

GCE

Sample Assessment Materials

Edexcel Advanced Subsidiary GCE in Travel and
Tourism (Single Award: 8791)/(Double Award: 8792)

Edexcel Advanced GCE in Travel and Tourism
(Single Award: 9791)/(Double Award: 9792)

Edexcel Advanced GCE with Advanced Subsidiary
(Additional) in Travel and Tourism (9793)

First assessment June 2010

Issue 2 – May 2009

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Authorised by Roger Beard
Prepared by Phil Myers

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General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.
- Mark schemes will indicate within the table where, and which strands of QWC, are being assessed. The strands are as follows:

i) ensure that text is legible and that spelling, punctuation and grammar are accurate so that meaning is clear

ii) select and use a form and style of writing appropriate to purpose and to complex subject matter

iii) organise information clearly and coherently, using specialist vocabulary when appropriate.

Write your name here

Surname

Other names

Centre Number

Candidate Number

Edexcel GCE

Travel and Tourism

Unit 1: The Travel and Tourism Industry

Sample Assessment Material

Time: 1 hour 30 minutes

Paper Reference

6987/01

You must have:
Calculator

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 90.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*
- Questions labelled with an **asterisk** (*) are ones where the quality of your written communication will be assessed
– *you should take particular care on these questions with your spelling, punctuation and grammar, as well as the clarity of expression.*

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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Answer ALL questions.

Boyd Coaches is a fictitious organisation.

1

Boyd Coaches is based in the south east of England, near Dover, London Heathrow, London Gatwick and the M25. It owns 26 luxury coaches and 4 luxury minibuses. It provides coaches and/or minibuses to support the UK tours of incoming tour operators. Boyd Coaches also organises day trips to popular tourist destinations and attractions in the south east of England for domestic and incoming tourists.

(a) Define the following types of tourism.

(4)

Domestic

.....
.....
.....

Incoming

.....
.....
.....

(b) Describe **one** example of domestic tourism.

(4)

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One characteristic of the travel and tourism industry is that 'it makes extensive use of new technologies'. One technology used is the internet.

(c) Describe **three** ways that transport organisations, such as Boyd Coaches, make use of the internet.

(6)

1

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.....

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2

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3

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As well as currency fluctuations, there are other external pressures.

(iii) Describe **one** other example of an external pressure you have researched.

(4)

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The nature of tourism is often referred to as both 'perishable' and 'intangible'.

(b) (i) Define the following terms in relation to tourism.

Perishable

(2)

.....

.....

.....

.....

Intangible

(2)

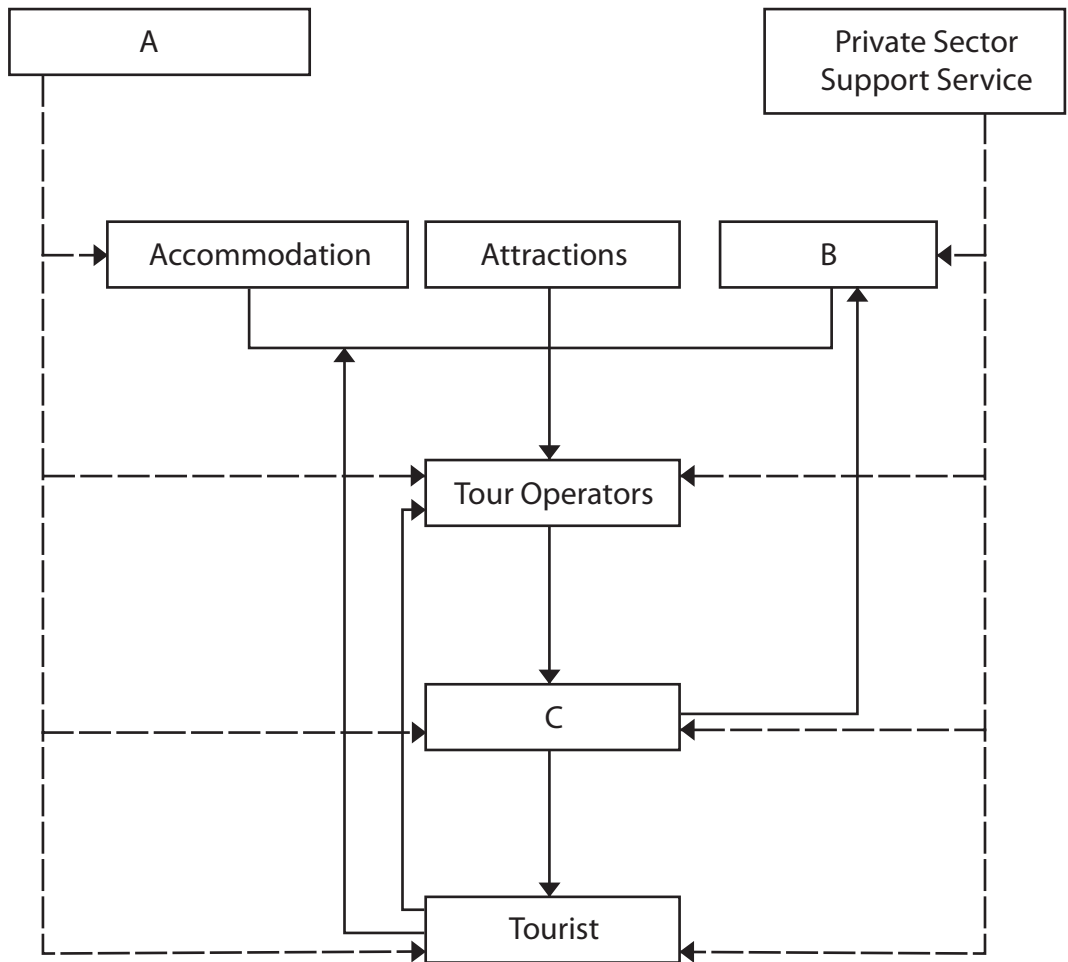
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3 The structure of the travel and tourism industry is often shown in the form of a diagram. The diagram below shows the chain of distribution for the travel and tourism industry. It is incomplete.



(a) State the type of organisation that should be included at A, B and C.

(3)

A

B

C

(b) Give **one** example of a key travel and tourism organisation in each of the following sectors.

(3)

Tour Operators

.....

Attractions

.....

Accommodation

.....

The chain of distribution is often used to show the interdependence and interrelationships of each sector of the travel and tourism industry.

- (c) (i) Define the terms 'interdependence' and 'interrelationships' in relation to the chain of distribution.

Interdependence

(2)

.....

.....

.....

.....

Interrelationships

(2)

.....

.....

.....

.....

Read the article below, adapted from www.travelmole.com January 2007, before answering Question 4.

Cruise growth predicted for 2007

A year of record growth has been predicted for the cruise industry with 12.63 million passengers expected to sail in 2007.

It is expected that more than 500,000 more people will take a cruise this year than 2006, representing a rise of 4.1%. More than 10.6 million of the projected total will come from North America, up from 10.18 million in 2006 and 9.67 million in 2005.

12 new ships will enter service in 2007 representing 22,039 beds. In total, 30 new vessels will be introduced between 2007 and the end of 2010, translating into 73,563 more beds – an increase of almost 30% over 2006. Dan Hanrahan, President of Celebrity Cruises, said: 'The state of the industry is very, very strong, with more cruise lines each and every year with innovative new offerings that continue to bolster cruise sales.'

Read the following article, taken from Travel Weekly, before answering Question 5.

London's parks to become campsites for 2012 Games

London's parks could be turned into temporary campsites, offering affordable accommodation, for the 2012 Olympics with hotel prices expected to soar. The Minister for Creative Industries and Tourism is concerned people on low incomes who do not live within easy commuting distance of the capital will not be able to afford vastly inflated London hotel prices during the Olympics.

Determined to make sure the whole country is able to experience the London 2012 atmosphere, he is proposing the capital's parks are turned into temporary accommodation shelters made up of caravans and tents. The Minister encouraged the tourism industry not to focus on catering for high spending overseas visitors at the expense of more modest spending British nationals. 'The hotel prices (during the 2012 games) would be higher than most people could afford,' he told delegates at the Travel Society Prospects 2007 event in London last week. 'There are lots of parks in London where high standard accommodation sites can be offered that are not expensive.'

The Minister added 'The world needs to see the whole country enjoying the 2012 Games', which he estimated would have a global audience of 4 billion, 'if it is to be a success and create a tourism legacy greater than that of recent host cities, Sydney and Athens. The Olympics is a great opportunity. The UK is competing in a tourism race and it is one that we can win,' he added. 'We have to make sure everybody is able to come and watch the Olympics.'

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Sample Mark Scheme

Unit 1: The Travel and Tourism Industry

Question Number	Answer	Mark
1(a)	<p>Domestic</p> <p>2 marks awarded for a clear definition:</p> <ul style="list-style-type: none"> • where the generating and receiving destinations are within the same country (2) <p>1 mark for each of the following up to a maximum of two marks:</p> <ul style="list-style-type: none"> • travel within the UK (1) • where you travel within the same country (1) • like London to Brighton (1) • where you go within your own country (1) • also known as internal tourism (1). <p>Incoming</p> <p>2 marks awarded for a clear definition:</p> <ul style="list-style-type: none"> • where someone comes from a generating country to arrive into a receiving country (2) <p>1 mark for each of the following up to a maximum of two marks:</p> <ul style="list-style-type: none"> • where people come into this country (1) • where someone from abroad comes into this country (1) / like France to the UK (1). <p>Accept answers such as “someone from England going to France is an incoming tourist to France” (2). Example used to clarify definition.</p>	<p>(2)</p> <p>(2)</p>

Question Number	Answer	Mark
1(b)	<p>For the example described, 1 mark for each aspect relating to:</p> <ul style="list-style-type: none"> • transport • accommodation • attractions / activities • purpose, eg visit family/holiday / short break/business / day trip. <p>1 mark can also be awarded for an example of appropriate / specific origin and / or destination. Do not accept country to country eg Wales to England.</p> <p>Must address at least 2 of the above aspects to gain maximum marks.</p> <p>eg</p> <ul style="list-style-type: none"> • a family take their car (1) from their home in Yorkshire to Butlins in Skegness (1) • driving along the motorway and some country roads to get there (1) • stay in the holiday centre (1) • eat mainly in the holiday centre but sometimes eat out in the destination (1) • mainly stay in the holiday centre for entertainment and activities (1) • go into the resort to go to the theatre or walk along the beach (1) • <p>Examples of domestic holiday companies, eg Butlins, Haven, Shearings can be credited if linked to accommodation or transport.</p>	(4)

Question Number	Answer	Mark
1(c)	<p>1 mark for each example / way and the second mark will be awarded for the description of transport organisations making use of the internet or more detail of its use.</p> <p>eg</p> <ul style="list-style-type: none"> • Make online bookings (1) for specific journeys (1) • To give out timetable information (1) • To communicate with customers (1) • Book particular seats (1) • Advertising their company (1) • To get customer details (1) • Set up a website (1) • Comparing prices with competitors (1) • Researching potential new destinations (1) • Route planning (1) to enable them to choose the fastest / shortest route to their destinations (1) • e-tickets and / or e-vouchers (1). <p>If answers are in the wrong place they can still be credited.</p>	(6)

Question Number	Answer	Mark
1(d)	<p>1 mark for each example and the second mark will be awarded for description of transport organisations making use of new technologies.</p> <p>eg</p> <ul style="list-style-type: none"> • Tacographs for coach drivers (1) • Satellite navigation systems for drivers to use (1) and plan quickest or shortest route (1) • Mobile phone (1) available on planes for customers to use inflight (1) • Seat back TVs (1) • Interactive or LCD display boards (1) • Airport security systems (1) • Self check-in machines (1) • TV/Radio Advertising (1) • Cooking facilities onboard aircraft (1) for fresh meals to be cooked to order (1). <p>Marks can be awarded if a candidate links new technology to specific developments in transport eg A380 airbus, high speed trains / tilting trains.</p> <p>No marks can be awarded for vague suggestions such as faster / bigger planes/trains.</p> <p>No marks can be awarded for INTERNET related answers, eg etickets, GDS, online booking.</p>	(6)

Question Number	Answer	Mark
1(e)(i)	<p>4 marks awarded for a clear definition:</p> <p>eg</p> <ul style="list-style-type: none"> • Currency fluctuations are where the exchange rates (1) change (1) between two countries (1) over a period of time (1) • Currency fluctuation are linked with exchange rates (1) when a currency goes up and down (1). <p>Max 1 mark for example of exchange rate.</p> <ul style="list-style-type: none"> • \$=1.82 (1) <p>Max 2 if eg of currency fluctuation.</p> <ul style="list-style-type: none"> • In the last year, the dollar has moved from 1.79 to more than 1.9 to the pound (2). 	(4)

Question Number	Indicative Content	
1(e)(ii) QWC (i-iii)	<p>Level 1 - If the pound is strong then less people come into this country as it is too expensive but if it is weak then tourists think it is cheap and will come.</p> <p>Level 2 - If currencies are changing all the time, tourists may be undecided about whether to come to this country because they won't know if they are going to be able to afford it. Also, some organisations, such as airlines, may not know what their expenses are going to be as some of their costs might go up or down so it is hard for them to plan.</p> <p>Level 3 - The key issue of currency fluctuations is that organisations will find it difficult to plan because tourists may not be able to plan how much money they have to spend. Tourists may have a budget to work to and with currency fluctuations they may have seen they would have enough money to spend and then suddenly as currency rates change they may have less. This may affect transport operators as customers may decide to cancel or wait to book until the rates are better for them. This may mean they lose customers and income and ultimately go bankrupt. An airline is paying for the fuel to fly London from New York whether the plane is full or not so if people decide not to come because of the changes they will be losing money. Also, attractions might find that even though tourists are here they have less money to spend so don't visit as many attractions or spend less when they are there. Top class hotels might find tourists looking for cheaper accommodation or when they stay they don't spend money in the restaurant or room service etc.</p>	
Level	Mark	Descriptor
	0	No rewardable material
Level 1	1-3	Basic responses that are mainly theoretical or hypothetical with limited reasoning. Emphasis maybe on customers rather than organisations. The candidate uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.
Level 2	4-6	Reasoned responses including basic analysis with links to organisations supporting incoming tourism. Candidates may focus on only 1 type of organisation. 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.
Level 3	7-8	Analytical responses clearly linked to different types of organisations involved in incoming tourism. The candidate uses appropriate specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.

Question Number	Answer	Mark
1(e)(iii)	<p>1 mark for each relevant part of the description given up to a maximum of 4 marks. Max marks only apply if clear evidence of research. 1 mark only if external pressure named but no example given. External pressures which are acceptable:</p> <ul style="list-style-type: none"> • Government Legislation (1) • Climatic changes (1) • War (1) • Civil unrest (1) • Terrorist attacks (1) • Economic climate (1) • Natural disasters eg hurricane, Tsunami (1) • Air Tax (1) • Oil/fuel price increases (1). <p>eg</p> <ul style="list-style-type: none"> • In January 2007 (1) there was a terrorist attack (1) in Madrid by ETA at the airport (1) and one person was killed (1). <p>Examples of external pressures might relate to:</p> <ul style="list-style-type: none"> • Iraq war (1) • Civil unrest (1) in Kenya (1) • Economic climate (1) for example the US housing market crash (1) • Terrorist attack 9/11 (1) • Climate change (1) Do not accept 'weather' • Natural disaster eg hurricane (1). 	(4)

Question Number	Indicative Content	
1(f)	<p>Level 1 - They could organise their own tours to increase revenue.</p> <p>Level 2 - They could organise tours where they collect tourists from either the port of Dover or one of the London airports and then arrange accommodation in London or just outside and then put together an itinerary taking them to main tourist attractions in the south east. That way they are increasing their customer base because they are not just the coach operator for someone else but they are the tour operator with more customers as each person is their customer.</p> <p>Level 3 - As above plus this will also mean they are bringing in more money as they are not just getting money from the tour operators for the transport but now they are bringing in money for the whole tour. They could move some of their operations to the north of the country or Scotland or Wales where incoming tourism is popular. They could have a base near one of the airports and organise tours or work with local incoming tour operators. This will increase their customer base as they are now working in a new area of the country targeting different customers to those interested in visiting the south east.</p> <p>Suggestions that relate to products/services already likely to be present on 'luxury' coaches cannot be credited.</p> <p>"Charge higher prices" to increase revenue is not an acceptable suggestion.</p>	
Level	Mark	Descriptor
	0	No rewardable material
Level 1	1-3	Basic suggestions with little/no justifications. Suggestions that do not relate to objectives. Candidate may just list product developments. Suggestions may be simple, for example "improve customer service", "advertise more", or "do special offers".
Level 2	4-6	Responses that either provide detailed suggestions with limited justification or basic suggestions with clear justification. Answers may relate to one objective only.
Level 3	7-8	Justified and detailed suggestions related to both objectives.

Question Number	Answer	Mark
2(a)	<p>Maximum 2 marks awarded for a clear description for each of the three examples.</p> <p>eg</p> <ul style="list-style-type: none"> • In room facilities for business, laptop points and wireless internet (2) • Internet access in rooms (1) for business customers (1) • Key cards to access rooms (1) • In room entertainment (1) plasma TV, video games etc (1) • Internet booking facilities (1) online check-in (1) • Spa facilities (1) like Jacuzzis, steam baths and beauty treatments (1) • Conference facilities (1) with multimedia equipment such as videoconferencing (1) • In room luxuries (1) such as bathrobes, slippers (1) • All rooms en suite (1) with whirlpool baths (1). • Access and facilities for disabled (1) such as lifts, ramps, wider doorways, hand rails etc (1) • Facilities for babies and children such as crèche (1) • A wide range of different cuisines (1). <p>DO NOT ACCEPT:</p> <ul style="list-style-type: none"> • Restaurants, bars or extensions unless linked to a specific product development • Promotional activities • Room Service (not a product). <p>For maximum marks, examples must be appropriate to the type of accommodation in the case study.</p>	(6)

Question Number	Answer	Mark
2(b)(i)	<p>Maximum 2 marks for clear definition in relation to tourism. 1 mark will be awarded for definition only.</p> <p>Perishable</p> <ul style="list-style-type: none"> • Where products and services have a shelf life (1) as tonight's hotel accommodation can't be sold tomorrow (1). <p>Intangible</p> <ul style="list-style-type: none"> • Product can't be touched or experienced at the time of purchase (1) like a holiday that you experience but can't pick up or hold (1) • buying a dream (1) • tourism is a service rather than a product (1). 	<p>(2)</p> <p>(2)</p>

Question Number	Indicative Content	
2(b)(ii) QWC (i-iii)	<p>Level 1 - They can make more brochures and reduce prices.</p> <p>Level 2 - The hotel will need to watch its availability and start reducing prices near to the day if sales are not going well. That way they can at least get some money for the hotel rooms even if it isn't as much as they would like but it is better to get some money than none at all.</p> <p>Level 3 - As above plus reference to intangibility such as they could have a website that provide virtual tours with video clips of the facilities and pictures of all of the rooms so that when customers are thinking of booking they can get a clear visual image of what they will get for their money. They could also send customers a letter or email of confirmation immediately so that they have something tangible related to their booking. There could also be a reminder letter or a little souvenir nearer the date of their booking so they get excited and have something they can hold on to.</p> <p>NB Maximum level 2 - 6 marks if only one term covered.</p>	
Level	Mark	Descriptor
	0	No rewardable material
Level 1	1-3	Mainly basic understanding with limited reasoning. The candidate uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.
Level 2	4-6	Some detail in explanation is applied. Or candidates will give a reasoned response with limited application. Answers may focus on perishable or intangible. 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.
Level 3	7-8	Clearly explained response linked to Grand Hotel. Answers address both perishability and intangibility. The candidate uses appropriate specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.

Question Number	Indicative Content	
1(f)	<p>Level 1 - They could organise their own tours to increase revenue.</p> <p>Level 2 - They could organise tours where they collect tourists from either the port of Dover or one of the London airports and then arrange accommodation in London or just outside and then put together an itinerary taking them to main tourist attractions in the south east. That way they are increasing their customer base because they are not just the coach operator for someone else but they are the tour operator with more customers as each person is their customer.</p> <p>Level 3 - As above plus this will also mean they are bringing in more money as they are not just getting money from the tour operators for the transport but now they are bringing in money for the whole tour. They could move some of their operations to the north of the country or Scotland or Wales where incoming tourism is popular. They could have a base near one of the airports and organise tours or work with local incoming tour operators. This will increase their customer base as they are now working in a new area of the country targeting different customers to those interested in visiting the south east.</p> <p>Suggestions that relate to products/services already likely to be present on 'luxury' coaches cannot be credited.</p> <p>"Charge higher prices" to increase revenue is not an acceptable suggestion.</p>	
Level	Mark	Descriptor
	0	No rewardable material
Level 1	1-3	Basic suggestions with little/no justifications. Suggestions that do not relate to objectives. Candidate may just list product developments. Suggestions may be simple, for example "improve customer service", "advertise more", or "do special offers".
Level 2	4-6	Responses that either provide detailed suggestions with limited justification or basic suggestions with clear justification. Answers may relate to one objective only.
Level 3	7-8	Justified and detailed suggestions related to both objectives.

Question Number	Answer	Mark
4	<p>Maximum 2 marks for each reasoned judgement. eg</p> <ul style="list-style-type: none"> • The statistics say that there are more than 73000 more beds made available with new cruise ships. This will have a negative effect on the accommodation sector as it is now competing with hotels in destinations(2). • Transport operators, especially airlines, will benefit from the growth. Much of that will be in the USA as that is the focus of the statistics but UK airlines may also benefit as they are taking UK tourists to the US and Caribbean to participate in cruises (2). • The prediction is more than 10 of 12 million are US based so still more than 2 million people from outside and these are likely to be from developed countries like the UK or European countries (1) • The increase in cruising could effect travel agents positively as cruises are high revenue and more people will be booking them (2) <p>Negative effects on other sectors, eg ‘accommodation sector will lose money’. Can be credited with max of 1 mark.</p> <p>Negative effects on transport can also be credited with max of 1 mark.</p> <p>Effects on sectors in countries other than the UK can be credited, eg accommodation sector in Caribbean Islands.</p> <p>Effects on destinations rather than sectors can also be credited but with a maximum of 2 marks.</p> <p>Maximum of 5 marks if information or statistics from the article are not used.</p>	(6)

Question Number	Answer	Mark
5	<p>Maximum of 3 suggestions can be credited.</p> <p>Maximum of up to 3 marks for each justified suggestion</p> <p>eg</p> <ul style="list-style-type: none"> • transport operators could put on coach transport (1) to get to London so it is cheaper than train (1) • train companies could do special deals (1) • offer low fares for those that book early (1) • they may need to offer more early morning and late evening train/tube services (1) so that people can travel there and back in a day so they don't need accommodation (1) • the tourist board or tour operators could look for local people willing to provide one nights accommodation for British people (1) so that it will be cheaper than staying in hotels (1). They could also look at boats moored along the Thames to use for accommodation (1). • Special rates or discounts for UK residents (1). • Remove or lower the congestion charge (1) to enable more domestic tourist to drive to the games (1) • Offer packages using hotels outside London (1) including coach transport to the stadium (1) which will be cheaper than staying in the city (1) • Build more cheap accommodation like Travelodge and Premier Inn (1) • Pod hotels (1) • Locals could rent out their homes (1). <p>Answers which repeat suggestions from case study may not be credited, however, if additional products / services are suggested, eg "renting tents and equipments" then these may be credited.</p> <p>Answers which relate to the UK tourism industry in general or to destinations other than London for the Olympics should be credited.</p> <p>Justification must relate to 'modest spending' domestic visitors but must be different for each suggestion.</p>	(6)

Write your name here

Surname

Other names

Centre Number

Candidate Number

Edexcel GCE

Travel and Tourism

Unit 5: Travelling Safely

Sample Assessment Material

Time: 1 hour 30 minutes

Paper Reference

6991/01

You do not need any other materials.

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 90.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*
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Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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Answer ALL questions.

1 Two organisations that support the airline sector of the travel and tourism industry are CAA and IATA.

(a) Give the full name for each of these **two** organisations.

(2)

CAA

.....
.....

IATA

.....
.....

(b) Describe **one** responsibility for each of these organisations.

(4)

CAA

.....
.....
.....
.....

IATA

.....
.....
.....
.....

(Total for Question 1 = 6 marks)

Use the information provided on South Africa below to answer Question 2.

Advice for travellers to South Africa.

Passport required?	
<i>British</i>	Yes
<i>Australian</i>	Yes
<i>Canadian</i>	Yes
<i>USA</i>	Yes
<i>Other EU</i>	Yes
Visa required?	
<i>British</i>	No
<i>Australian</i>	No
<i>Canadian</i>	No
<i>USA</i>	No
<i>Other EU</i>	1
Return Ticket required?	
<i>British</i>	Yes
<i>Australian</i>	Yes
<i>Canadian</i>	Yes
<i>USA</i>	Yes
<i>Other EU</i>	Yes

Passports

Passport valid for at least 30 days after the intended date of departure required by all nationals of countries referred to in the chart above.

Note: Passport must have at least one blank page for entry stamp. This cannot include the 'endorsement' page at the back. Passengers who also require a visa must have a passport with two blank facing pages, one for the visa and one for their entry stamp. Anyone attempting to enter South Africa without the required pages will be returned to their country of origin.

Visas

Not required by nationals of countries referred to in the chart above for stays of up to 90 days for business and tourist purposes, except the following:

(a) **1.** nationals of Cyprus, Hungary, Poland and Slovak Republic who may stay for up to 30 days, and nationals of Estonia, Latvia, Lithuania and Slovenia who *do* require a visa, unless transit passengers continuing their journey by the same or first connecting aircraft provided holding onward or return documentation and not leaving the airport (advance notice of overnight stay is required).

Note: (a) Proof of financial means may be required. (b) Unaccompanied children under the age of 18 years must hold written consent from their parents when travelling alone. (c) Nationals of countries not referred to in the chart above are advised to contact the embassy to check visa requirements (see *Contact Addresses*).

(Source: www.worldtravelguide.net/country/passport_visa.ehtml)

2 A couple are considering booking a three week holiday to South Africa. They are both European. One holds a UK passport and the other holds an Estonian passport.

(a) Using the information opposite, describe the passport and visa advice the couple should be given.

(i) Passport advice

(4)

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(ii) Visa advice

(2)

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Use this information to answer Question 2(e).

South Africa Travel Health Advice

Vaccinations

	Special precautions	Certificate required?
Yellow Fever	No	1
Cholera	2	No
Typhoid and Polio	3	N/A
Malaria	4	N/A

Healthcare

Medical facilities are good in urban areas but limited elsewhere. Doctors and hospitals often require immediate cash payment. Comprehensive health insurance is recommended. A leaflet on health precautions is available from the South African High Commission (see *Passport/Visa Information*).

- 1 A yellow fever vaccination certificate is required from travellers over one year of age arriving from infected areas. African countries and the Americas formerly classified as endemic zones are considered by the South African authorities to be infected areas.
- 2 Visitors may wish to consider precautions against cholera, depending on the area in South Africa being visited.
- 3 Vaccination against typhoid is advised. An outbreak of typhoid occurred in the town of Delmas, Mpumalanga in September 2005.
- 4 Malaria risk, predominantly in the malignant *falciparum* form, exists throughout the year in the low altitude areas of Limpopo, Mpumalanga Province (including the Kruger National Park) and northeastern KwaZulu-Natal as far south as the Tugela River. The risk is highest from October to May. Resistance to chloroquine and sulfadoxine-pyrimethamine has been reported. It is strongly recommended that visitors to these areas take anti-malaria tablets before entering these zones. The recommended drug is mefloquine (World Health Organization) or chloroquine plus pyrimethamine (South African High Commission).

Food and drink

Mains water is considered safe to drink in urban areas but may be contaminated elsewhere and sterilisation is advisable. Milk is pasteurised and dairy products are safe for consumption. Local meat, poultry, seafood, fruit and vegetables are generally considered safe to eat.

Other risks

Measles has been present in the KwaZulu-Natal and Gauteng provinces. *Bilharzia* (schistosomiasis) is endemic in the north and east and may be present elsewhere. Avoid swimming and paddling in fresh water; swimming pools that are well chlorinated and maintained are safe. *Hepatitis A* occurs and *hepatitis B* is hyperendemic. *Dengue fever*, *onchocerciasis* (river blindness), *trypanosomiasis* (sleeping sickness) and *filariasis* are present.

Rabies may be present. For those at high risk, vaccination before arrival should be considered. If you are bitten, seek medical advice without delay.

(Source: adapted from www.worldtravelguide.net/country/passport_visa.shtml)

(d) Visitors to South Africa are advised to take special precautions against typhoid.

Describe the **causes** and **symptoms** of typhoid.

(i) Causes

(2)

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(ii) Symptoms

(2)

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(e) During their visit they plan to stay in the Kruger National Park. Using the information on page 7, state the advice to be given regarding food and water.

(2)

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(Total for Question 2 = 22 marks)

3 The following question refers to legislation that affects the operation of travel and tourism organisations.

A family booked flights to Orlando, Florida. One of the party is a wheelchair user. When the family checked in at the airport they were told by the airline that a £50 supplement would apply for wheelchair assistance to and from the aircraft.

(a) Explain why the airline is in breach of the Disability Discrimination Act.

(4)

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A famous pop band booked one night's accommodation in a hotel. After performing at a concert the lead singer returned to the hotel. A few fans followed the lead singer back to the hotel and asked at reception which room he was staying in. The receptionist gave the fans his room number.

(b) (i) Explain why the hotel is in breach of the Data Protection Act.

(4)

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(ii) Recommend how the hotel should adapt its operation to comply with the Data Protection Act. Justify your recommendation(s).

(4)

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One other legislation affecting the travel and tourism industry is the Trade Descriptions Act.

(c) (i) Summarise the key requirements of this legislation.

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A businesswoman travelled from London to Tokyo. At the airport she proceeded to baggage reclaim only to find her luggage was missing. She reported this to the airline and was advised that the luggage might arrive the next day. She was told that if it did arrive then the airline would transfer the luggage to her hotel. The baggage never arrived during her trip.

(a) Explain why this situation is classed as a small-scale emergency situation.

(4)

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(b) Describe how insurance companies can support customers in small-scale emergency situations.

(4)

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(c) Airlines and Insurance companies are types of organisations that can offer support to tourists in emergency situations. Identify and describe one **other** type of support organisation available to assist travellers in overseas small-scale emergency situations.

(3)

Support organisation

Description

(Total for Question 4 = 11 marks)

This question refers to how travel and tourism organisations deal with large-scale emergency situations.

5 'Force majeure' is a term used by organisations in the travel and tourism industry to indicate situations or events outside of their control. Strikes and natural disasters, such as volcanic eruptions, are two examples.

(a) Give **one** other example of 'force majeure'.

(1)

Use this information to answer Question 5(b).

Forest Fires – Halkidiki, Greece

Tour operators are working together to help ensure the safety and comfort of their customers in areas affected by the current forest fires in Halkidiki.

On the 21st August, as a precautionary measure, the local authorities evacuated some customers and local people from their accommodation. Tour operators have been working closely with the relevant local authorities to ensure that customers are returned to their accommodation when appropriate to do so. The majority of customers who were affected have been safely returned to their original accommodation or have been moved to alternative accommodation in the nearby resort of Thessaloniki.

Some customers have returned to the UK. However the majority of holidaymakers are remaining in the resort to continue their holidays and will return home according to their original flight arrangements.

Tour operators are currently assessing the infrastructure of the resorts affected by the forest fires and, where appropriate, will contact any customers due to travel to Halkidiki if it is necessary to make changes to their holiday arrangements.

Normal booking conditions apply.

(Source: adapted from www.fto.co.uk)

Use this information to answer Question 5(c).

Foreign and Commonwealth Office (FCO) advice for travel to Fiji

We advise against all but essential travel to Fiji. On 5 December, the Fiji Military Commander dismissed the elected Prime Minister and Government of Fiji and announced that he had assumed control of the country. A state of emergency is now in place in Fiji and curfews could be imposed without warning. Although the security situation in Fiji is currently calm, it could deteriorate at short notice. There are reports that a group calling itself the 'Warrior Clan' has threatened violent action against the military if the government is not reinstated by 25 December. The British High Commission in Suva is monitoring events closely. If you are in Fiji, you should register with the British High Commission.

(Source: www.fco.gov.uk, 2006)

(c) Suggest **two** ways that tour operators should deal with this FCO advice for travel to Fiji.

(6)

Suggestion 1

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Suggestion 2

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(d) (i) Describe one **other** example of an emergency situation you have researched.

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Sample Mark Scheme

Unit 5: Travelling Safely

Question Number	Answer	Mark
1(a)	1 mark for each correct name. CAA / Civil Aviation Authority (1) IATA / International Air Transport Association (1).	(2)

Question Number	Answer	Mark
1(b)	<p>Up to 2 marks awarded for each responsibility described for CAA</p> <ul style="list-style-type: none"> • air safety (1) • economic regulation (1) • consumer protection (1) • environmental research (1) • brings airlines together (1) to ensure airspace needs of all are met (1) • flight paths if connected to airspace not path to follow(1). <p>Up to 2 marks awarded for each responsibility described for IATA</p> <ul style="list-style-type: none"> • licensing of travel agents (1) • aviation safety (1) • security (1) • flight operations (1) • IATA’s responsibility is to ensure that international security requirements are mutually accepted between states (2). 	(4)

Question Number	Answer	Mark
2(a)(i)	<p>Up to 4 marks available for description. Maximum 3 marks awarded if not clearly linked to the scenario.</p> <ul style="list-style-type: none"> • Both need a valid passport (1) • With at least 30 days validity (1) after the date of entry (1) • The passport must have at least one blank page (1) • The blank page cannot include the endorsement page at the back (1) • The UK passport holder needs to have at least one blank page. The Estonian will require 2 blank facing pages, one for the visa and one for the entry stamp (4) • If have not got the required number of blank pages passengers will be sent back to country of origin (1). 	(4)

Question Number	Answer	Mark
2(a)(ii)	<p>Maximum 1 mark awarded for each passport holder.</p> <ul style="list-style-type: none"> • A visa is needed for the Estonian (1) • The UK passport holder does not need a visa (1). 	(2)

Question Number	Answer	Mark
2(b)	<p>1 mark for each reasoned point made.</p> <ul style="list-style-type: none"> • Travellers are more likely to leave the country (1) • The return ticket also informs immigration of the intended return travel(1) • So they can see the intended length of stay (1) • To restrict non nationals staying in the country (1) because the return ticket will stop visitors saying they do not have sufficient funds to be able to buy a ticket to leave the country (1) • To stop people staying who have no right to • Security measure. 	(4)

Question Number	Answer	Mark
2(c)	<p>Up to 3 marks for each implication described. Implications can be related to any sector or the customer.</p> <ul style="list-style-type: none"> • The customer might arrive at the airport and be refused on the plane (1) as their passport might be invalid and therefore they would sue the tour operator (1) for incorrect advice (1) • The customer could lose their holiday (1) or have to pay for an emergency passport (1) and flight amendment fees (1) which would cost the customer money. 	(6)

Question Number	Answer	Mark
2(d)(i)	<p>Up to 2 marks available for description.</p> <p>1 mark for each relevant point.</p> <ul style="list-style-type: none"> • Eat contaminated food (1) • Drink contaminated water (1) by sewage containing bacteria getting into the water supply (1). 	(2)

Question Number	Answer	Mark
2(d)(ii)	<p>Up to 2 marks available for description.</p> <p>1 mark for each relevant point.</p> <ul style="list-style-type: none"> • Fever (1) • High temperature (1) as high as 39° C (1) • Feel weak (1) • Stomach pains (1) • Headache (1) • Loss of appetite (1) • Rash (1) • Rose-colored spots (1). 	(2)

Question Number	Answer	Mark
2(e)	<p>Up to 2 marks available.</p> <p>Maximum 1 mark if not applied to Kruger National Park.</p> <ul style="list-style-type: none"> • Local meat and poultry are considered safe to eat (1) • Mains water is considered safe to drink in urban areas (1) but as they are staying in the National Park they will need to drink bottled water (1) as this is not urban area (1). 	(2)

Question Number	Answer	Mark
3(a)	<p>Up to 4 marks for clear explanation. 1 mark for each reasoned point made.</p> <ul style="list-style-type: none"> You cannot discriminate against anyone on the grounds of their disability (1) The airline should never charge money for wheelchair assistance (1) because this is discriminating the wheelchair user because of their disability (1) The airline is not charging all customers for assistance to the plane (1) therefore it cannot charge wheelchairs users (1). 	(4)

Question Number	Answer	Mark
3(b)(i)	<p>Up to 4 marks for clear explanation. 1 mark for each appropriate reasoned point made.</p> <ul style="list-style-type: none"> DPA does not permit anyone to pass on information (1) without the persons consent (1) The hotel broke the law because the lead singers room number was given (1) which is private and confidential information (1) The hotel did not get consent from the lead singer to give out the room number (1). 	(4)

Question Number	Answer	Mark
3(b)(ii)	<p>2 marks for recommendation(s) 1 x 2 or 2 x 1. 2 marks for justification(s) 1 x 2 or 2 x 1.</p> <p>Recommendation</p> <ul style="list-style-type: none"> Have a booking system in place which clearly records who the hotel reservation is booked by (1). This could be computerised and stored away from the general public and have a protected password (1) <p>Justification</p> <ul style="list-style-type: none"> Having a password means that only authorised people can access the information (1) so this reduces the risk of information being given out (1). 	(4)

Question Number	Answer	Mark
3(c)(i)	Up to 2 marks for each key requirement. Second mark awarded for detail. eg <ul style="list-style-type: none"> • Pictures must be accurate (1) • Any description must be accurate (1) and not mislead anyone of the product or service it is describing (1) 	(4)

Question Number	Indicative Content	
3(c)(ii) QWC (i-iii)	<p>Level 1 - Make sure that the images and descriptions in the brochure are accurate.</p> <p>Level 2 - Have all brochures and promotional materials proof checked before they are distributed to customers or travel agents. For example checking that the brochure hotel descriptions reflect the property facilities and distances from the beach. Make sure the proof checks look at the brochure content to ensure that it is accurate with correct images and descriptions so that people are not misinformed about the product they are buying.</p> <p>Level 3 - As above plus. Send staff to visit properties overseas or use overseas representatives on a regular basis to check that the facilities described in the brochure have not changed, ie that the pool is still open and children's clubs are still in operation. Having property checks means that if there are any changes to a property then the tour operator can be informed and change the brochure by issuing a second edition. This way the tour operator is able to make sure that all information is accurate.</p>	
Level	Mark	Descriptor
	0	No rewardable material
Level 1	1-3	Basic suggestion with limited/no justifications. The candidate uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.
Level 2	4-6	Responses that either provide detailed suggestions with limited justifications or basic suggestion with clear justifications. 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.
Level 3	7-8	Justified and detailed suggestions related to tour operators. The candidate uses appropriate specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.

Question Number	Answer	Mark
4(a)	<p>Up to 2 marks for explanation. Second mark for application.</p> <ul style="list-style-type: none"> • It is just specific to one customer so relatively easy to manage (1) • It is only the businesswoman that is affected by the loss of her luggage (2). 	(4)

Question Number	Answer	Mark
4(b)	<p>1 mark for each description. 1 x 4 or 2 x 2 or 4 x 1 or any other combination.</p> <ul style="list-style-type: none"> • The insurance company can reimburse the cost of items lost (1) • Customers pay an insurance premium which will cover them if they are ill abroad (1) • The insurance company will help the customers as they will pay for medical treatment (1) and if necessary pay for additional nights accommodation (1) should the person travelling need to stay extra time before flying back home (1). 	(4)

Question Number	Answer	Mark
4(c)	<p>1 mark for correct organisation. Up to 2 marks for description. 1 x 2 or 2 x 1.</p> <p>Organisation</p> <ul style="list-style-type: none"> • eg Tour operator (1). <p>Description</p> <ul style="list-style-type: none"> • Tour operator's liaise with the insurance company on the customer's behalf (1) • They will also re-arrange any flight if customers are delayed due to illness (1) • They can contact the duty manager in the UK (1) so that family members can be informed of the situation (1). 	(3)

Question Number	Answer	Mark
5(a)	<p>1 mark for a correct answer.</p> <p>eg</p> <ul style="list-style-type: none"> • War or any example of a war or a conflict (1) • terrorist attacks or bomb attacks or any other tourism related terrorist activity (1) • severe weather conditions or specific weather conditions or specific localised examples which are tourism related or in tourist destinations (1). 	(1)

Question Number	Indicative Content	
5(b)	<p>Level 1 - They removed the customers to a safe place meaning that the customers were away from immediate danger.</p> <p>Level 2 - Tour operators worked closely with the local authorities which would mean that they were up dated on the situation so that they could keep their customers aware of what was going on. If they did not liaise with the authorities the tour operator would not have the information to pass on to the customers.</p> <p>Level 3 - As above plus, and it would enable the tour operators to find out where would be safe to move customers to because some of the customers decided to stay and needed accommodation in a safe area and the local authority would be the only organisation who could confirm this information. Others chose to return early to the UK which may have meant additional flights for customers which could have been at added expense to the tour operator or airline but many customers remained in the resort which indicates that the situation was dealt with effectively and it means that customers will have time in the resort to enjoy themselves again meaning they leave with a positive attitude so more likely to return with the tour operator for future holidays.</p>	
Level	Mark	Descriptor
	0	No rewardable material
Level 1	1-3	Basic responses that are mainly descriptive and theoretical with basic analysis.
Level 2	4-6	Analysis and some link to emergency situation.
Level 3	7-8	Sustained analysis and clear link to emergency situation.

Question Number	Answer	Mark
5(c)	<p>Maximum of 3 marks for each suggestion.</p> <ul style="list-style-type: none"> • Send letters to existing customers advising them of the situation (1) • They could temporarily remove Fiji from their programme (1) and send customers to other destinations. (1) so that they are not at risk to political unrest (1) • Have a news flash on their web pages (1) about the political situation in Fiji (1) and what their rights are regarding cancellation (1). 	(6)

Question Number	Answer	Mark
5(d)(i)	<p>Maximum 4 marks for description of situation.</p> <ul style="list-style-type: none"> • In December 2006 (1) thick fog (1) hit the South-east of England (1) which resulted in all British Airways domestic flights being cancelled (1). <p>For maximum marks there must be sufficient detail to indicate research.</p>	(4)

Question Number	Indicative Content	
5(d)(ii) QWC (i-iii)	<p>How industry dealt with the situation must be appropriate and realistic.</p> <p>Level 1 - British Airways cancelled all flights which meant that customers were stranded at the airport. This meant that some people missed Christmas with their families because it took a long time to get the customers on flights once the fog lifted.</p> <p>Level 2 - Hundreds of people were stranded at the airport with no transport or accommodation available. At first British Airways did not inform customers of the length of time of the delay clearly meaning people were hanging around the airport for hours. British Airport Authorities contracted tents in and positioned them in the car park so that people could be accommodated as the airport was over spilling.</p> <p>Level 3 - As above plus. As some people were on connecting flights from hot countries they did not have appropriate clothing so the airport provided blankets to keep people warm. British Airways re-booked passengers without a fee for any passenger who had missed a flight due to the fog which they were not required to do as it was force majeure. Domestic flights were cancelled giving International flights priority meaning the flights that had taken off could land and people travelling within the UK had other options available such as rail or bus.</p>	
Level	Mark	Descriptor
	0	No rewardable material
Level 1	1-3	Basic responses that are mainly descriptive and theoretical with basic analysis. The candidate uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.
Level 2	4-6	Analysis and some link to emergency situation. 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.
Level 3	7-8	Sustained analysis and clear link to emergency situation. The candidate uses appropriate specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.

Write your name here

Surname

Other names

Centre Number

Candidate Number

Edexcel GCE

Travel and Tourism

Unit 7: Responsible Tourism

Sample Assessment Material

Paper Reference

Time: 1 hour 30 minutes

6993/01

You do not need any other materials.

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 90.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*
- Questions labelled with an **asterisk** (*) are ones where the quality of your written communication will be assessed
– *you should take particular care on these questions with your spelling, punctuation and grammar, as well as the clarity of expression.*

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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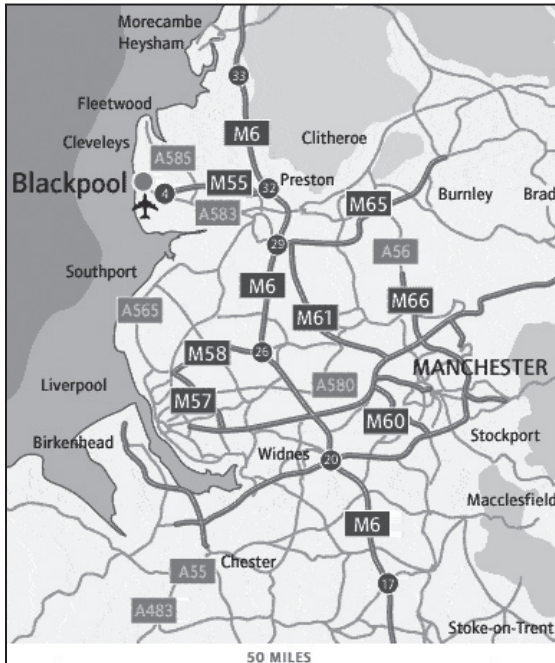
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Answer ALL questions.

Read the information below before answering Question 1.

Blackpool

Located in the north west of England, Blackpool is the UK's largest seaside resort attracting around ten million visitors each year.



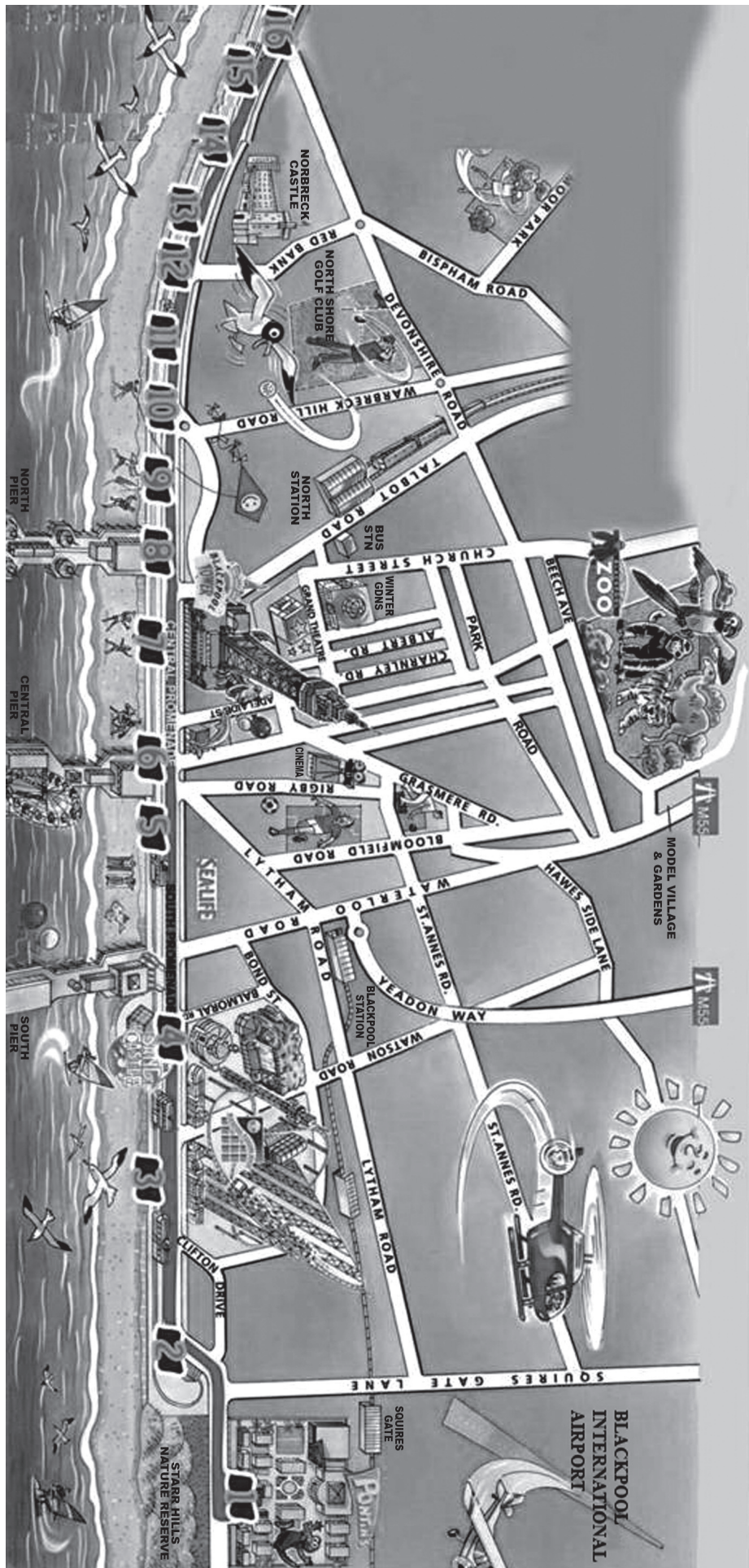
In the 18th century Blackpool was a small village with a seven-mile long beach. Blackpool developed quickly in the mid 19th century with the Victorian passion for sea bathing. Many of Blackpool's famous attractions were built in the second half of the 19th century – the three Piers, Blackpool Tower (based on the Eiffel Tower in Paris), Grand Theatre and the Winter Gardens. Many more of Blackpool's famous attractions were developed in the early part of the 20th century – the Pleasure Beach (1905) and Stanley Park (1926). Blackpool became the first place in the world to have electric street lighting and in 1912, the Illuminations were created.

Today there are plenty of reasons to visit Blackpool:

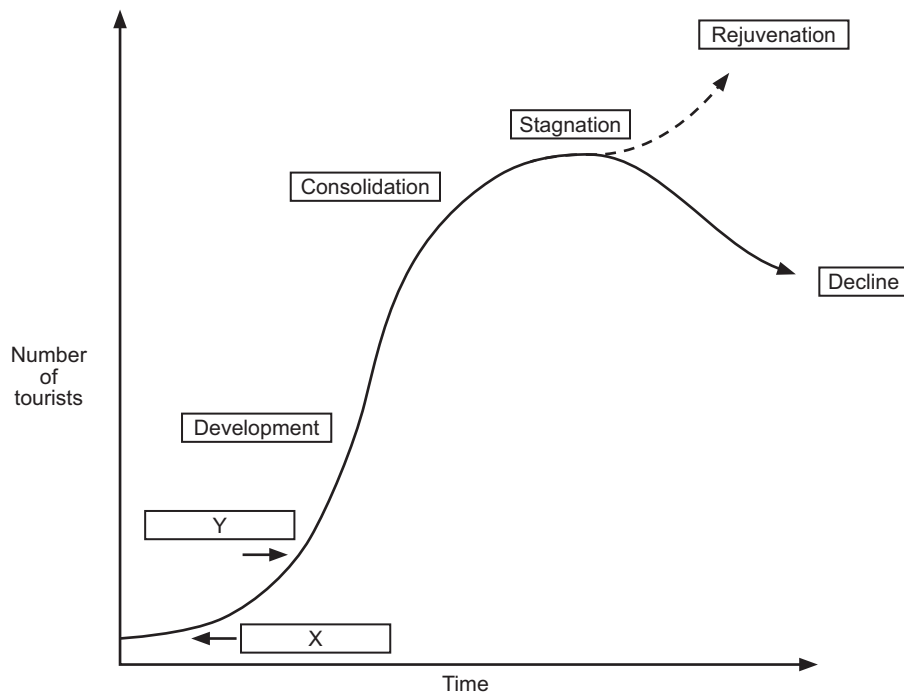
- every autumn a lighting display – the Illuminations – stretches along the seafront for over five miles. This extends the summer season by eight weeks over its competitors
- over 400 conferences are hosted each year which also extends the traditional holiday season
- the trams – the last of their kind in England – operate along the seafront
- Blackpool Pleasure Beach is home to The Big One, Europe's tallest roller coaster and is one of the UK's most popular tourist attractions
- celebrities appear in shows ranging from pantomimes to ice shows throughout the summer
- there are several theatres and entertainment venues, including the refurbished Winter Gardens, the second largest theatre in Europe
- three piers linked by the Golden Mile (Central Promenade)
- award winning zoo with over 1500 animals
- thousands of places to stay from the typical bed and breakfast to Victorian splendour at one of the many top class hotels along the seafront. There are also self catering apartments as well as caravan and camping sites.

Tourist statistics show that from 1987–2003:

- visitor numbers dropped from 13.2m to 10.7m
- annual spend by overnight visitors fell from £800m to £500m
- the average length of stay went from five days down to two days
- although attempts have been made to extend the season, the traditional summer holiday period is becoming shorter.



1 The development of a tourist destination like Blackpool can be compared to the Tourist Area Life Cycle (TALC), a model which shows tourist numbers to a destination over time.



(Source: adapted from R.W. Butler, *Tourist Area Life Cycle*, 1980)

(a) (i) Using the diagram, name the stages X and Y of the TALC model.

(2)

Stage X

Stage Y

(ii) One of the stages of the TALC model is 'consolidation'. Describe the characteristics of the consolidation stage.

(4)

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(iii) Identify the stage of the Tourist Area Life Cycle (TALC) that Blackpool has reached.

(1)

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(iv) Give your reasons for the stage you have selected in 1 (a)(iii).

(4)

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(ii) Assess **two** negative impacts that the supercasino development could bring to Blackpool.

(6)

Impact 1

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Impact 2

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(iii) Suggest **two** ways the supercasino proposal could be developed in Blackpool, adopting the principles of responsible tourism. Justify your answers.

(10)

Suggestion 1

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(c) The Department for Culture Media and Sport (DCMS) will announce the name of the city that wins the right to build the supercasino.

(i) Is the DCMS a private, public or voluntary sector agent of tourism development? Put a cross in the correct box.

(1)

Private

Public

Voluntary

(ii) Describe the role of the DCMS as an agent of tourism development.

(4)

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There are a number of agents of tourism development in Blackpool. As a result of their differing objectives some of these are in conflict with one another over the supercasino proposal. The BBC news story, on page 6, indicates that Blackpool Council is in favour of the proposal. Blackpool Pleasure Beach Ltd owns the most popular attraction in the town.

- (iii) Give **one** objective of Blackpool Council and **one** objective of Blackpool Pleasure Beach Ltd that could cause conflict between them.

(2)

Blackpool Council objective

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Blackpool Pleasure Beach Ltd objective

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- (iv) Explain how Blackpool Council and Blackpool Pleasure Beach Ltd could be in conflict because of their different objectives.

(4)

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(d) If the supercasino bid is unsuccessful, Blackpool will need to consider other ways of developing tourism in the destination.

Describe in detail **two** tourism development proposals to increase visitor numbers to Blackpool.

(8)

Proposal 1

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Proposal 2

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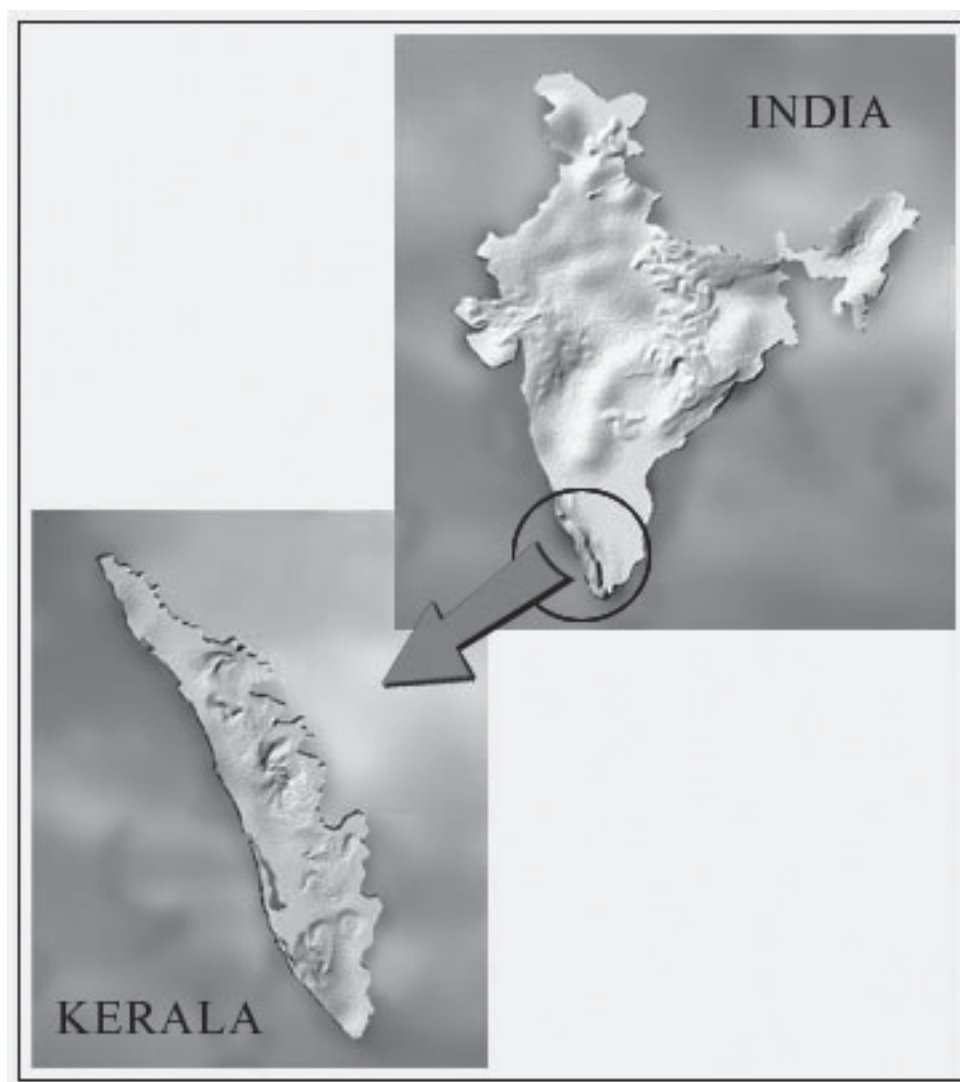
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(Total for Question 1 = 50 marks)

**This question relates to Kerala, India.
Read this information before answering Question 2.**



The Indian state of Kerala is on the southernmost tip of India. It stretches along the coast of the Arabian Sea and is separated from the rest of the Indian subcontinent by the steep Western Ghats mountains.

The language is Malayalam although English is widely spoken. Kerala has the highest literacy rate in the country but also the highest unemployment rate. Religions observed within the state include Hinduism, Christianity and Islam, creating a cultural diversity.

Unlike Goa, where tourism has developed rapidly over the last 20 years, Kerala has seen a slower rate of growth. In 2005, Kerala attracted almost 400,000 overseas visitors with nearly 6 million domestic visitors. The tourism season in Kerala is concentrated between the months of October and May due to the heavy rains of the monsoon.

2 Kerala could be said to be in the development stage of the Tourism Area Life Cycle (TALC).

(a) Describe the characteristics of the **development stage**.

(4)

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The State Tourism and Conservation and Preservation Committee are planning a Kerala Tourism Act to guide the future development of tourism in the state.

(b) Give **one** economic and **one** socio-cultural objective that could be included in the Kerala Tourism Act.

(4)

Economic

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Socio-cultural

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Backwater cruises in Kerala

The highlight of a trip to Kerala is a backwater cruise. This is a journey travelling by boat, along some of the 900km of waterways that fringe the coast and stretch far inland. The boats cross shallow, palm-fringed lakes and travel along narrow, shady canals. As the boats sail past small villages with mosques, churches and temples, visitors can see villagers going about their daily chores. Houseboats can be hired for groups or couples. The most popular duration is two nights but there are increasing numbers of day trippers travelling from key destinations in the south of the state for a half day trip on a rice barge. Food is generally included, cooked by an onboard chef, and in addition there is an ice box full of fruit, soft drinks and beer to buy.



Motorised rice barge



Traditional boat

(c) Analyse the positive and negative impacts of backwater cruises in Kerala.

(8)

A series of horizontal dotted lines for writing the answer.

In Kerala, many traditional activities, such as craftwork and dancing still take place. Another traditional activity, which is also the main form of employment, is fishing. Non-motorised boats are used to drop fishing nets out at sea. The nets are attached to ropes which the fishermen, on the beach then pull in, bringing in the daily catch of fish. The teams of fishermen, sometimes up to 20 men, often include all the men in a village. Fishing, which is a traditional activity, takes place daily on beaches. Many of these beaches have since been developed for tourism, and tourists often watch and want to get involved in this traditional activity.



The following information is fictitious.

Alleppey Hotels are proposing to build a hotel complex on one of the backwaters close to Alleppey, a destination in Northern Kerala.

(e) Describe and explain **two** ways the hotel complex can be developed adopting the principles of responsible tourism.

(8)

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(Total for Question 2 = 32 marks)

***3** One of the principles of responsible tourism is to minimise the negative environmental impacts of tourism development. Explain how one destination you have researched has developed tourism to minimise negative environmental impacts.

Destination

Explanation

(Total for Question 3 = 8 marks)

TOTAL FOR PAPER = 90 MARKS

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Sample Mark Scheme

Unit 7: Responsible Tourism

Question Number	Answer	Mark
1(a)(i)	1 mark for each correct answer X - exploration Y - involvement.	(2)

Question Number	Answer	Mark
1(a)(ii)	Maximum of 4 marks for a clear description. Marks can be for separate points or extended responses <ul style="list-style-type: none"> • Tourist numbers still increase but the rate drops (1) • Local economy begins to rely heavily on tourism (1) • growth in facilities (1) • extending season (1) • strain on environment growing (1) • old facilities unappealing (1) • hostility from locals (1) • wide reaching advertising and marketing (1) • easier access (1) attracts more organised packages (1) 	(4)

Question Number	Answer	Mark
1(a)(iii)	1 mark for correct response Accept either <ul style="list-style-type: none"> • decline (1) • rejuvenation (1). 	(1)

Question Number	Answer	Mark
1(a)(iv)	<p>Maximum of 2 marks for each reasoned response.</p> <p>Maximum 2 marks for theoretical description of stage.</p> <p>1 mark for each basic response up to a maximum of 3 marks.</p> <p>Sample answer based on decline in (iii):</p> <ul style="list-style-type: none"> • tourist numbers are decreasing and economy suffers in the area (1) • between 1987 and 2003 visitor numbers went down by 2.5 million (1) and decreasing tourist numbers is one characteristic of the decline stage (1) • the economy suffers at this stage (1) and spend went down by £300m (1). <p>Sample answer based on rejuvenation in (iii):</p> <ul style="list-style-type: none"> • the destination is regenerated (1) • the Winter Gardens has been refurbished (1) so they are regenerating this attraction (1) • attempts have been made to extend the season (1) so they are obviously trying to bring more business into the destination (1). 	(4)

Question Number	Answer	Mark
1(b)(i)	<p>Up to 2 marks available for each principle of responsible tourism described. Understanding of principles must be evident. No marks for management strategies or types of tourism ie 'green tourism', 'eco-tourism', 'sustainable tourism' etc. For full marks, wording should be appropriate ie should be worded as a principle.</p> <p>No marks for 'minimise negative economic, environmental, socio-cultural impacts (or similar).</p> <p>eg</p> <ul style="list-style-type: none"> • benefit the local economy (1) • care for the environment (1) • tourism that helps locals (1) • creates economic benefits for local people and improves their quality of life (2) • promotes the conservation of natural and cultural heritage (2) • promotes respect between tourists and local people (2). 	(4)

Question Number	Answer	Mark
1(b)(ii)	<p>Maximum 3 marks for each reasoned assessment of impact.</p> <p>Maximum 2 marks for only descriptive/theoretical answers for each assessment.</p> <p>eg</p> <ul style="list-style-type: none"> • the casino development will bring congestion and litter (1) • the prices of houses will increase (1) and they will not be able to afford to live there any more (1) • An increase in crime is anticipated based around the casinos (1) but the destination already has large numbers of visitors so has a high potential for crime (1) so this increase is likely to be limited (1) • Existing tourism facilities may find there is a decrease in demand (1) as tourists prefer to visit the supercasino (1) rather than Pleasure Beach or theatres (1) • It is likely that the casino will compete and lead to some theatres to lose money (1), and close down (1), and local people may lose out as they may not want to use the casino (1) <p>Although you may not agree with the views in the response, if the candidate has made an assessment you must reward it.</p>	(6)

Question Number	Answer	Mark
1(b)(iii)	<p>Maximum 5 marks awarded for each suggestion - 1 mark for each development of the suggestion or justified statement. A maximum of 4 marks to be awarded for each suggestion without any clear justification.</p> <p>eg</p> <ul style="list-style-type: none"> • create jobs for locals (1) such as hotel staff, construction workers for the locals (1). Ensuring that at least 50% of jobs are restricted to local people only (1), will ensure that they receive maximum economic benefit (1). This will therefore improve their quality of life (1). • to preserve the heritage the casino can look at the history of Blackpool (1) for example when it was the first place to introduce street lighting (1). They can theme the casino around the history and even have exhibits or a museum inside (1). They could also build the casino around existing theatres rather than build new theatres (1) to keep the heritage of those places (1). 	(10)

Question Number	Answer	Mark
1(c)(i)	1 mark for correct answer <ul style="list-style-type: none"> Public 	(1)

Question Number	Answer	Mark
1(c)(ii)	Maximum of 4 marks for a clear description. Marks can be for separate points or extended responses eg <ul style="list-style-type: none"> responsible for museums and arts (1) setting tourism strategy(1) such as tourism tomorrow (1) responsible for funding (1) tourism development projects (1) supports tourism at a national level (1) offers regional and local support to destinations (1) enhances and improves quality of visitor attractions (1) develop skill base of workers in tourism (1) marketing UK visitor attractions (1) domestically and internationally (1). 	(4)

Question Number	Answer	Mark
1(c)(iii)	1 mark only for an appropriate objective Blackpool Council - <ul style="list-style-type: none"> regeneration (1) extend stays (1) increase visitors (1) increase visitor spending (1) build supercasino (1) create local employment (1). 1 mark only for an appropriate objective Blackpool Pleasure Beach Ltd - <ul style="list-style-type: none"> increase profit (1) revenue (1) increase visitor numbers (1) expand operations (1) build new attractions (1). 	(2)

Question Number	Answer	Mark
1(c)(iv)	<p>Maximum of 4 marks for reasoned response leading to an explanation. Maximum of 2 marks for responses on conflict not related to objectives.</p> <p>eg</p> <ul style="list-style-type: none"> • The Pleasure Beach Ltd will not be happy with a supercasino because customers will go there instead of the Pleasure Beach (1) and the Pleasure Beach Ltd will not increase profit (1) • Blackpool Pleasure Beach will not be able to meet its objectives of increasing revenue as visitors will go to the new attractions supported by the council (2) • As the number of visitors to the town are going down, Blackpool Council is not meeting its objectives. The council want to be bring in more attractions to bring in more visitors which will be in competition with the Pleasure Beach (3) • The council want to bring in more attractions to bring in more visitors which will be in competition with the Pleasure Beach. Blackpool Pleasure Beach will not be able to meet its objectives of increasing revenue as visitors will go to the new attractions supported by the council (4). 	(4)

Question Number	Answer	Mark
1(d)	<p>Maximum of 4 marks for each proposal clearly described. 1 mark for each appropriate statement adding detail to the proposal.</p> <p>No marks for explanations.</p> <p>Proposal must be appropriate to increase visitor numbers.</p> <p>eg</p> <p>Proposal 1 - Outskirts of the town (1) create a new holiday centre (1) with both indoor and outdoor facilities (1) and a 9 hole golf course (1).</p> <p>Proposal 2 - Along the beach (1) they could develop more adventure activities (1), water skiing (1), huts for equipment hire (1).</p> <p>No marks awarded for the proposal being a casino or an existing facility/attraction, unless clearly different to what exists.</p> <p>No marks for promotional campaigns / advertising / marketing proposals</p>	(8)

Question Number	Answer	Mark
2(a)	<p>Maximum of 4 marks for a clear description. Marks can be for separate points or extended responses.</p> <ul style="list-style-type: none"> • the number of tourists keep increasing (1) • high volume of visitors (1) • now a recognised tourist area (1) • heavily advertised (1) • improved transport (1) • loss of local involvement and control (1) • changes to the landscape unwelcome by locals (1) • labour begins to be imported from outside (1) • tourists attracted by natural and cultural attractions (1) • more purpose-built facilities are available (1) and these are more appealing (1) • outside investors move in (1) especially in the accommodation sector (1) • local facilities disappear (1) and are replaced by new/modern facilities (1). 	(4)

Question Number	Answer	Mark
2(b)	<p>Maximum 2 marks for each objective clearly given. Second mark for clarity and precision of the objective.</p> <p>Maximum 1 mark each if impacts rather than objectives are given.</p> <p>Economic</p> <ul style="list-style-type: none"> • to get more money (1) • increase incoming investment (1) into the state (1). <p>Sociocultural</p> <ul style="list-style-type: none"> • to respect different cultures (1) • to promote respect between incoming tourists (1) and the diverse local cultures of Kerala (1). 	(4)

Question Number	Indicative Content	
2(c)	<p>Positive impacts</p> <ul style="list-style-type: none"> • Creates jobs for locals • Brings money in • Tourists can experience local culture • The local people will benefit from the income they get e.g. as guides or cooks, on the boats, and providing the food and drink for the ice boxes • As backwater cruises become more popular local people may earn more. <p>Negative impacts</p> <ul style="list-style-type: none"> • Congestion, erosion, loss of local culture, and identity • Some of the houseboats are motorised and this will cause pollution in the water as petrol may leak into the waterways and this could kill the fish that locals rely on for food and work. May encourage locals to abandon their traditional activities, such as fishing, and even move away from the area, leaving villages deserted. • There will be pollution in the water and so the local people might find the water is no longer clean enough for fishing and washing. Therefore the life and family traditions of the local community could change dramatically. 	
Level	Mark	Descriptor
	0	No rewardable material
Level 1	1-3	Basic responses that are mainly theoretical with limited reasoning, may not focus on backwater cruises. Responses may focus on only positive or negative impacts.
Level 2	4-6	Responses with some analysis and some application to backwater cruises. Responses may focus on only positive or negative impacts. Responses could be either clear application and limited analysis or limited application with clear analysis.
Level 3	7-8	Responses with sustained analysis and clearly applied to backwater cruises. Responses must focus on both positive and negative impacts.

Question Number	Indicative Content	
2(d) QWC (i-iii)	<p>Responses do not need to relate to Kerala or fishing.</p> <p>All answers must relate to traditional activities and/or employment</p> <p>Positive impacts on traditional activities and/or employment.</p> <p>Tourists can learn about traditional activities and this may help preserve these activities:</p> <ul style="list-style-type: none"> • It could encourage the revival of old skills • If tourists are educated about traditional activities/employment they can be encouraged to help preserve them, eg paying to watch traditional dancing and buying authentic local crafts. <p>Negative impacts on traditional activities and/or employment</p> <ul style="list-style-type: none"> • Staged authenticity • People will stop traditional activities to earn more money in tourism • If people are spending hours doing hard work like fishing, and not earning much money they may start looking to other ways of earning money. They may look for jobs elsewhere and this could affect the local communities as people may have to move away to get these jobs. <p>Fishermen may become very despondent spending hours doing hard work, for very little money, whilst being watched by waiters who earn a regular income and tips.</p> <p>With the fishing taking place on the tourist beaches, tourists may be splashing in the water and frightening the fish away from the nets, which mean there will be fewer fish in the area to catch and this could threaten their livelihood.</p>	
Level	Mark	Descriptor
	0	No rewardable material
Level 1	1-3	Basic responses that are mainly theoretical with limited reasoning. The candidate uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.
Level 2	4-6	Responses that are analytical with some application to traditional activities and/or employment. Responses could be either clear application and limited analysis or limited application with clear analysis. 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.
Level 3	7-8	Analytical responses clearly applied to traditional activities and/or employment. The candidate uses appropriate specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.

Question Number	Answer	Mark
2(e)	<p>Up to four marks for each way the hotel complex can be developed adopting the principles of responsible tourism.</p> <p>For each ‘way’ -maximum 2 marks to be awarded for a description only. Max 2 marks for explanation linked to the principles of responsible tourism where no description given.</p> <p>eg</p> <ul style="list-style-type: none"> • they can use local products (d)(1) such as local timber and stone (d)(1) • Local people would need to be employed (d)(1) and firstly trained to take on the roles (d)(1) to help the positive impacts by local people getting financial benefit (e)(1) • the hotel could only use and sell local products (d)(1) and work with local villages and make individual agreements for each village to provide products (d)(1). This will help keep the local heritage (e)(1) as local traditions such as fishing will be maintained to enable tourists to eat local food (e)(1). 	(8)

Question Number	Indicative Content
<p>3</p> <p>QWC (i-iii)</p>	<p>Responses will vary and could cover a range of possible destinations. Likely responses may relate to the following:</p> <ul style="list-style-type: none"> • Nature reserves • Protected status • Trails • Zoning • Education • Park and Ride • Leaflets • Taking litter home. <p><u>Example: Yorkshire Dales National Park</u></p> <p>Level 1: They have created footpaths to stop erosion and taken away bins to stop litter pollution. Paths have been diverted to allow grass to recover and re-grow.</p> <p>Level 2: Lots of tourists visit the National Park to go walking. Trampling by thousands of people led to soil erosion and paths got wider and wider and became an eyesore. For example, the popular route up Ingleborough was badly eroded and so the National Park Authority created a surfaced path to protect the ground, they built channels in so that water would run away and this stopped the erosion.</p> <p>Level 3: The Yorkshire Dales are visited by lots of people who go walking but this has destroyed some of the landscape through erosion. Badly eroded footpaths create an eyesore as they become really muddy and people walk around the mud making the paths really wide - up to 3m across in places. So the National Park Authority arranged for huge sacks of limestone aggregate to be taken by helicopter onto the footpaths of the Ingleborough and the Three Peaks. Limestone was used so the new surfaced paths blend in with the surrounding rock as it is limestone country. These paths work by encouraging people to stick to the path and it stops erosion. In Malham there is a Visitor centre that educates visitors about how to look after the countryside through leaflets and displays. The building is designed to look like a barn so it blends in with the traditional buildings. The Authority has a 'no bins' policy at its car park and there are signs asking people to take their litter home. This educates them about the dangers of bottles and cans to small animals</p>

Level	Mark	Descriptor
	0	No rewardable material
Level 1	1-3	Basic responses that are mainly theoretical and descriptive with little evidence of research. There may be limited focus on a specific area. Responses may relate to a specific area but not necessarily to negative environmental impacts of tourism. The candidate uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.
Level 2	4-6	Responses with some explanation showing some evidence of research. Responses may relate to a specific area and will relate to minimising negative environmental impacts. 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.
Level 3	7-8	Detailed explanation clearly showing clear evidence of research. Responses will demonstrate a sustained focus on a specific area and minimising negative environmental impacts. The candidate uses appropriate specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.

Write your name here

Surname

Other names

Centre Number

Candidate Number

Edexcel GCE

Travel and Tourism

Unit 10: Promotion and Sales in Travel and Tourism

Sample Assessment Material

Time: 1 hour 30 minutes

Paper Reference

6996/01

You must have:
Calculator

Total Marks

Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and candidate number.
- Answer **all** questions.
- Answer the questions in the spaces provided
– *there may be more space than you need.*

Information

- The total mark for this paper is 90.
- The marks for **each** question are shown in brackets
– *use this as a guide as to how much time to spend on each question.*
- Questions labelled with an **asterisk** (*) are ones where the quality of your written communication will be assessed
– *you should take particular care on these questions with your spelling, punctuation and grammar, as well as the clarity of expression.*

Advice

- Read each question carefully before you start to answer it.
- Keep an eye on the time.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

H36679A

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Answer ALL questions.

Sunshine Holidays is a fictitious organisation.

1 Sunshine Holidays is a UK tour operator. Each year it recruits a number of resort representatives (reps) to work for the organisation overseas.

(a) Describe **three** skills and qualities needed by resort reps.

(6)

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Darcy Higgins has secured her first job as a resort representative with Sunshine Holidays. She is based on the island of Majorca. During her training it was highlighted that selling excursions would be a major part of her role.

The first stage of the selling process is to establish rapport with her clients.

(b) Describe **three** opportunities that Darcy would have to establish rapport with her clients.

(6)

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(c) Explain why it is important that Darcy establishes a good rapport with her clients as soon as they arrive in Majorca.

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Read the following letter from Darcy to her clients before answering Question 1(d).

Dear Guest

On behalf of Sunshine Holidays I would like to welcome you to the beautiful island of Majorca.

I hope your stay with us will be enjoyable and memorable.

My name is Darcy Higgins and I will be your representative during your stay with us. Please do not hesitate to contact me should you need any assistance or information.

I look forward to meeting you at the Welcome Meeting. I hope you will join me as I feel this is an ideal way for us to meet, and during this time I will give you some information about shops etc. plus some suggestions about places you may wish to visit here on the island.

Under normal circumstances you can contact me at the travel office during working hours.

In the unlikely event that you have to contact me in case of an emergency, please telephone me.

I look forward to meeting you and wish you a most enjoyable holiday.

**Yours sincerely
Darcy Higgins
Sunshine Holidays**

2

Trojan Tours is a premier UK Coach Holiday Company. It has offices in Belfast, Newcastle, Manchester, Cardiff and London. It currently operates a programme of luxury weekend and short breaks to UK cities and exclusive country locations. Recently there has been a demand from existing customers for tours to include European destinations.

Trojan Tours has been planning its promotional activities for the next brochure. Two of its marketing objectives are:

- to introduce four European destinations and achieve 25% of its sales from these
- to increase its proportion of customers in the 50+ age range from 40% to 50%.

(a) Explain why organisations should outline their marketing objectives before deciding on their promotional activities.

(4)

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Read the following extract before answering the question.

Trojan Tours	
Age Groups	% of Customers
Under 16	15%
17–29	10%
30–39	10%
40–49	25%
50+	40%

Table 1

(c) Table 1 shows that Trojan Tours has segmented its market by age in order to target its promotional activities.

Analyse this data to plan the development of a new website for Trojan Tours.

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(d) Describe **two** other methods of market segmentation that Trojan Tours might use when segmenting its market.

(4)

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At the end of the holiday with Trojan Tours the coach driver hands out the following questionnaire to all clients.

Name:

Address:

Postcode:

DOB:

Tel No:

Date of tour:

Destination:

Coach Guide

Excellent

Fair

Poor

Helpful

Friendly

Efficient

Hotel

Friendly Reception Staff

Quality of Food

Standard of Rooms

Value for Money

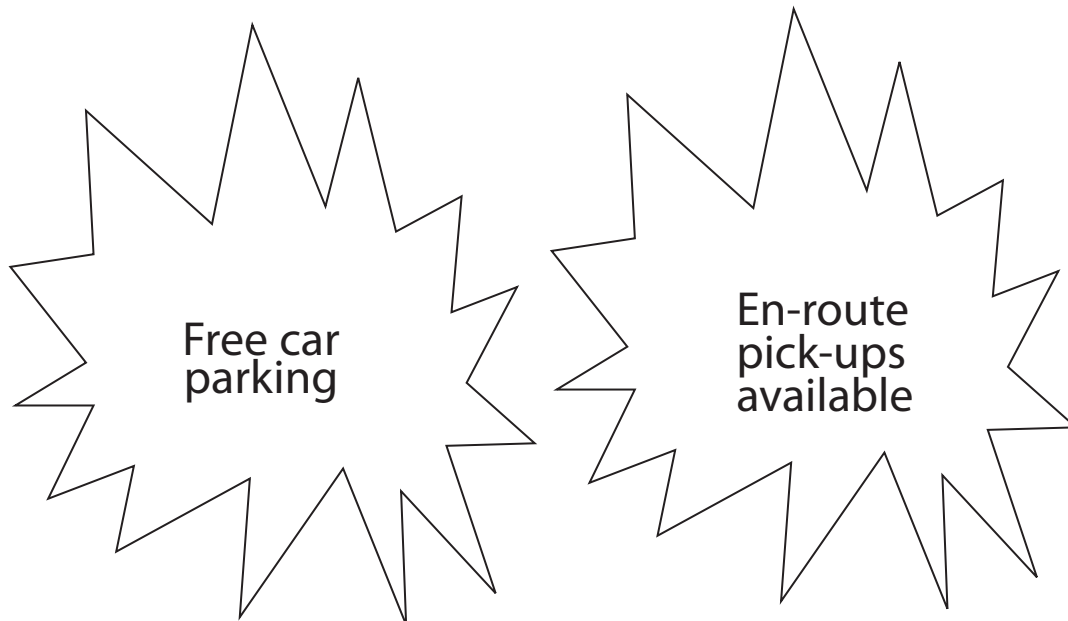
Comments and Suggestions:

Thank you for taking the time to complete this questionnaire.

Read the following promotional leaflet before answering Question 2(f).

TROJAN TOURS

WIN A SPECTACULAR WEEKEND FOR TWO IN ONE
OF OUR TOP UK DESTINATIONS!



***SPECIAL INTRODUCTORY WEEKEND RATES AVAILABLE ON OUR NEW
EUROPEAN CITIES –
3 nights any European city £200.00 per person***

BOOK A 7 DAY HOLIDAY TO ONE OF OUR NEW EUROPEAN DESTINATIONS

WIN A WEEKEND BREAK IN ANY OF OUR TOP UK CITIES!!

BOOK BEFORE 30TH JUNE 2010

www.trojan-tours.com

Tel: 010 352 22617410

(f) Using the information in the leaflet:

- (i) Complete this table which outlines the marketing mix for Trojan Tours. One example has already been provided.

(4)

Product Example 1 – Coach Holiday Example 2 – _____	Place Example 1 – City Centre Locations Example 2 – _____
Price Example 1 – Special introductory rates Example 2 _____	Promotion Example 1 – Web site Example 2 _____

- (ii) Look at the information on the leaflet. Assess this as an item of promotional material for Trojan Tours.

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The McCarthy Museum is a fictitious museum.

3

The McCarthy Museum is located in Belfast, in the centre of the university area. The museum was closed for two years to undergo a major redevelopment. It has reopened with a number of new exhibits and wonderful collections.

In its most recent promotional campaign, it has used the following promotional techniques:

1. Public Relations
2. Displays
3. Advertising

(a) Describe each of these techniques:

(6)

1. Public Relations

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2. Displays

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3. Advertising

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Sample Mark Scheme

Unit 10: Promotion and Sales in Travel and Tourism

Question Number	Answer	Mark
1(a)	<p>Maximum 2 marks for each skill and quality clearly described.</p> <p>eg</p> <ul style="list-style-type: none"> • Good eye contact (1) • Good communication skills, speaking clearly and slowly (2) • Good listening skills to identify their needs (2) • Questioning techniques such as using open questions (2) • Have patience with the customers (1) • Numeracy skills to add up how much customers pay for their excursions (2) • Speak a foreign language (1). 	(6)

Question Number	Answer	Mark
1(b)	<p>Up to 2 marks for each clear description.</p> <p>eg</p> <ul style="list-style-type: none"> • At the welcome meeting (1) • Introduction at the airport - the clients would be unsure having arrived at an unknown destination. So Darcy has the opportunity to be a friendly face and put them at ease (2) • Transfer Speech on coach - new customers will want to know where they are going and what they can do. They will feel unsure and this is an opportunity for Darcy to show she knows what she is doing and that customers can rely on her as a friendly, safe pair of hands (2). 	(6)

Question Number	Answer	Mark
1(c)	<p>Maximum 2 marks for a clear explanation.</p> <p>eg</p> <ul style="list-style-type: none"> • It gives the rep the opportunity to gain the trust of the customer (1) • It is vital that reps get to know their clients as quickly as possible (1) • Some are only there for 7 days and the rep would want to make them feel at ease and give them as much information as possible (1) • By establishing rapport (1), the rep then has the opportunity to ask the questions that move them into the next stage of the selling process (1) • Clients want to enjoy their holiday and feel good about the tour operator (1). 	(2)

Question Number	Answer	Mark
1(d)	<p>Up to 3 marks for each reasoned response relating to establishing rapport. Description without evaluation, maximum 2 marks.</p> <p>eg</p> <ul style="list-style-type: none"> • The letter lets customer know that the resort representative is aware that they will be at their resort for their holiday and is inviting them to her welcome meeting (1) • This is effective as it lets the customer know that Darcy and the company were awaiting their arrival (1) and they will feel they have a contact now if anything should go wrong (1) • It also is effective as they are being invited to the welcome meeting and therefore feel part of a group (1) • The letter is not effective as it is just a standard copy everyone receives (1) and is not personal (1). People do not feel they are being treated as an individual (1). 	(6)

Question Number	Answer	Mark
2(a)	<p>Maximum 2 marks for each reasoned response. Maximum 2 marks for examples.</p> <p>eg</p> <ul style="list-style-type: none"> • Marketing objectives are the specific aims or goals that an organisation sets itself when deciding on its promotional activity (1) • Organisation must decide on their promotional activities (1) so they can select the most effective method in order to achieve their objectives (1). 	(4)

Question Number	Answer	Mark
2(b)(i)	<p>Maximum 3 marks for each explanation, applied to the objective.</p> <p>If generic rather than applied to the objective, maximum 2 marks.</p> <p>Maximum 2 marks for description only.</p> <p>The marks can be awarded for either detailed description with basic explanation, ie 2+1, or basic description with detailed explanation, ie 1+2.</p> <ul style="list-style-type: none"> • Produce a separate new European brochure (1) • Send letters to existing customers (1) to show them that European destinations are now included as they requested (1) so these are more likely to book European rather than UK destinations increasing the percentage of sales to European destinations (1) • For the new brochure, have half of the pages dedicated to European destinations (1) to give them a high profile, (1) so that potential customers will be made aware of the new products and therefore are more likely to book these - thus increasing the percentage of sales to Europe (1). 	(6)

Question Number	Answer	Mark
2(b)(ii)	<p>Maximum 3 marks for each explanation, applied to the objective.</p> <p>If generic rather than applied to the objective, maximum 2 marks.</p> <p>Maximum 2 marks for description only.</p> <p>The marks can be awarded for either detailed description with basic explanation, ie. 2+1, or basic description with detailed explanation, ie 1+2.</p> <p>eg</p> <ul style="list-style-type: none"> • Advertise in magazines generally read by over 50s (1) • Lots of 50+ age group are retired and spend a lot of their leisure time at golf clubs for example so Trojan Tours could do a promotional event at a golf club perhaps on different days as some days are ladies only and some days there are competitions on so they would capture lots of different people using the same promotion (2) • Trojan Tours could also sponsor a local bowling team as many people of the 50+ age range will also play bowls during their leisure time. They would therefore have access to the bowling club and create awareness of Trojan Tours and people may feel a loyalty to book their holiday with them so this would increase their proportion of 50+customers (3). 	(6)

Question Number	Answer	Mark
2(c)	<p>Max 3 marks for analysis of data without reference to website.</p> <p>Max 3 marks for website ideas without analysis of data.</p> <p>The marks can be awarded for either detailed description with basic explanation based upon analysis of the data, ie 2+1, or basic description with detailed explanation based upon analysis of the data, ie 1+2.</p> <p>eg</p> <ul style="list-style-type: none"> • By segmenting their target market by age they are then able to design their website to suit the needs of the specific age groups (1) • Only 10% of their customers are 17 - 29 year olds so they will not make too much of their website relevant to this age group (2) • 15% of their customers are under 16 years old so therefore Trojan Tours might design the information on the website to appeal to the family market through the use of appropriate language and images as most of under 16 year olds will travel with their parents (3). 	(6)

Question Number	Answer	Mark
2(d)	<p>Maximum 2 marks for clear description. No marks for age.</p> <p>eg</p> <ul style="list-style-type: none"> • Lifestyle (1) • Geography (1) such as where people get on the coach (1) • Socio-economic grouping (1) where the market is divided into groupings depending on what job people do, for example target all people in an area in the C2 (skilled working class) social group (1). 	(4)

Question Number	Answer	Mark
2(e)	<p>Maximum 3 marks for each reasoned judgement made in the assessment.</p> <p>Maximum of 1 mark will be awarded for comments about customer services if not related to segmentation or promotional activities.</p> <p>eg</p> <ul style="list-style-type: none"> • The questionnaire is designed so that TT can obtain lots of information about the clients that book holidays with them, eg their name, addresses, telephone number (1) • The questionnaire is effective because it asks customers for their addresses, so they can segment by geography and use this to target direct mail informing those that live in the North East the departure point in that area (2) • They can also see what part of the UK that majority of their customers come from and therefore might like to concentrate on areas where they have not many customers from, perhaps attend a holiday fair in that area (2) • There are no questions about lifestyles, socio-economic/employment of customers (1), so they do not get to know their potential customers very well, in terms of what they do, how much they earn, how they spend their leisure time etc (1). <p>No marks for the design</p>	(6)

Question Number	Answer	Mark
2(f)(i)	<p>Maximum 1 mark for example Product</p> <ul style="list-style-type: none"> • European Coach Holiday (1) • Accommodation (1) • Car Parking (1) • Weekend for 2 (1). <p>Maximum 1 mark for example Price</p> <ul style="list-style-type: none"> • £200 (1) • Free car parking (1). <p>Maximum 1 mark for example Place</p> <ul style="list-style-type: none"> • UK City Breaks (1) • European City Breaks (1) • Website (1). <p>Maximum 1 mark for example Promotion</p> <ul style="list-style-type: none"> • Leaflet (1) • Special Introductory rates(1) • Competition to win a weekend (1) • 3 nights in any EU city £200 (1). 	(4)

Question Number	Indicative Content	
2(f)(ii)	<p>Level 1 - The leaflet is dull, has no colour and the boxes do not stand out.</p> <p>Level 2 - Trojan Tours offer free car parking for any of their customers during the duration of their trip which means they can drive themselves to the pick-up point. This means they can park free and encourage people to choose one of the new destinations (objective 1) as car parking at airports is so expensive so this might persuade them to book a new destination.</p> <p>The marketing mix works together to increase the number of customers (objective 2) booking a European holiday by offering entry to the prize draw if they book a seven day holiday to any new UK destination before the 30 June 2008, as shown on the promotional leaflet.</p>	
Level	Mark	Descriptor
	0	No rewardable material
Level 1	1-3	Basic explanation with limited assessment. Concentrating on layout rather than information in leaflet.
Level 2	4-6	Clear assessment. Any reference to assessment of P's.

Question Number	Indicative Content
<p>2(g) QWC (i-iii)</p>	<p>Level 1 - Most organisations now are using the latest design technology which will produce materials faster and of a higher quality and also probably more cost effective.</p> <p>Level 2 - Technology is improving every day with research and development so promotion can be done much more cost effectively, for example if Trojan Tours promote using the internet it means they do not have to post literature out to clients which will save them postage and packaging and also with less labour involved hopefully means more savings for the company. If Trojan Tours are doing displays or exhibits it is a good idea for them to hand out a DVD of their products, this way potential customers can take it home and watch it in the comfort of their own home and again this looks very professional and once the original is made, it doesn't cost a lot or involve a lot of time to make multiple copies. It also brings to life to actual holiday and is more persuasive for customers than just reading a brochure, therefore hopefully customers will enjoy it and book a holiday.</p> <p>Level 3 - As above and Promotion can be done much more effectively as technology can be used to develop DVDs as well as more traditional leaflets giving customers a more real idea what the holiday might be like therefore encouraging them to book. Using up to date technology is much more effective as the database on customers can be updated easily and on a regular basis and therefore letters will not be sent to old addresses wasting time and money. Also, using up to date technology is much more effective as the database on customers can be updated easily and on a regular basis and therefore letters will not be sent to old addresses wasting time and money. Also, technological advances mean data will be kept on past purchases and therefore a closer match can be made to the purchasing pattern of the customer, so promotions can then be targeted to the people likely to be attracted given what they have done in the past. Displays can become much more interactive which holds the customers attention better and therefore has a better opportunity of persuading them to book.</p>

Level	Mark	Descriptor
	0	No rewardable material
Level 1	1-3	Basic responses that is mainly descriptive with little analysis or reference to technology. The candidate uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.
Level 2	4-6	Detailed response with clear analysis. 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.
Level 3	7-8	Detailed analysis linked to scenario. The candidate uses appropriate specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.

Question Number	Answer	Mark
3(a)	<p>Max 2 marks for each technique described.</p> <p>Public Relations</p> <ul style="list-style-type: none"> is where an organisation provides information about its products and services (1) using radio, TV and in the press (1). <p>Displays</p> <ul style="list-style-type: none"> where promotional materials are presented in an interesting way (1) such as an exhibition or stand (1). <p>Advertising</p> <ul style="list-style-type: none"> where another organisation is paid to promote products and services (1) through a range of media such as TV and radio (1). 	(6)

Question Number	Indicative Content	
3(b) QWC (i-iii)	<p>Level 1 - They have used different techniques. They have sent a mail shot to all their current customers so that means they have targeted a large number of people.</p> <p>Level 2 - The letter to past customers on the database is a good idea as it will raise awareness that there is a new building with new exhibits. The leaflet will also raise awareness as it will be put in lots of different places. However none of the campaign is specifically targeted at domestic tourists so this objective seems to have been ignored.</p> <p>Level 3 - The press release sent to national radio and television should create awareness of the new building and its new exhibits. However, it needs to appear at popular times when lots of people are watching TV such as the evenings or perhaps at commuter time in the morning when people listen to the radio when travelling in their cars. The letter to everyone on the database will create awareness of the changes to past customers however it will not attract anyone new. Also, many on the database will be foreign tourists and sending letters to them will not increase domestic tourists. Overall all the methods outlined will help to create awareness of the new building and exhibits but the promotional campaign does not really target domestic tourists.</p>	
Level	Mark	Descriptor
	0	No rewardable material
Level 1	1-3	Basic answers mainly descriptive. The candidate uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy. No reference to the objectives - max 2 marks.
Level 2	4-6	Some evaluation linking objectives. 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.
Level 3	7-8	Clear evaluation linking objectives to campaign. The candidate uses appropriate specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.

Question Number	Answer	Mark
4	<p>Up to 2 marks for description of promotional techniques used.</p> <p>Up to 2 marks for description of materials used.</p> <p>Up to 2 marks for where/how promotional techniques and materials used.</p> <p>eg</p> <ul style="list-style-type: none"> • Alton Towers had campaigned for the new ride Charlie and the Chocolate Factory. There was just TV and radio advertising and leaflets for that ride only (2). • Alton Towers had a campaign for the new ride Charlie and the Chocolate Factory. They used a range of techniques and materials and had a large budget to work with so included TV advertising (1). They use sales promotions (1) by giving discounts (1) to schools (1), Coca Cola were involved in sponsorship (1) of the ride by giving money to Alton Towers to display their name (1). 	(6)

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