have any facilities for business (1) such as wifi or a desk to work at (1) • If he is staying a week, he will have luggage to store, (1) and will use lots of towels (1) and this will add to the cost considerably (1) • It is central, so it would be good for exploring the sights (1) and going out for meals in the evening when not working (1) 	
2(b)(ii)	<p>Student</p> <ul style="list-style-type: none"> • I think that the hotel is a very cheap place to stay for only one night (1), • For only one night the student would probably have no luggage,(1) and may not use towels, or could bring his own. (1) • It is also good as it is in central London, and a student is usually on a tight budget so would not need to pay extra for transport to the university. (3) 	6

Question Number	Answer	Mark
2(c)	<p>Up to two marks for each product/service described. Marks increase with detail in description. No marks for explanation e.g.</p> <ul style="list-style-type: none"> ▪ Cots (1) ▪ Baby listening/babysitting service (1) ▪ DVD/Video in rooms (1) ▪ Family rooms (1) with pull out or sofa beds for children (1) ▪ Children's facilities e.g. café, playroom, crèche (2) ▪ Adjoining rooms for families with older children (1) with interconnecting door (1) ▪ Offer services such as excursions (1) such as an open top bus tour around London(1) ▪ Buffet Restaurant(1) with children's menu available(1) <p>Any other suitable product/service may be credited, but MUST be appropriate for a city centre hotel</p> <ul style="list-style-type: none"> ▪ Swimming pool (0) ▪ Entertainment (0) ▪ Outdoor facilities e.g. tennis courts (0) ▪ 	6

Question Number	Answer	Mark
2(d) (i)	Visits abroad by UK residents	1

Question Number	Answer	Mark
2(d) (ii)	8 million	1

Question Number	Answer	Mark
2(d) (iii)	C - 22%	1

Question Number		Indicative Content
2(e) QWC		<p>Analysis of statistics may cover the following areas:</p> <ul style="list-style-type: none"> ▪ Outgoing visits down 10.4 million ▪ Incoming visits down 2 million ▪ Business travel outgoing down 2 million ▪ Domestic tourism up 8 million <p>Statistics must be correct</p> <p>Economic climate may refer to...</p> <ul style="list-style-type: none"> ▪ Job losses/uncertainty ▪ Budget cuts for business travel ▪ Recession/Credit crunch ▪ Less disposable income ▪ Lower pay rises/pay freezes ▪ Domestic increase – using cheaper accommodation e.g. caravans, camping ▪ Exchange rates especially Euro very low – cheaper holiday ▪ Civil unrest in overseas destinations in the UK <p>WEATHER related answers may NOT be credited.</p>
Level	Mark	Descriptor
	0	No rewardable material.
1	1-2	<p>Basic Analysis or statistics lifted from table with little or no analysis or reference to economic climate = 1 or 2 marks</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>
2	3-4	<p>Analysis with some reference to statistics and economic climate = 3 or 4 marks e.g. higher than, lower than</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>
3	5-6	<p>Detailed analysis with reference to statistics, and sound reasons given for the changes = 5 or 6 marks e.g. more people taking cheaper domestic holidays, business in recession etc...</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>

Total for Question 2 = 22 marks

Question Number	Answer	Mark
3(a)	<p>One mark for each organisation correctly matched to sector</p> <p>Easyjet Transport/Transportation</p> <p>Europcar Transport or Private sector support</p> <p>Las Dalias Hotel Accommodation</p> <p>Siam Water Park Attraction/Visitor attraction</p> <p>Trip Advisor Private sector support</p>	5

Question Number	Answer	Mark
3(b)	<p>Up to 4 marks available for a description of what makes an independent holiday. Marks may be awarded for separate points or for points with detail.</p> <ul style="list-style-type: none"> ▪ It is when you book it yourself on the internet (1) ▪ It may be cheaper/more expensive(1) ▪ You have to arrange your own transfers (1) ▪ It is not a package holiday (1) (Max) ▪ It gives flexibility/choice of destination/date/hotel etc(1) ▪ When transport, accommodation and all extras are booked separately(1), maybe from different websites or providers (1) ▪ It is when you make all the arrangements yourself, sometimes without the help of travel agents (2) ▪ an independent holiday is when each part of the holiday is booked separately (1) using different websites (1) usually by the customer in their own home (1) such as a flight from Easyjet, a hotel from late rooms and a car hire from Hertz (1) (4 Max) 	4

Question Number	Answer	Mark
3(c)	<p>Up to six marks for the assessment of all the options. Descriptive response, maximum 2 marks</p> <p>Example answer</p> <p>If they want to save money, then the off site at £39.99 is the cheapest, but they have to catch a bus from there, and it only goes every 20 minutes, so this is not good if they in a rush or late. (2) The long stay close to the terminal is next cheapest, but it doesn't say how long the walk will be and they will have luggage to carry, so may not be convenient.(2) The short stay seems to be the nearest, but it is really expensive, so after all the expense of a wedding, it may not really be the best idea. (2) The hotel parking is a good idea for them, but their flight may be really early in the morning, so they may not want or be off too early for the included breakfast. (2) (Max 6)</p> <p>No mark for recommended best option</p> <p>Up to two marks for the justification of your suggestion</p> <p>e.g. I have recommended the hotel parking for Peter and Melissa as it will be more relaxing for them not to have to rush to the airport on the morning of their departure. Also it offers breakfast, and they are flying with Easyjet so will not get any food on their flight. (2)</p>	8

Question Number	Answer	Mark
3(d)	<p>Up to three marks for an example of an interrelationship</p> <p>Must be within the travel and tourism industry</p> <p>For more than one mark must have some detail of the way the relationship works. Theoretical examples max 1 mark.</p> <ul style="list-style-type: none"> ▪ A hotel working with a coach company (1) ▪ Holiday Inn working with Rickards coaches (1) ▪ Blackpool Pleasure Beach working with Northern Rail, they give a discounted admission (2) ▪ Easyjet working with Europcar, they give you 20% off your car hire abroad if you quote your Easyjet reference to them when booking your car (3) <p>Any other suitable example may be credited.</p>	3

Total for Question 3 = 20 marks

Question Number	Answer	Mark
4(a)	<p>One mark for each impact identified, must be specific and appropriate to the Lake District</p> <p>Positive</p> <ul style="list-style-type: none"> ▪ More tourists = more income for local area (1) ▪ More jobs for locals (1) ▪ More trade for local businesses eg. Shops (1) ▪ Money all year round (1) ▪ New development/new facilities(1) <p>Negative</p> <ul style="list-style-type: none"> ▪ Visual impact/spoilt views (1) ▪ Noise pollution/screaming(1) ▪ Traffic congestion (1) ▪ Environmental damage(1) ▪ Disturbing birds/wildlife (1) ▪ Pollution (0) ▪ Footpath Erosion(0) 	4

Question Number		Indicative Content
4(b) QWC		<p>Candidates may have chosen to support or oppose the proposal</p> <p>If in support, letter may include the following points</p> <ul style="list-style-type: none"> ▪ New visitor type e.g. young people ▪ Exciting and new attraction ▪ Increased spend of money on transport, local shops and accommodation providers e.g. farmhouse and campsite ▪ Increased employment possibilities, both in the construction and the operation of the new attraction ▪ Could be used all year round <p>If in opposition, letter may include the following points;</p> <ul style="list-style-type: none"> ▪ Traditional visitors may be driven away ▪ Peace, quiet will be lost, for both visitors and affecting wildlife ▪ Inappropriate location – young people, the main target market would need to drive, poor public transport, may be filled with teenagers, no room for locals... ▪ Increased traffic, as accessibility will be necessary to the area, roads are narrow, could be parking problems ▪ Noise pollution from screaming/ increased traffic
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	<p>Basic letter that is mainly descriptive, may just repeat the positive or negative impacts with possibly limited reasoning/application.</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>
2	4-6	<p>Letter with some analysis/application. Letter may have clear application and some analysis or some application and clear analysis. Either positive or negative aspects are considered with some detail and argument.</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>
3	7-8	<p>Focused responses with sustained analysis and application of either positive or negative aspects, and clear arguments are made.</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
4(c)	<p>Up to 4 marks. Marks increase with detail. Examples of attractions that have had positive or negative impacts include;</p> <ul style="list-style-type: none"> ▪ Alton Towers has created lots of jobs there (1) ▪ Chill Factor in Manchester which is a very large building and causes visual pollution and is an eyesore (2) ▪ The Deep in Hull, which has created jobs for locals in a rundown area of the city (2) ▪ The Eden Project in Cornwall which was built on old industrial site and has refurbished it (1) and made a very popular and busy attraction bringing lots of visitors and money (1) which they spend in shops and accommodation in this area of Cornwall (1) It also has created jobs for the local people (1) <p>For Maximum marks must be clearly applied to named attraction. Any other suitable attraction or large event may be credited.</p>	4

Question Number	Answer	Mark
4(d)	<p>Up to six marks available. These may be for separate points explained or for explanation in more detail of how museums have responded. Examples, if given, may also be credited.</p> <p>Maximum 3 marks for descriptive response</p> <p>Marks may be awarded for one need with explanation (1x6) or more than one need (2x3 or 3x2)</p> <p>Changing needs may be;</p> <ul style="list-style-type: none"> ▪ More interactive/hands on experiences (1) this is because people used to think museums were boring to they had to do this to get more young people to visit (1) ▪ Faster booking of tickets using the internet (1) this enable people to print out their own tickets so they don't have to queue (1) ▪ Use of computers/simulations (1) as nowadays, most people are used to computers and games consoles, so will expect this when they visit a museum (1) for example at the Bradford TV museum you can make your own weather forecast then see it on TV (1) ▪ Improved safety and security(1) many museums are in city centre, this may make them more attractive to terrorists, so they have to have CCTV, guards and infra red cameras to protect both the contents of the museum and the people who are visiting them (3) ▪ Improved Facilities E.g educational programs(1)/accessibility for customers with specific needs(1) upgraded cafe/restaurants/shops/toilets(1) As people now days expect higher standards 	6

Total for Question 4 = 22 marks

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