

Oxford Cambridge and RSA Examinations

General Certificate of Education

TRAVEL AND TOURISM

Unit 1: Introducing Travel and Tourism

G720/CASE STUDY

Pre-Released Case Study Material

To be opened on receipt.

'Tourism in Wales'

INSTRUCTIONS TO TEACHERS

- This case study may be opened and given to candidates on receipt.

INFORMATION FOR CANDIDATES

- You **must** make yourself familiar with the case study before you take the question paper.
- You **must not** take notes into the examination.
- A clean copy of the case study will be given to you with the question paper.
- The question paper may include additional information not originally included in this pre-release material.

Document 1: UK Tourism Statistics

Figure 1a: Volume and Spending of Tourists in Wales 2002

	Trips/Visits (Millions)	Nights (Millions)	Spending (£ Millions)
UK Residents	11.9	39.8	1 543
Overseas Residents	0.9	6.6	252

Sources: United Kingdom Tourism Survey (UKTS)/International Passenger Survey (IPS)

Figure 1b: Purpose of Tourism in Wales 2002

	UK Residents		Overseas Residents	
	Trips (Millions)	Spending (£ Millions)	Visits (Millions)	Spending (£ Millions)
Holiday	8.8	1 196	0.29	73
Business	1.0	166	0.15	56
Visits to Friends/Relatives	1.9	166	0.31	84
Other	0.2	13	0.11	40
All Purposes	11.9	1 543	0.90	252

Sources: United Kingdom Tourism Survey (UKTS)/International Passenger Survey (IPS)

Note: Figures may not total accurately due to rounding.

Figure 1c: Holidays in Wales 2002

	UK Residents		
	Trips (Millions)	Nights (Millions)	Spending (£ Millions)
Holidays 1-3 Nights	5.3	10.4	582
Holidays 4-7 Nights	2.9	15.3	496
Holidays 8+ Nights	0.6	6.4	119
Total Holidays	8.8	32.1	1 196

Sources: United Kingdom Tourism Survey (UKTS)

Figure 1d: Average Expenditure 2002

	UK Residents	Overseas Residents
Average Spend per Trip (£)	129	293
Average Spend per Night (£)	39	38

Sources: United Kingdom Tourism Survey (UKTS)/International Passenger Survey (IPS)

Figure 1e: Tourism Expenditure by Category 2002

	UK Residents	
	£ Millions	% of Total
Package trip	80	5
Accommodation (non-package trip)	400	26
Travel	300	19
Services or advice	20	1
Buying clothes	130	8
Eating and drinking	330	21
Other shopping	100	6
Entertainment	150	10
Other	30	2
Total	1 540	100

Sources: United Kingdom Tourism Survey (UKTS)

Note: Spending is rounded to the nearest £10 million. This data is only available at a UK level for overseas visitors.

Figure 1f: Seasonality of Tourism in Wales 2002

	UK Residents (% of Trips)	Overseas Residents (% of Visits)
Jan, Feb, Mar	19	14
Apr, May, Jun	27	30
Jul, Aug, Sep	34	40
Oct, Nov, Dec	20	16

Sources: United Kingdom Tourism Survey (UKTS)/International Passenger Survey (IPS)

Figure 1g: Accommodation Used in 2002

	UK Residents	
	Visits %	Spending %
Hotels/Motel/Guesthouse	18	29
B&B/Farmhouse B&B	7	8
Rented House/Flat/Chalet	6	10
Hostel/University/School	1	1
Friends/Relatives Home	35	24
Second Home/Timeshare	3	1
Camping	4	3
Towed Caravan	8	6
Static Caravan	8	5
Other	12	13

Sources: United Kingdom Tourism Survey (UKTS)

Note: UKTS accommodation definitions used. Figures may not total accurately due to more than one accommodation type being used.

Figure 1h: Accommodation Used by Overseas Residents in 2002

	Overseas Residents	
	Visits %	Spending %
Hotels etc	34	32
Bed & Breakfast	14	11
Camping/Mobile Home	5	4
Hostel	4	6
Holiday Village/Centre	0	0
Rented House	2	7
Paying Guest	0	1
Free Guest	37	37
Own Home	1	1
Other	4	1

Sources: International Passenger Survey (IPS))

Note: IPS accommodation definitions used.

Figure 1i: Serviced Accommodation Occupancy 2002

	2002	2001
Room Occupancy	53%	49%
Bedspace Occupancy	40%	37%

Document 2: TOURISM IN LLANGOLLEN

Llangollen as a destination has a problem – it has no unique selling point. There are some connections with King Arthur, the Holy Grail is supposed to be in the area and many have heard of the International Eisteddfod held there; Llangollen is, however, regarded mainly as a P&T stop (stopping place to use the toilets and a café).

The WTB (Wales Tourist Board) has selected Llangollen (along with Wrexham and the Dee Valley) as one of six Regional Tourism Growth Areas (TGA) in Wales. The area was chosen as it is considered to have the potential to drive and develop tourism. The **TGA** identifies and takes forward projects which will lay the foundations for sustainable growth in tourism. It will complement and run alongside existing tourism initiatives, not replace them.

The area has some significant strengths. These include:

- good accessibility (97 million people live within 2 hours' drive) and located on the main routes on North Wales, as shown on the maps;
- Llangollen is a known destination;
- attractive and dramatic scenery with some spectacular and unique sights, such as the canal aqueduct;
- lots of things to do and see in the area with strong heritage and cultural resources, with high profile events such as the Eisteddfod;
- a range of activities available with potential expansion;
- a good range of accommodation with improvements in the pipeline;
- a committed and enthusiastic tourist industry and local authorities;
- new projects underway and the availability of public-sector funding to improve infrastructure and pump prime further investments.

However, there are also some weaknesses. These include:

- the area as a whole is not a recognised destination and its image is weak or outdated; many people simply pass through on the way to somewhere else;
- a lack of any high-profile attractions to draw people;
- no large hotels and the quality of some accommodation is weak; occupancies are low and constrain investment;
- the area is quieter in winter, with some facilities closed;
- potential is largely underdeveloped;
- strong and growing competition from elsewhere in Wales, England and abroad.

In order to grow tourism, the **TGA** strategy needs to focus on those markets which are valuable, growing in size and which are the most receptive. Given the nature of the area and the type of tourism product on offer, the best potential for growth seems to be:

- additional holidays and short breaks;
- the over 55s, pre-family adult groups and families with children;
- activity and special-interest breaks;
- small conferences and meetings;
- general independent day visitors (domestic and overseas);
- group outings and school trips.

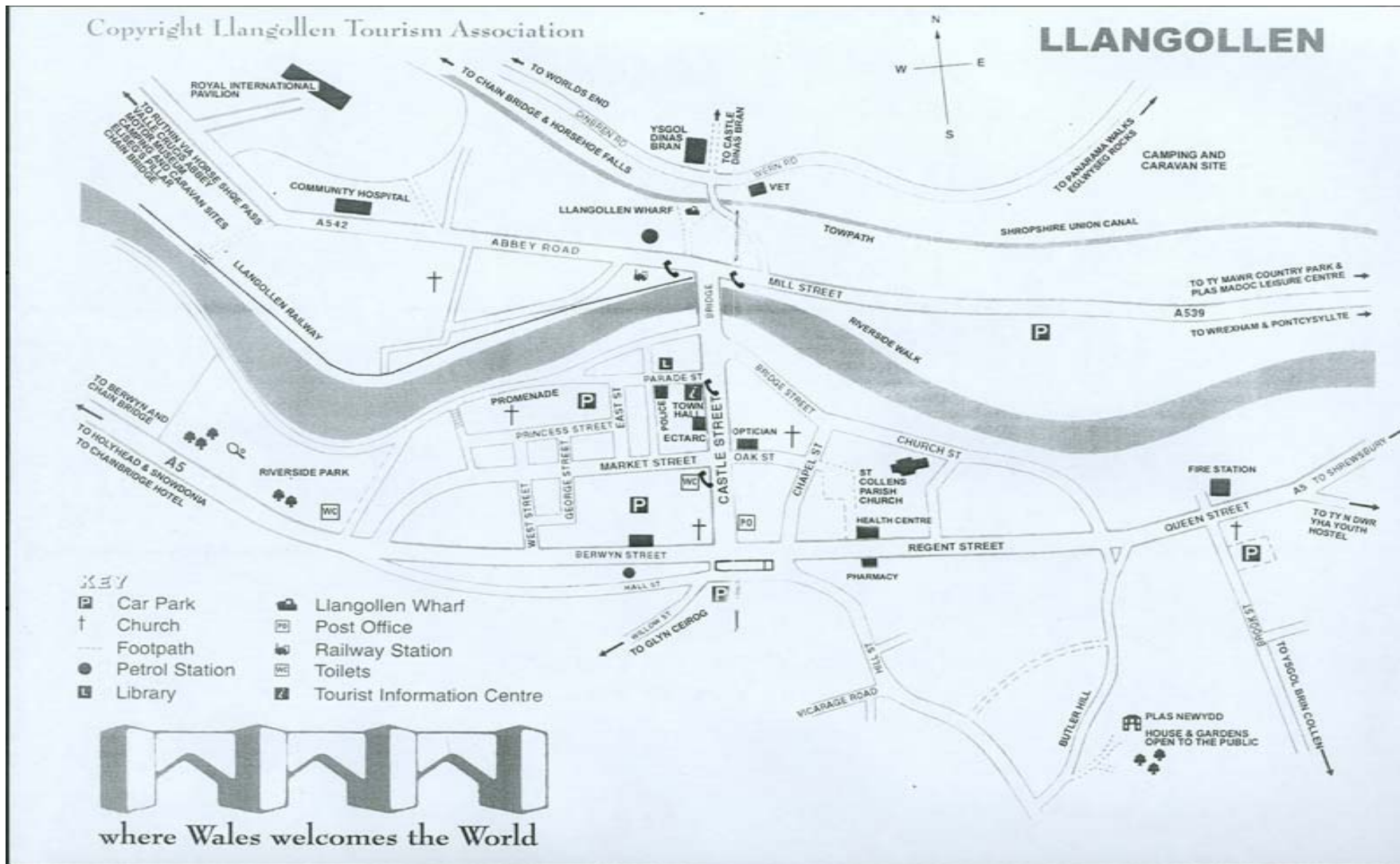
Document 3: LLANGOLLEN AND THE EISTEDDFOD

Nestling in the heart of the Dee Valley, Llangollen offers a warm welcome to everyone. A popular all-year-round holiday centre, this tiny town of 3 000 people opens its Welsh heart and voice to over 120 000 visitors when it plays host to the International Music Eisteddfod in July each year. From all over the world, musicians, singers and dancers come to compete against the best from Wales and the rest of the UK.

The International Music Eisteddfod, founded in 1946, is recognised as one of the five major Festivals of the World. It was the dream of a small group of local people, whose aims were 'to provide a platform for people of all nations to meet and communicate through the international language of music, thus creating the opportunity to promote peace, harmony and greater understanding among people'.

The Eisteddfod year begins a couple of weeks after the festival has finished in July, when the 450 members are invited to an Extraordinary General Meeting where they assess the success of the previous festival. Then the President, officers and members of the various committees (finance, floral, grounds, hospitality, music and staging, publicity and tickets) are appointed for the next festival. The Music Director and Marketing Director are appointed earlier in the year.

Each year, around 2 500 overseas competitors representing 50 nations attend the Eisteddfod. Many famous artists have appeared, such as Pavarotti and Dylan Thomas. 900 volunteers work on the Eisteddfod site or host international competitors. There are over 120 000 visitors to the Festival. The Eisteddfod is held at the Royal International Pavilion near the heart of Llangollen.



Document 4: MAP OF LLANGOLLEN

Document 5a: LLANGOLLEN YOUTH HOSTEL



Large Victorian Manor & Coach House in 5 acres of wooded grounds

Just 20 minutes walk from the town centre

En-suite rooms for 2 from £19.00 · Bed & Breakfast from £10.20

Fully licensed restaurant & cafeteria · Ample car parking

Part of the network of 240 Youth Hostels across Wales & England



YHA Llangollen · 'Tyndwr Hall' · Tyndwr Road · Llangollen

Tel. (01978) 860330 · Fax. (01978) 861709

www.yha.org.uk · llangollen@yha.org.uk



Document 5b: THE CHAIN BRIDGE HOTEL



**The
Chain
Bridge
Hotel**

Berwyn, Llangollen, Clwyd LL20

The Hotel nestles in one of the most picturesque localities in Wales, in a Valley of serene and natural beauty, shielded by the Berwyn and Eglwysig Mountains. Situated on the banks of the River Dee, the Hotel offers guests characteristic accommodation, a good award winning restaurant with panoramic views, a cosy bar and excellent facilities for Weddings, Conferences and Functions.

Table d'hote Dinners, Bar Snacks and Coffee Served Daily.

TELEPHONE (01978) 860215

Mini Breaks including 2 nights Dinner, Bed & Breakfast

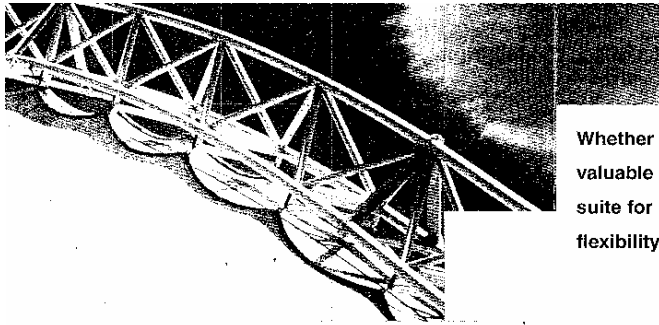
with CandleLit Dinner Dances Every Saturday

Weekend Breaks £99.95

Midweek Breaks £89.95



Document 7: ROYAL INTERNATIONAL PAVILION



Whether it is a small off site meeting for that valuable undisturbed time, or a larger conference suite for up to 400, the Pavilion offers the ultimate in flexibility and innovation to suit your needs.

Royal International Pavilion

An ideal setting for your:

Conferences

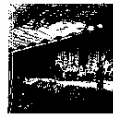
Exhibitions

Product Launches

Off Site Meetings

Training Courses

- Set against a backdrop of Welsh Countryside, with easy access to Cheshire, North Wales, the Midlands and Shropshire.
- Free car parking on site.
- Venue easily accessible for people with Disabilities.
- A comprehensive range of Technical support including Audio Visual, Video Conferencing and secretarial services can be arranged to meet specific requirements.
- Accommodation of the highest standards from Hotels to Guest Houses.
- Full catering and licensed bar facilities to suit all budget ranges from buffet to banquet.
- Each package is tailor made to suit your business needs whether it is for a large or small event. Our personal attention is guaranteed throughout.



The Main Conference Suite with infinitely flexible staging and seating caters for up to 400 with P.A. and Lighting support.



The Monsanto Suite offers seating for up to 100 and leads onto the integral bar deck which enjoys stunning views. This backdrop provides an ideal setting, perfect for exhibitions.

Our Auditorium is available in the summer months, perfect for exhibitions and product launches with, if required, seating for up to 4,500 people.



If you would like further information, an informal discussion or a tour of the facilities, please contact us on **01978 860111**, or complete the attached slip and return it to:

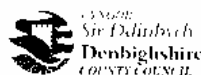
Royal International Pavilion

Abbey Road, Llangollen, Denbighshire LL20 8SW

Fax: 01978 860046

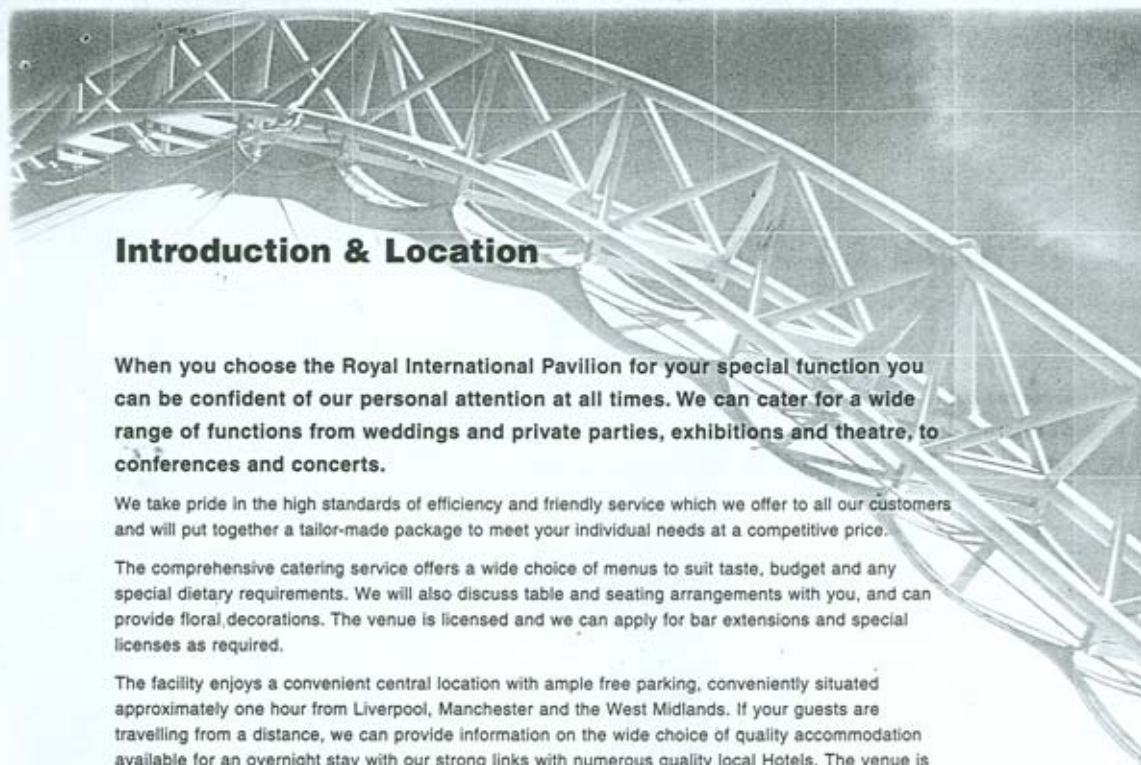
email: enquiries@royal-pavilion.co.uk

website: www.royal-pavilion.co.uk



This project is partly funded by The European Regional Development Fund. The Royal International Pavilion is managed by Denbighshire County Council.

Designed and produced by aquarium 01244 398004



Introduction & Location

When you choose the Royal International Pavilion for your special function you can be confident of our personal attention at all times. We can cater for a wide range of functions from weddings and private parties, exhibitions and theatre, to conferences and concerts.

We take pride in the high standards of efficiency and friendly service which we offer to all our customers and will put together a tailor-made package to meet your individual needs at a competitive price.

The comprehensive catering service offers a wide choice of menus to suit taste, budget and any special dietary requirements. We will also discuss table and seating arrangements with you, and can provide floral decorations. The venue is licensed and we can apply for bar extensions and special licenses as required.

The facility enjoys a convenient central location with ample free parking, conveniently situated approximately one hour from Liverpool, Manchester and the West Midlands. If your guests are travelling from a distance, we can provide information on the wide choice of quality accommodation available for an overnight stay with our strong links with numerous quality local Hotels. The venue is accessible for people with disabilities.

Should you decide you would like to visit the Royal International Pavilion to see the facilities for yourself and discuss your requirements, do not hesitate to contact one of the team of Duty Officers who are on hand to assist and advise.

For further information please contact us on 01978 860111 or fax us on 01978 860046; visit our website www.royal-pavilion.co.uk; e-mail us on enquiries@royal-pavilion.co.uk or of course write to us at:

The Royal International Pavilion
Abbey Road, Llangollen, Denbighshire LL20 8SW.

The Royal International Pavilion, Llangollen

Situated near the centre of the town, The Royal International Pavilion is very easy to find and is surrounded by ample free parking. The facility plays host to a wide variety of functions throughout the year and is a popular venue for not only the Llangollen International Musical Eisteddfod but also concerts, celebration parties, exhibitions, conferences, festivals, product launches and antique, craft and trade fairs.

The Main Hall itself caters for any size of function, seating up to 400 people concert style and 200 cabaret style. The attractive Monsanto Suite can accommodate functions for up to 100 people in theatre style or 40 in boardroom style.

Details of temporary staging and technical equipment and additional furniture can be provided on request. OHP, screens, slide and video projectors can be provided in addition to light and sound to ensure all your event's needs are met. Video conferencing can be arranged by special request.

We pride ourselves in being able to offer quality catering and licensed bar facilities allowing us to cater for all your requirements from morning coffee to luncheons and buffets at a competitive price.



Royal International Pavilion
Abbey Road, Llangollen, Denbighshire LL20 8SW
Tel: 01978 860111

Oxford Cambridge and RSA Examinations

General Certificate of Education

TRAVEL AND TOURISM

Unit 1: Introducing Travel and Tourism

G720/TEST

Specimen Paper

Additional materials: Pre-released case study 'Tourism in Wales'.

TIME 1 hour 30 mins

Candidate Name

Centre Number

Candidate Number

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INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the spaces above.
- Write your answers, in blue or black ink, in the spaces provided on the question paper.
- Answer **all** the questions.
- Read each question carefully and make sure you know what you have to do before starting your answer.

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **100**.

Question number	For examiner's use only
1	
2	
3	
4	
5	
TOTAL	

1 (a) Explain the following terms:

(i) 'perishability' _____

_____ [2]

(ii) 'intangibility' _____

_____ [2]

(b) Refer to **Document 1**. Explain what is meant by the term 'seasonality' in travel and tourism. Illustrate your answer with examples.

_____ [6]

2 (a) Explain each of the following terms:

(i) motel _____

_____ [2]

(ii) farmhouse B&B _____

_____ [2]

(iii) timeshare _____

_____ [2]

(iv) serviced accommodation _____

_____ [2]

3 Refer to **Document 6**.

(a) Identify and describe **two** services provided by Llangollen's TIC.

Service 1: _____

_____ [2]

Service 2: _____

_____ [2]

(b) Explain **two** roles of VisitBritain.

Role 1: _____

_____ [2]

Role 2: _____

_____ [2]

4 (a) Explain the following terms:

(i) short-haul destination _____

_____ [2]

(ii) vertical integration _____

_____ [2]

(iii) sole trader _____

_____ [2]

(b) Refer to **Document 7**. Explain why conferences are considered part of the travel and tourism industry.

_____ [8]

Oxford Cambridge and RSA Examinations

General Certificate of Education

TRAVEL AND TOURISM

Unit 1: Introducing Travel and Tourism

Mark Scheme

G720/MS

Question	Answer	AO	Mark
1(a)(i)	Perishability: Product has limited life, e.g. coach seat or hotel booking (for use today, cannot be resold tomorrow).	AO1	1
		AO1	1
1(a)(ii)	Intangibility: Product cannot be touched/examined before sale agreed, e.g. tour of Welsh mountain.	AO1	1
		AO1	1
1(b)	An explanation of seasonality, e.g. Tourism demand regularly fluctuates over the course of a year. <i>[One mark. One extra mark for development]</i>	AO1	1
		AO1	1
	Accurate use of figures from Wales, with an explanation of these, e.g. <ul style="list-style-type: none"> the majority of domestic tourists (34%) and overseas residents (40%) visit in the summer months BECAUSE it is the summer – weather better/school holidays; not a great difference between winter and autumn figures, as it is not a sea and sun destination, there are still visitors all year around (award references for VFR and business trips). <i>[Two marks for accurate use of figures. Two extra marks for explanation]</i>	AO2	2
		AO2	2
1(c)	<i>Analysis</i> Relevant analysis and accurate interpretation of the statistics, for example: <ul style="list-style-type: none"> domestic tourism far more important in terms of incoming tourism in respect of total numbers and spending; holidays by UK residents greatest amount in number of trips and spending. At least four different aspects should be analysed. <i>[One mark per aspect analysed, max 4. One extra mark for development, max 4]</i>	AO3	4x2
	<i>Evaluation</i> Appropriate conclusions, e.g. business visitors to be encouraged as their spending is greater per trip/visit. <i>[One mark per aspect development, max 4]</i>	AO4	4x1
2(a)(i)	Motel: provides rooms and eating facilities for passing motorists, who often stay for only one night, serviced accommodation <i>[One mark for basic explanation, one extra mark for development]</i>	AO1	1
		AO1	1
2(a)(ii)	Farmhouse B&B: serviced accommodation on a farm, offering only bed & breakfast, limited facilities. <i>[One mark for basic explanation, one extra mark for development]</i>	AO1	1
		AO1	1
2(a)(iii)	Timeshare: the practice of buying a period of time (usually in weeks) in an accommodation facility (usually in a purpose built block with shared leisure facilities) rather than owning the accommodation outright. <i>[One mark for basic explanation, one extra mark for development]</i>	AO1	1
		AO1	1

Question	Answer	AO	Mark
2(a)(iv)	<p>Serviced accommodation: a useful classification, the other type being self-catering, normally hotels, guesthouses, where guests are offered a range of services, e.g. food, portering, valet services.</p> <p><i>[One mark for basic explanation, one extra mark for development]</i></p>	AO1 AO1	1 1
2(b)	<p>YHA</p> <ul style="list-style-type: none"> • voluntary sector; • 3*; • in 5 acres of wooded ground; • 20 minute walk from Llangollen; • telephone, fax, website and e-mail; • licensed restaurant and café; • ensuite rooms from £19, B&B from £10.20; • part of 240 YH chain; • ample car parking. <p>HOTEL</p> <ul style="list-style-type: none"> • private sector; • 3 crown AA 2*; • in picturesque valley on banks of Dee; • in Berwyn; • telephone; • Les Routiers, table d'hôte restaurant, bar snacks, coffee, award winning restaurant; • weekend break £99.99; • midweek break £89.95; • independent; • facilities for weddings, conference and functions. <p><i>Candidates compare products and services (as given above) and identify differences, possibly relating them to likely customer groups and exploring reasons behind the differences, e.g. YH voluntary sector/hotel private.</i></p>	AO2	10
2(c)	<p><i>Three from:</i></p> <ul style="list-style-type: none"> • accommodation (hotels, self catering etc.); • transport (to destination, transfers etc.); • support services (reps, excursions etc.) • other appropriate examples. <p><i>[One mark for basic description, one extra mark for development]</i></p>	AO1	3x2

Question	Answer	AO	Mark
3(a)	<p><i>Two from:</i></p> <ul style="list-style-type: none"> • further info on town; • booking accommodation. • information can be maps, leaflets; • accommodation booking service only requires one call by customers and book-a-bed-ahead scheme. 	AO1	2x2
3(b)	<p><i>Two from:</i></p> <ul style="list-style-type: none"> • promotion of Britain to overseas visitors – to maximise the benefits of tourism to Britain from abroad; • co-operation with the National and Regional Tourist Boards – to oversee marketing strategies, quality standards etc; • to provide advice to government on matters affecting tourism – to represent views of tourism community etc; • to encourage domestic market to take additional or longer holidays at home – to highlight value and opportunities etc. 	AO1 AO2	2x1 2x1
3(c)	<p><i>Candidates should identify the public sector organisations, e.g. Wales Tourist Board, County Council, and their role within travel and tourism in Llangollen.</i></p> <p><i>Analysis</i> The answers should contain relevant analysis and accurate comments relating to the role of the public sector. For up to three marks, this may be in general terms, e.g. the public sector provides infrastructure for tourism, funds Tourism Info Centres. At the upper end, the analysis should directly relate to the public sector organisation in Llangollen.</p> <p><i>Evaluation</i> Conclusions will be drawn about the role of the public sector, e.g. limited role of the TGA as it only identifies and takes forward projects which will lay the foundations for sustainable growth in tourism. It will complement and run alongside existing tourism initiatives, not replace them. The role of the County Council in its provision and management of the Royal International Pavilion should be evaluated. Both of these organisations should be used in achieving higher marks. At the lower end, evaluation may be in general terms relating to the role of National Tourist Board.</p>	AO3 AO4	6 6
4(a)(i)	Short-haul: Destination on the near continent/within 4 hours flight time e.g. destinations around and within the Mediterranean Sea.	AO1 AO1	1 1
4(a)(ii)	Vertical Integration: Companies at different levels of distribution chain linked to give competitive advantage such as Tui's ownership of Lunn Poly (travel agencies) and Britannia (charter airline).	AO1 AO1	1 1

Question	Answer	AO	Mark
4(a)(iii)	Sole Trader: Individual has full ownership and control of organisation e.g. the small-scale visitor attraction or accommodation provider.	AO1	1
		AO1	1
4(b)	Conferences are gatherings of people for exchange of information, analysis and discussion, usually in a business-related context. Candidates are expected to recognise the need for accommodation, catering, conference facilities, transport, tourism information services, tour operations, business travel agencies etc. Candidates explain why conferences are considered to be part of the travel and tourism industry by clearly considering aspects of the above. Higher achieving candidates should state that business tourists generate a significantly higher spend than private tourists.	AO2	8
4(c)	<p><i>Candidates are expected to demonstrate that they understand the various components of events. The following may be included in the answer:</i></p> <p><i>Application of knowledge, understanding and skills</i></p> <ul style="list-style-type: none"> • Product: major Festival of the World, international music competition, held annually in July, 2 500 overseas competitors, famous artists, 120 000 visitors, held at Royal International Pavilion (easy access, good disabled access, conference suites, auditorium seats 4 500); • Services: volunteers provide accommodation to competitors and work on site, free parking at Pavilion, technical support, high standard accommodation, catering and bar facilities; • Objectives: economic regeneration/income generation/cultural diversity etc. Royal Pavilion owned by Denbighshire CC, supported with EU funding/people from different countries to meet and communicate, promote peace, harmony and greater understanding. <p><i>Analysis – clearly related to the Eisteddfod</i></p> <p>The answers should contain relevant analysis and accurate comments relating to events.</p> <p>Maximum of three marks can be awarded for isolated or incomplete statements. Lower achieving candidates are likely to concentrate only on extended sections of the text and leaflet; the candidate will analyse the more obvious aspects of events as tourist attractions. Higher achieving candidates are likely to make comments about boosting the local economy, providing employment, etc. and a positive attempt will be made to indicate relative importance/significance.</p> <p>The candidate will use information effectively to evaluate a range of issues and some of the negative issues may be mentioned (overcrowding, congestion).</p> <p>The candidate will show they understand events are an interrelationship of different organisations working together, such as different sectors (public, private, voluntary) and the different areas of travel and tourism (transport, accommodation, catering, information services etc.).</p>	AO2	4
		AO3	4

Question	Answer	AO	Mark
5	<p>Issues/problems may include:</p> <ul style="list-style-type: none"> the area as a whole is not a recognised destination and its image is weak or outdated – many people simply pass through on the way to somewhere else; a lack of any high-profile attractions to draw people; no large hotels and quality of some accommodation is weak – occupancies are low and constrain investment; the area is quieter in winter, with some facilities closed; potential is largely underdeveloped; strong and growing competition from elsewhere in Wales, England and abroad. <p><i>Analysis</i></p> <p>The answers should contain relevant analysis and accurate comments relating to the issues and problems. Up to three marks will be awarded for isolated or incomplete statements which are likely to concentrate only on extracted sections; the candidate will analyse the more obvious issues and problems.</p> <p>At the upper end, comments will be made about other issues besides the weaknesses, such as the low number of domestic tourists.</p> <p><i>Evaluation</i></p> <p>Conclusions will be drawn and the candidate will use information effectively to evaluate a range of issues. There will be evaluative conclusions relating to the products, services and objectives of events, and there will be well-reasoned judgements and recommendations about events as tourist attractions.</p>	AO3	6
	AO4	6	

Total mark available: 100

Analysis of marks:

Question	AO1	AO2	AO3	AO4	Total
1(a)(i)	2				2
1(a)(ii)	2				2
1(b)	2	4			6
1(c)			8	4	12
2(a)(i)	2				2
2(a)(ii)	2				2
2(a)(iii)	2				2
2(a)(iv)	2				2
2(b)		10			10
2(c)	6				6
3(a)	4				4
3(b)	2	2			4
3(c)			6	6	12
4(a)(i)	2				2
4(a)(ii)	2				2
4(a)(iii)	2				2
4(b)		8			8
4(c)		4	4		8
5			6	6	12
Totals	32	28	24	16	100

Oxford Cambridge and RSA Examinations

General Certificate of Education

TRAVEL AND TOURISM

Unit 4: International Travel

G723/TEST

Specimen Paper

Additional materials: None.

TIME 2 hours

Candidate Name

Centre Number

Candidate Number

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INSTRUCTIONS TO CANDIDATES

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Question number	For examiner's use only
1	
2	
3	
4	
TOTAL	

1 Use Figure 1 below to answer the questions which follow.

Most complaints are for out-of-date price cards and compulsory charges that are not included

'Don't mislead customers'

AGENTS HAVE been warned not to display misleading prices by trading standards officers.

Belfast trading standards officer Richard Knipe said the vast majority of travel complaints were about operators.

But he told members of ABTA's Northern Ireland region there were still problems for which agents could be liable.

Mr Knipe said there had been 300 complaints about travel in Northern Ireland in the past year – almost one a day.

Window cards advertising prices that were no longer available were a major source of complaint, as were prices

which did not include mandatory extras such as airport or security charges.

He said: "These adverts induce customers to enter your shop."

Sandra Corkin (Oasis Travel) said viewdata prices could vary by the second. She cited the example of an Airtours fly-drive holiday to Florida that increased from £479 to £509

while a customer was waiting.

Ms Corkin said a trading standards officer had raised a query about packages advertised at prices that did not include resort transfers.

Northern Ireland regional chairman Doreen McKenzie (Knock Travel) said: "The public's perception is that a package includes a flight, accommodation and transfer. City breaks have a different perception."

Mr Knipe said: "We are not after good business people who at least attempt to comply with legislation.

"We are interested in the rogues who deliberately mislead customers."



Cards offering prices that no longer exist are a major source of complaint.

Figure 1
An extract from the Travel Trade Gazette

1 (a) (i) Using **Figure 1** identify **two** aspects of travel that are sources of complaint.

Aspect 1: _____
_____ [1]

Aspect 2: _____
_____ [1]

(ii) In **Figure 1**, the Trading Standards Officer is quoted speaking about compliance “with the legislation”.

Identify **one** piece of legislation which relates to dealings with customers.
Explain what travel agents should do to comply with this Act.

Name of Act: _____ [1]

Explanation: _____

_____ [5]

(iii) **Figure 1** refers to ‘rogue’ travel agents. Discuss the ways in which ‘rogue’ travel agents can be controlled through ABTA.

_____ [4]

- 1 (b) Outline **four** products/services likely to be included in the price of a fly-drive holiday to Florida.

Product/Service 1: _____
_____ [1]

Product/Service 2: _____
_____ [1]

Product/Service 3: _____
_____ [1]

Product/Service 4: _____
_____ [1]

- (c) Outline the *ancillary* services which travel agencies offer when selling a fly-drive Florida holiday like this. Explain the reasons why these services are made available to customers.

_____ [8]

Please see over.

2 Use Figure 2 below to answer the questions which follow.

A growth in the number of flights in the UK masks continuing difficulties in the US, according to a global survey of flight frequencies

by Adam Coulter

WORLDWIDE scheduled flights are back to the same level as this time last year following a cut in services earlier in the year due to the Iraq War and SARS crisis.

The latest figures from the *Official Airline Guide* indicate that the global airline industry is on the road to recovery.

The UK market is particularly strong, with flights up by six per cent year-on-year – buoyed by a 34 per cent rise in no-frills services.

But worldwide figures are still down by five per cent on 2001, largely due to ongoing problems in the US domestic market.

Lynne Fraser, marketing

director of OAG data, said: “The *OAG Quarterly Report* shows the airline industry is slowly but surely beginning to recover following the devastating catalogue of events and pressures of the past couple of years.

“Global economic and political factors have dented the confidence of many airlines.

“However, the general positive trends beginning to show through in our statistics indicate the industry may at last have turned a corner.”

The UK is one of the few countries to have recorded an increase in flights during both the last two quarters.

It reported a four per cent rise in the three months to June

– due once again to strong growth in the no-frills sector.

The Pacific-Asia region has also fought back from the depths of the SARS crisis, recording 10 per cent year-on-year growth in flights.

China has seen a 21 per cent growth in internal flights, with flights to and from the country just three per cent down year-on-year – compared with 45 per cent down three months ago.

Flight totals in the Middle East are also up on the same time last year – by 10 per cent, or 500 flights, compared with September 2002.

The only region still struggling is the US, where domestic services are still 12 per cent down on September 2001.

■ The *OAG Quarterly Report* is a snapshot of one week in one year compared with the same week a year before. In this instance it covers the week commencing September 8, 2003 compared with September 9, 2002 and September 10, 2001. It covers 930 airlines in more than 1.5 million flight sectors.

To/from	2003 compared with 2002
Pacific-Asia	+10%
Middle East	+10%
UK	+6%
Europe	+5%
Africa	+5%
US/Canada	+1%
Central & S America	+1%
China	-3%

Comparison is for weeks starting Sep 8, 2003, and Sep 9, 2002.
Source: OAG

Figure 2
An article about International Travel

2 (a) Describe **four** characteristics of a scheduled flight.

Characteristic 1: _____
_____ [1]

Characteristic 2: _____
_____ [1]

Characteristic 3: _____
_____ [1]

Characteristic 4: _____
_____ [1]

(b) Explain **three** possible reasons why the UK has seen a 34% rise in no-frills services.

Reason 1: _____

_____ [2]

Reason 2: _____

_____ [2]

Reason 3: _____

_____ [2]

(c) Explain **two** reasons why international leisure travellers often choose to have a stopover during their journey.

Reason 1: _____

_____ [2]

Reason 2: _____

_____ [2]

Please see over.

3 Use Figure 3 below to answer the questions which follow.

Cruising in the
Caribbean

BRAEMAR

Whether you are a first time visitor or an old-hand wishing to explore more of your favourite destinations, our diverse range of Caribbean cruises on Braemar has been designed with flair and imagination – combined with a liberal dose of Fred. Olsen cruise expertise of course.

Flights to Barbados; exclusively chartered planes with excellent on board service; luggage checked right through to your cabin symbolise the Fred. Olsen difference. Further, on selected departures, flights are available from regional airports including Bristol, Belfast, East Midlands, Norwich and Glasgow, in addition to Gatwick and Manchester right to the heart of the Caribbean.

Braemar is waiting for you in her winter home – the beautiful Caribbean.

For a copy of
Fred. Olsen's Caribbean
2003/2004 brochure, please
call **08705 77 22 99**

quoting reference "CTO/Oct 03"

Fred. Olsen Cruise Lines

*At home the
world over*

Figure 3
An advert for an International Cruise

- 3 (a) Explain **two** possible reasons why Fred. Olsen Cruise Lines operates the vessel *Braemar* in the Caribbean for the winter months.

Reason 1: _____

_____ [2]

Reason 2: _____

_____ [2]

- (b) Describe the range of leisure facilities usually provided for passengers on cruise vessels such as the *Braemar*.

_____ [6]

- (c) Refer to **Figure 3**. Evaluate the appeal of the transfer services offered to *Braemar* passengers in comparison with 'no-frills' flights booked over the Internet.

_____ [6]

Please see over.

4 Use **Figure 4** below to answer the questions which follow.



So many memories

Many people remember Tunisia for its cloudless skies, inviting sapphire seas, windsurfing, jet skiing and mile on mile of golden beaches. Others will always treasure memories of breathtaking Saharan sunsets, exceptional golf courses, the freshness of its Mediterranean cuisine, the hospitality of locals and the spectacle of its many ancient treasures.

Tunisia has it all. A Mediterranean oasis of relaxation, discovery and adventure, which attracts over 300,000 UK visitors every year. And with all major operators offering direct flights taking just 2½ hours, the memories are never far away.

Look out for our exciting new media campaign, live now, in national press, Satellite TV channels and on national taxis.

020 7224 5561
or www.tourismtunisia.co.uk

TUNISIA
*Mediterranean
Holidays to Remember*

Figure 4
Tourism Tunisia



Oxford Cambridge and RSA Examinations

General Certificate of Education

TRAVEL AND TOURISM

Unit 4: International Travel

Mark Scheme

G723/MS

Question	Answer	AO	Mark
1(a)(i)	<p><i>Two from:</i></p> <ul style="list-style-type: none"> • misleading/out of date price cards; • not included compulsory charges, e.g. security and airport charges; • packages not including price of transfers. 	AO2	2x1
1(a)(ii)	<p><i>One Act from:</i></p> <ul style="list-style-type: none"> • Sale and Supply of Goods to Consumers Regulations/Sale of Goods Act/Supply of Goods and Services Act; • Consumer Protection Act; • EU Package Travel Directive. <p>Answers should relate to compliance by travel agents with the named Act. Answers should outline two main provisions of the Act (AO1) and its application to travel agents (AO2)</p> <p>e.g. EU Package Travel Directive covers pre-arranged combination transport/accommodation/other services (two of these) at inclusive price, for over 24 hours including overnight accommodation; Specifies information must be given to customers – brochures must be made available and indicate details clearly (price, destination, itinerary, means of transport, type of accommodation, deadline for telling customers of cancellation, payment timetable, health formalities);</p> <p>Customer can cancel agreement with travel agent/operator if essential elements are changed;</p> <p>Rules of liability of retailers and package organisers, who must accept responsibility for services and use "best endeavours" to help customers in "unforeseen circumstances";</p> <p>Compensation entitlement specified, subject to limits under international conventions.</p>	AO1 AO1 AO2	1 2x1 3x1
1(a)(iii)	<p>Candidates are required to examine the key point made in conclusion to Figure 1 and thus to consider ways in which ABTA might be used in order to control 'rogue' travel agents.</p> <ul style="list-style-type: none"> • ABTA membership criteria which members must meet; • bond to protect customers in the event of financial failure of an agent; • ABTA Code of Conduct – ABTA will investigate if customer believes the Code has been breached; • arbitration system for customer complaints; • effectiveness of ABTA limited to agencies which are members – 'rogues' may not be members; • need for ABTA to self-publicise so customers realise safer to use ABTA-bonded agency. 	AO2 AO3	2x1 2x1

Question	Answer	AO	Mark
1(b)	<p><i>Four from:</i></p> <ul style="list-style-type: none"> • return flight to Florida; • baggage allowance as per brochure; • in-flight service as per brochure; • car rental as per brochure; • accommodation likely for first night only. <p><i>Do not accept transfers or 14 nights accommodation.</i></p>	AO1	4x1
1(c)	<p>Max two marks for identification of ancillary services which are not relevant specifically to the customer of the Florida fly-drive holiday (AO2).</p> <p>For the award of AO3/AO4, the candidate considers the range of ancillary services that are offered in the context of a Florida fly-drive package holiday and explains the reasons why each would be offered. Candidates should recognise that offering a full range of ancillary services enables the agency to meet the needs of the particular type of customer. Valid services and reasoning will include:</p> <ul style="list-style-type: none"> • travel insurance – to meet expensive medical costs or personal loss; • motor insurance – damage waiver etc.; • foreign exchange – currency and \$US traveller cheques etc.; • UK airport transfers/hotel accommodation – so customer can avoid expensive airport parking; • theme park tickets – e.g. Disney and Universal; • visa information – new USA regulations; • accept other valid services. 	AO2 AO3 AO4	2x1 2 4
2(a)	<p><i>Four from:</i></p> <ul style="list-style-type: none"> • operates to a regular timetable; • flies regardless of load factor; • most offer classes of cabin (first, economy etc.); • flexible ticketing arrangements; • in-flight service detail. 	AO1	4x1
2(b)	<p><i>Three from:</i></p> <ul style="list-style-type: none"> • low cost – competition losing market share; • serve Spain well – increasing property owners; • short haul city destinations – increasingly popular with leisure travellers for short breaks; • new entrants – share in growing market; • new routes/destinations – stimulates demand. <p><i>[One mark for each reason, one extra mark for development]</i></p>	AO1 AO3	3x1 3x1

Question	Answer	AO	Mark
2(c)	<p><i>Two from:</i></p> <ul style="list-style-type: none"> • long haul flight – break journey; • extend holiday – twin centre; • additional destination – sights or VFR; • stopover does not add to ticket cost – cheap accommodation rates often available. <p style="text-align: right;"><i>[One mark for each reason, one extra mark for development]</i></p>	AO1	2x2
2(d)	<p><i>Use level of response criteria.</i></p> <p>Candidates are required to explain the ways in which international carriers can respond to the conditions suggested in Figure 2. (At time of going to print) they could note any of the following:</p> <ul style="list-style-type: none"> • Iraq war; • SARS; • US domestic economic conditions; • security fears in US and worldwide; • political factors worldwide; • political situation in the Middle East; • growth in Chinese economy. <p>Candidates' responses should demonstrate awareness of the fact that these factors determine which regions of the world become tourism generators, which become tourist receiving areas and, conversely, which experience a drop in tourism generation and tourism receiving.</p> <p>Responses should also show awareness that business travel as well as leisure travel is affected by these factors.</p> <p><i>Level 1</i> Candidates analyse at least one factor with some attempt to show how a major international carrier might respond in context to the chosen external influence. <i>[1-4 marks]</i></p> <p><i>Level 2</i> Candidates include some consideration of two of the above influences with appropriate details of how international carriers will respond. Wider ramifications may well be offered and better answers at this level should contain some evaluative comment about particular responses. <i>[5-8 marks]</i></p> <p><i>Level 3</i> Candidates include consideration of two or more external influences in some detail and there will be clear evaluative comment about appropriate responses, leading to a reasoned conclusion about how international carriers can most appropriately respond. <i>[9-12 marks]</i></p>	AO2 AO3	6 6

Question	Answer	AO	Mark
3(a)	<p><i>Two from:</i></p> <ul style="list-style-type: none"> winter is Caribbean high season – most demand; winter is Mediterranean low season – European demand is for winter sun destinations; winter is dry season – clear blue skies and calm seas; summer is Caribbean low season – August has hurricane threat – stormy seas. <p style="text-align: right;"><i>[One mark for each reason, one extra mark for development]</i></p>	AO2	2x2
3(b)	<p>Credit max. six different aspects of leisure provision <i>or</i> up to three aspects treated in greater depth to indicate clearly a range of opportunities, such as:</p> <ul style="list-style-type: none"> outdoor and indoor sports, e.g. choice of pools, deck games, etc; entertainment, e.g. theatre, casino, card rooms, shops; library/quiet lounge; beauty salon/spa, fitness suite/gym; choice of restaurants/buffets/bars etc.; cabin facilities; deck facilities, e.g. promenade, sun loungers, etc. <p style="text-align: right;"><i>[Some exemplification must be included for the award of development marks. Award max. two marks for a list]</i></p>	AO1 AO2	3 3
3(c)	<p>Max. two marks for evaluative comments. Responses should evaluate the appeal of the transfer service offered to <i>Braemar</i> customers compared with no-frills services booked direct over the Internet. Marks should be awarded for an appropriate analytical/evaluative comment about the selected transfer services itemised on Figure 3. Correct responses should focus on the fact that the elderly are likely to be the dominant client group on a <i>Braemar</i> cruise, for whom:</p> <ul style="list-style-type: none"> the cost savings achieved through no-frills flights may not be a significant factor; simplicity of booking complete package may appeal to elderly; chartered flights to Barbados – exclusivity – appeal of travelling with other cruise customers; with excellent in-flight service – important on a long flight; regional departures on some dates – as well as from Gatwick and Manchester – extra convenience for elderly; luggage checked through to cabin – eases the transfer from airport to ship. <p><i>Accept other valid evaluative comment.</i></p>	AO4	6

Question	Answer	AO	Mark
3(d)	<p><i>Use level of response criteria.</i></p> <p>The focus is on visitors to the UK arriving by ferry and candidates should indicate that sea arrivals have remained pretty constant over the 20 year period. The bulk of this will be cross-channel and with entry via Dover dominating (AO2).</p> <p><i>Level 1</i> Candidates apply some knowledge and understanding about ferry services/routes into the UK and include some basic analysis of the issues. [1-3 marks]</p> <p><i>Level 2</i> Candidates show application of knowledge and understanding, for example saying that some routes are more significant than others and that the frequency of service on particular routes reflects the demand. There should be some attempt to explain the 4.4 million passengers for example with reference to cost and accessibility. [4-6 marks]</p> <p><i>Level 3</i> Candidates offer well-reasoned analysis and assessment of the reasons for the constant number of passengers arriving by ferry with at least two more detailed treatments of cost, convenience, nearness to London, Dover shortest crossing, etc. [7-10 marks]</p>	AO2 AO3 AO4	3 4 3
4(a)	<p>Candidates need to interpret the information provided in the text and photographs in Figure 4. The focus is on appeal to UK visitors and candidates should make reference to the following:</p> <p>Natural attractions:</p> <ul style="list-style-type: none"> • cloudless skies; • inviting sapphire seas; • miles of golden beaches; • breathtaking Saharan sunsets. <p>Built attractions:</p> <ul style="list-style-type: none"> • exceptional golf courses; • ancient ruins; • resort hotels. 	AO1 AO3	3 3
4(b)	<ul style="list-style-type: none"> • transportation (flight and transfers); • accommodation (room and food and beverages); • entertainment/activities. 	AO1	3x1

Question	Answer	AO	Mark
4(c)	<p><i>Use level of response criteria.</i></p> <p>This is set in the context of a British national overseas so answers <i>must</i> clearly relate to this specific vocational scenario.</p> <p>Candidates make reference to a selection of FCO functions and the more significant ones will include:</p> <ul style="list-style-type: none"> • access to legal representation or advice – if charged with a crime; • issue a new passport – if lost/stolen; • help with access to cash in emergency – subject to certain safeguards/conditions; • advice on local business practices – trade information for new venture etc.; • credit all other valid difficulties as appropriate. <p><i>Level 1</i></p> <p>Candidates apply knowledge of support which could be given by the FCO to British nationals but details may be vague and the context not well stated. <i>[1-2 marks]</i></p> <p><i>Level 2</i></p> <p>Candidates analyse the support which could be given by the FCO in terms of at least two appropriate contexts and clearly indicate the significance of the help provided. <i>[3-4 marks]</i></p> <p><i>Level 3</i></p> <p>Candidates evaluate at least two types of support, stated in appropriate contexts, which could be given by the FCO and come to a valid conclusion as to the relative importance/significance of the chosen services. <i>[5-6 marks]</i></p>	AO1 AO3 AO4	2 2 2

Question	Answer	AO	Mark
4(d)	<i>Use level of response criteria.</i>	AO2	3
	Candidates should concentrate on aspects such as:	AO3	3
	<ul style="list-style-type: none"> • press campaign; • satellite TV; • national taxis; • website; • phone enquiries. 	AO4	3
	<p><i>Level 1</i> Candidates apply knowledge of methods which are being used by Tourism Tunisia but details may be vague and the context not well stated. <i>[1-3 marks]</i></p> <p><i>Level 2</i> Candidates analyse two of the methods which are being used in terms of their fitness for purpose and reasons for their use will be clearly offered. <i>[4-6 marks]</i></p> <p><i>Level 3</i> Candidates evaluate at least two types of valid method from the above list, having stated appropriate contexts, and come to a valid conclusion as to the relative importance/significance. <i>[7-9 marks]</i></p>		

Total mark available: 100

Analysis of marks:

Question	AO1	AO2	AO3	AO4	Total
1(a)(i)	2				2
1(a)(ii)	3	3			6
1(a)(iii)		2	2		4
1(b)	4				4
1(c)		2	2	4	4
2(a)	4				4
2(b)	3		3		6
2(c)	4				4
2(d)		6	6		12
3(a)		4			4
3(b)	3	3			6
3(c)				6	6
3(d)		3	4	3	10
4(a)	3		3		6
4(b)	3				3
4(c)	2		2	2	6
4(d)		3	3	3	9
Total	31	26	25	18	100

Oxford Cambridge and RSA Examinations

General Certificate of Education

TRAVEL AND TOURISM

Unit 9: Tourism Development

G728/TEST

Specimen Paper

Additional materials: Answer Booklet.

TIME 2 hours

INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the spaces on the answer booklet.
- Write your answers, in blue or black ink, in the spaces provided on the answer booklet.
- Answer **all** the questions.
- Read each question carefully and make sure you know what you have to do before starting your answer.

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **100**.

Question number	For examiner's use only
1	
2	
3	
TOTAL	

- 1 Study the information in **Figures 1a, 1b** and **1c** below about the area of South Tyneside in the UK. Use the information to answer the questions which follow.

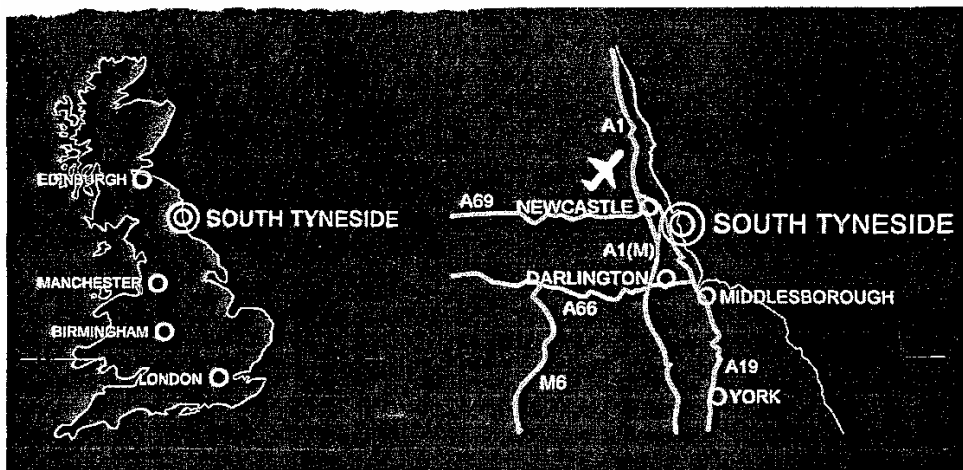


Figure 1a

DISCOVER

THE SPIRIT

OF SOUTH TYNESIDE



The stunning riverside sculpture 'Spirit of South Shields' captures the essence of the whole South Tyneside experience for visitors of all ages.

The figure shows the bright new face of South Tyneside and at the same time reflects the importance of a rich history and proud heritage.

In an area once famed for its shipbuilding prowess, ship repair, heavy engineering and coal mining, there has always been a warm and friendly welcome.

The old sits comfortably with the new in this special corner of North East England. Gone are the shipyards, docks and coalmines. As the scars of a bygone industrial age are swept away the riverfront has taken on a bright, new face as housing, leisure and modern developments make their own distinctive mark on a changed landscape. Nowhere is this more pronounced than along the changing riverscape which links the past, present and future.

South Tyneside has become famous as the birthplace of Britain's most popular author Catherine Cookson, who died in 1998. It was the area which provided a rich seam for her literary prowess and her international fame has placed South Tyneside firmly on the map as a unique tourist experience.

The life and times of Catherine Cookson and the Tyneside settings for many of her novels bring thousands of visitors to South Tyneside to follow the Cookson Country trail.

Everything from Roman times at Arbeia Roman Fort with its reconstructed wall, gates and garrison buildings to the natural beauty of an outstanding coastline now preserved by the National Trust.

Modern social history is remembered in the famous Jarrow Crusade. The Jarrow Crusade has its own unique place in history but in much earlier times it was the centre of learning in the known world thanks to the Venerable Bede.

The story of the remarkable contribution made by the Venerable Bede to English history and learning is brilliantly captured at Bede's World, an exciting museum which presents 'The Age of Bede' in modern exhibitions and displays alongside an Anglo-Saxon farm. Just down the hill from Bede's World the Anglo-Saxon church of St Paul's lies next to the monastic ruins of Bede's time.

Excellent beaches, seafront parks, summer entertainment, promenades coastal walks, museums, markets and a host of other sights and places give South Tyneside its distinctive appeal.

Figure 1b

South Tyneside District Council produces holiday guides and specialist themed brochures on food, gardens, Catherine Cookson, events and entertainment. The Northumbria Tourist Board also produces several holiday guides covering similar information. However, the Tourist Board receives grant income from The North East Development Agency and is, therefore, able to produce larger quantities of enhanced quality.

A recent promotion saw the District Council working in conjunction with the Northumbria Tourist Board, private hoteliers and some voluntary groups to promote the benefits of the area. They are currently targeting the overseas market by attending seminars and exhibitions as part of the proactive consortium 'England's North Country'. Promotions have been planned to take place in Canada, Germany and Southern Ireland. The Council is particularly keen to liaise with travel agents for inbound tourism and has organised workshops for tourism operators in the area to attend. It is hoping to encourage local hoteliers and guest house owners to apply for the quality assurance schemes.

The District Council has organised a 'Spirit Event' in an attempt to attract greater domestic visitors. The event has seen the strong marketing of 'BOGOF' promotions. It has received excellent sponsorship from Nissan Cars – a large employer in the area. However, the Council's Tourism Manager believes a new sponsor will be required for next year as Nissan Cars has recently made staff redundant.

Figure 1c

- 1 (a) Using **Figure 1a**, describe the location of South Tyneside to an incoming tourist. [4]
- (b) Many derelict and disused industrial sites in the UK have been redeveloped for tourism.
- (i) Explain **one** *economic* objective of such changes of use. [4]
- (ii) Explain **one** *environmental* objective of such changes of use. [4]
- (c) The district of South Tyneside has created a new image, whilst retaining its important history and heritage. With reference to **Figure 1b**, assess the likely social and cultural impacts of the many improvements that have been made in the area. [8]
- (d) With reference to **Figures 1a, 1b** and **1c**, evaluate critically the methods and policies used by a range of local providers of tourist services to maximise visitor numbers to the South Tyneside area. [15]

- 2 Study the information contained in **Figures 2a** and **2b** below regarding the development of Croatia as a tourist destination, and use it to answer the following questions.



Figure 2a

CROATIA

Background

The Republic of Croatia is a European parliamentary state and a part of the European political and social history. It is also one of the most developed republics of the former Yugoslavia. The Croatian economy has been rapidly recovering after a lengthy period marked by the disintegration of Yugoslavia and the civil war. Croatia's industries are now re-established and Croatia has an important tourist industry centred on the Dalmatian Coast, which is recovering strongly after being almost entirely wiped out by the war. The Croatian government has sought to boost post-war reconstruction by introducing a programme of privatisation and other market reforms, which have helped to attract foreign investment and aid. Membership of the IMF, which Croatia joined in 1993, has been added to that of the European Bank for Reconstruction and Development, and of the World Trade Organisation. Low inflation rates during the last few years allowed the government to introduce a new currency – the Kuna – that has proved to be stable.

Cities and National Parks

Croatia has cities that have witnessed history, such as Dubrovnik, which is situated in the south of the Republic. It is the administrative seat and the focal point of a developed tourist region. It is also rich in cultural and historical monuments and is included in UNESCO World Heritage List. The city holds an annual Summer Festival and has held world tourist congresses. The city of Trogir, Diocletian's Palace in Split, the Basilica of Euphrasius in Porec, the Sibenik Cathedral and the Plitvice Lakes are all on the World Heritage List protected by UNESCO. The country also has **eight** National Parks, which are under strict ecological protection. Each year an environmental audit is undertaken by the local government office.

The climate and way of life

Croatia has a continental climate in the north and a Mediterranean climate in the Adriatic region. The sea temperature in summer ranges between 25c and 27c degrees.

Croatia is a country with natural beauty, a rich culture and tradition as well as ecologically preserved regions. Croatia attracts a large number of tourists to its **450** hotels, which meet international standards. Some of these hotels proudly display quality assurance and accommodation standards. It also has **70** tourist colonies, **300** camping grounds and over **40** marinas.

Figure 2b

- 2 (a) The civil war in the former Yugoslavia had a significant effect on the tourism industry in Croatia. However, the government is keen to recreate its former success. Explain fully **two** main objectives of tourism development for Croatia. [6]
- (b) Croatia is a member of several major international organisations. Describe **two** *economic* benefits to Croatia of such memberships. [6]
- (c) The *built* and *natural* attractions of Croatia are protected against the impact of tourism. With reference to **Figures 2a** and **2b**, discuss the measures that have been put in place to protect such attractions. [8]
- (d) Refer to **Figures 2a** and **2b**. Evaluate the role that national organisations may play in the sustainable development of tourism in countries such as Croatia. [15]

- 3 Study the information contained in **Figure 3** below, and use it to answer the questions which follow.

'Social issues key to survival'

by **Linda Fox**

OPERATORS and governments must put social issues on their agenda if tourism is to be sustainable, according to senior industry figures.

Speaking at a Tourism Concern debate on corporate social responsibility, former tourism director of Tobago Azfal Abdool called for local communities to be included in the development process.

"This is intrinsic to tourism's long-term success," he said.

Mr Abdool called on operators to demonstrate a commitment to the welfare of local people in destinations.

"Profit-centred organisations concentrate on the short term and are bent on getting as much as possible from the industry," he said.

"But resources are not limitless. They need to give something back."

Mr Abdool said hotel developments in Tobago had been to the detriment of local people.

First Choice branding and development manager Adam Jones said the operator was part of the Sustainable Tourism Initiative set up nine months ago by the government.

ABTA, the Association of Independent Tour Operators and the Federation of Tour Operators are also involved in the initiative.

Mr Jones said: "We are looking at what is within our control and what has the biggest impact.

"We do not want an initiative with no teeth."

Figure 3

- 3 (a) Explain **two** reasons why *socio-cultural* impacts of tourism are more pronounced in less economically-developed countries (LEDCs). [6]
- (b) Discuss **two** ways in which local community involvement in tourism development and management can reduce negative *social-cultural* impacts. [8]
- (c) Explain **two** ways in which tourism education and training of the population in LEDCs can benefit local communities. [6]
- (d) A spokesperson from Tourism Concern, a non-governmental organisation, suggests that tour operators and governments 'must put social issues on their agenda'.
- Assess the ways in which both tour operators and national government could deal with social issues in developing countries such as Tobago. [10]



Oxford Cambridge and RSA Examinations

General Certificate of Education

TRAVEL AND TOURISM

Unit 9: Tourism Development

Mark Scheme

G728/MS

Question	Answer	AO	Mark
1(a)	<p><i>Four from:</i></p> <ul style="list-style-type: none"> • situated in the North or North East of England; • on the banks of the River Tyne; • close to Newcastle and Darlington; • situated close to the M1, A1 and Newcastle airport; • any other reasonable answer. 	AO1	4x1
1(b)(i)	<p><i>Economic development and regeneration</i>, e.g. as a result of regeneration some of the money generated can be further invested into the local area to develop facilities and amenities for local people as well as tourists. Local employment is increased thereby increasing an area's income.</p>	AO1 AO3	1 3
1(b)(ii)	<p><i>Environmental improvements</i>, e.g. environmental improvements can benefit both local people and wildlife. Where conservation and preservation have taken place, areas that were once run down and disused are now given a new lease of life. People will start to visit these places again and wildlife may also return if the project is successful.</p>	AO1 AO3	1 3
1(c)	<p><i>Use levels of response criteria.</i></p> <p>Candidates should use the case study provided in Figure 1b to effectively analyse the range of positive social and cultural impacts likely to have been caused by the changes created in South Tyneside, such as:</p> <ul style="list-style-type: none"> • cultural – the area has successfully retained its history and heritage through a range of visitor attractions (many examples in the text); • social – new housing and modern developments have replaced the shipyards, docks and coalmines, resulting in improved social conditions for local communities; • improved leisure access with seafront parks, summer entertainment, promenades, coastal walks etc leads to a better quality of life for local population; • regeneration process will halt out-migration from a depressed area and lead to the establishment of a more stable property market, plus likely 'gentrification' in key locations named in text. <p><i>Level 1</i> Candidates apply knowledge and understanding to the text selecting simple socio-cultural facts. [1-3 marks]</p> <p><i>Level 2</i> Candidates analyse one or more socio-cultural impacts from the text and show how improvements have resulted or will follow from the topic(s) selected. [4-6 marks]</p> <p><i>Level 3</i> Candidates discuss, with confidence, the impacts. Candidates must assess (evaluate) at least two socio-cultural impacts effectively to achieve the higher marks. [7-8 marks]</p>	AO2 AO3 AO4	2 2 4

Question	Answer	AO	Mark
1(d)	<p><i>Use levels of response criteria.</i></p> <p><i>Level 1</i> Answers are probably descriptive and candidates simply identify travel service providers (attractions, accommodation, TICs etc) present in their chosen area. Methods and/or policies which could be used to maximise visitor numbers in their chosen locality have not received much attention. <i>[1-4 marks]</i></p> <p><i>Level 2</i> Candidates apply their knowledge and understanding of methods/policies used by named providers in a particular destination to increase visitors. Provider-specific methods (marketing, joint promotion, special offers) and/or strategies (private/public partnerships, sponsorship, events) should be mentioned. <i>[5-8 marks]</i></p> <p><i>Level 3</i> Candidates analyse methods/policies here; at least one or two will have been treated in some depth explaining why an increase in visitors is to be expected as a result of their operation. <i>[9-12 marks]</i></p> <p><i>Level 4</i> Candidates clearly attempt an evaluation of at least two chosen methods/policies that have been adopted by providers. Valid comments about the role of partnerships and the importance of local authorities and local tourist boards sustaining strategies to increase visitor numbers are made. Candidates should consider issues such as duplication, costs incurred, limits of sponsorship. <i>[13-15 marks]</i></p>	AO1 AO2 AO3 AO4	3 3 4 5
2(a)	<p><i>Two from:</i></p> <ul style="list-style-type: none"> • to attract visitors back to the country – thus to re-establish employment opportunities for local people and thereby raise the standard of living by increasing tertiary sector employment; • to further increase visitor spending in Croatia – thus increasing foreign exchange earnings and improving the national balance of payments situation; • have funding for restoration and improvement of infrastructure – through increased tax revenues (locals and visitors) leading to improved social conditions and a stable political environment; • other suitable suggestions. <p>With suitable development of each point given. <i>[One mark for each valid objective, max. two extra marks for explanation/analysis]</i></p>	AO2 AO3	2x1 2x2

Question	Answer	AO	Mark
2(b)	<p><i>Two from:</i></p> <ul style="list-style-type: none"> they will be able to qualify for loans, grants and assistance from the European Bank and World Trade Organisation which allow for the financing of development schemes which will in turn contribute to GDP; joining the IMF has helped to stabilise the Croatian currency (Kuna) and has kept inflation low which results in more investment and further loans; credit an illustration of the 'multiplier effect' resulting from the establishment of an internationally funded development scheme/plan through one of these major organisations. <p><i>[One mark for each economic benefit, max. two extra marks for description]</i></p>	AO1 AO2	2x1 2x2
2(c)	<p><i>Use levels of response criteria.</i></p> <p>Candidates need to interpret the information provided about Croatia, together with their knowledge of conditions elsewhere, and to consider how built and natural attractions might be protected from tourism impacts. The case study refers to:</p> <ul style="list-style-type: none"> buildings are UNESCO listed as World Heritage Sites and therefore receive funding for restoration and conservation; the 8 national parks are ecologically controlled; environmental audit. <p><i>Level 1</i></p> <p>Answers show application of knowledge and understanding of the role of UNESCO and/or national parks in managing the effects of tourism for Croatia, or offer simple description of methods of protection from elsewhere. <i>[1-3 marks]</i></p> <p><i>Level 2</i></p> <p>Candidates provide evidence of analysis of the management of impacts; the impact caused by wear and tear on the built attractions can be managed effectively due to the funding received. Environmental negative impacts such as air, vegetation, wildlife and other pollution issues are addressed through the use of measures such as EIA (environmental impact assessment) and/or environmental auditing, creation of National Park regulations; evidence of analysis of environmental impact. <i>[4-6 marks]</i></p> <p><i>Level 3</i></p> <p>Candidates' evidence from the case study, possibly informed by their own research about measures in other localities, will form the basis of an effective discussion (evaluation) of the types of measures that can be put in place to manage the impacts. <i>[7-8 marks]</i></p>	AO2 AO3 AO4	2 2 4

Question	Answer	AO	Mark
<p>2(d)</p>	<p><i>Use levels of response criteria.</i></p> <p>Candidates need to consider two key aspects here – the role of national organisations (government and National Tourist Boards) and sustainable tourism development. References to all former Communist Bloc or newly developing countries are acceptable.</p> <p><i>Level 1</i></p> <p>Candidates identify national organisations with simple statements and limited descriptions of particular roles. Credit correct ideas about, for example, tourist boards co-ordinating marketing, promoting overseas, hosting educationals, co-operating with local agents and providing advice to government departments. <i>[1-4 marks]</i></p> <p><i>Level 2</i></p> <p>Candidates show an application of knowledge and understanding of national organisations and their role in sustainable tourism, with respect to Croatia. Mention is made of maintaining visitor spending, effective marketing, careful financial control and development of human resources. <i>[5-8 marks]</i></p> <p><i>Level 3</i></p> <p>Candidates analyse the role that national organisations may play in the sustainable development of tourism to countries such as Croatia. There will be clear consideration given to the actions that have taken place in particular locations. There will be details of the sustainability that results from a particular strategy such as tourism boards issuing quality assurance marks for accommodation, guiding services, transport providers etc to ensure visitor satisfaction. <i>[9-12 marks]</i></p> <p><i>Level 4</i></p> <p>At this level, candidates have evaluated at least two roles that national organisations play in the sustainable development of tourism. They have come to the conclusion that there are important inter-relationships at work and that a partnership approach is of great significance if destinations are to sustain and develop tourism in the future. <i>[13-15 marks]</i></p>	<p>AO1</p> <p>AO2</p> <p>AO3</p> <p>AO4</p>	<p>3</p> <p>3</p> <p>4</p> <p>5</p>

Question	Answer	AO	Mark
3(a)	<p><i>Two from:</i></p> <ul style="list-style-type: none"> • due to the poorer levels of education in many LEDCs there is frequently a 'culture shock' associated with the development of mass tourism – this is coupled with a lack of understanding (lack of trust/respect) of the needs of the local population by visitors – the results can cause conflict, upheaval, change of lifestyle; • a large percentage of the LEDCs' population is traditionally rural – there will be many instances of a loss of identity and culture through the movement of people to tourist honey pots – this can start rural to urban migration streams and result in population imbalances; • the rural lifestyle ceases to be the norm around tourism locations resulting in the loss of traditional ways, due to association, mimicry etc. – the Demonstration effect becomes very marked in areas with tourist/visitor contact and this creates further socio-cultural tensions; • LEDCs have only a limited infrastructure and new tourism developments themselves can create a range of impacts – it is common to find the displacement of homes and habitats, e.g. land clearance for hotel developments etc. – this is rarely the case in MEDCs. <p style="text-align: center;"><i>[One mark for each reason, one extra mark for development, one extra mark for appropriate explanatory comment about nature of impact]</i></p>	AO1 AO2 AO3	2x1 2x1 2x1
3(b)	<p><i>Use levels of response criteria.</i></p> <p>Candidates need to discuss two ways in which negative socio-cultural impacts can be reduced. Both <i>must</i> be related to local community involvement in the management/development of tourism.</p> <p><i>Level 1</i> Candidates apply knowledge and understanding of way(s) in which local community involvement can reduce negative socio-cultural impacts. Reference will be made to the role of small local businesses, local employment opportunities – representing advancement for local people. <i>[1-3 marks]</i></p> <p><i>Level 2</i> Candidates analyse way(s)/why local community involvement can reduce negative socio-cultural impacts. The aspects selected will be looked at from this perspective and, in terms of employment for example, analytical comment will be made about more regular/higher wages, reduction in crime and the halting of migration to more prosperous regions. <i>[4-6 marks]</i></p> <p><i>Level 3</i> Candidates evaluate way(s)/why local community involvement can reduce negative socio-cultural impacts in terms of two precise ways. The key will be the extent to which both methods promote partnership, improve social conditions and help to sustain tourism, resulting in the creation of a successful destination. <i>[5-8 marks]</i></p>	AO2 AO3 AO4	2 2 4

Question	Answer	AO	Mark
3(c)	<p><i>Two correct lines of reasoning could include:</i></p> <ul style="list-style-type: none"> • tourism training can increase employment prospects in tourist related activities, e.g. official tourist guides – visits to particular sites can help sustain traditional activities, e.g. crafts – such developments will benefit the native population by increasing and sustaining local income levels; • the establishment of training programmes (similar to Welcome Host, Welcome All etc) enhances self esteem – they will also bring benefits to both customers and local population – customer satisfaction will be increased by better service and ‘feel-good’ factor for those in employment receiving additional qualifications and thus enhancing their employability; • furthermore, training schemes promote higher standards and help to establish quality benchmarks – customer service skills become more developed as can foreign language skills, use of ICT and other new business technologies – the importance of staff awareness of tourist opportunities is realised, leading to a more dynamic and self-sustaining sector. <p style="text-align: right;"><i>[One mark for each valid way, max. two extra marks for appropriate analytical explanation]</i></p>	AO1 AO2	2x1 2x2
3(d)	<p><i>Use levels of response criteria.</i></p> <p>Candidates need to consider the significance of social issues in the development process. They will assess how and why both government and tour operators exert an influence.</p> <p><i>Level 1</i> Candidates apply knowledge of the social problems that are commonly found in the tourism development context. Mention will be made of such features as lack of money/jobs, lack of facilities, infrastructure etc. <i>[1-3 marks]</i></p> <p><i>Level 2</i> Candidates analyse relationship between the sectors, public private and voluntary to optimise visitor spending and provide facilities for local inhabitants without damage to their traditional way of life. Operators offer products to maximise visitor spending and thus help to reconcile differences between communities and tourists. <i>[4-6 marks]</i></p> <p><i>Level 3</i> C Candidates come to a conclusion about who will best look at the long term effect on the future of traditional cultures and lifestyles in an ever changing world. The ‘greener’ candidates will rightly identify the role that investing income in public and social projects can play. Opinions and evaluative comments relating to particular examples will be offered. The better answers will question both the government’s aims as well as the operators’ motives. <i>[7-10 marks]</i></p>	AO2 AO3 AO4	2 2 6

Total mark available: 100

Analysis of marks:

Question	AO1	AO2	AO3	AO4	Total
1(a)	4				4
1(b)	2		6		8
1(c)		2	2	4	8
1(d)	3	3	4	5	15
2(a)		2	4		6
2(b)	2	4			6
2(c)		2	2	4	8
2(d)	3	3	4	5	15
3(a)	2	2	2		6
3(b)		2	2	4	8
3(c)	2	4			6
3(d)		2	2	6	10
Total	18	26	28	28	100



Oxford Cambridge and RSA Examinations

General Certificate of Education

TRAVEL AND TOURISM

Unit 15: Marketing in Travel and Tourism

G734/CASE STUDY

Pre-Released Case Study Material

To be opened on receipt.

National Museum of Photography, Film and Television

NATIONAL MUSEUM OF PHOTOGRAPHY, FILM AND TELEVISION, BRADFORD

Document 1

A Brief Profile

The Museum opened on its current site in June 1983. It is part of the National Museum of Science and Industry based in London; and its funding comes from the Department of Culture, Media and Sport.

Annual attendance is around three-quarters of a million visitors. It is the most visited UK National Museum outside London; and sixth in the attendance league of all National Museums.

In 1988 it received the National Heritage Award – UK Museum of the Year. It has twice been short-listed for the European Museum of the Year Award. In April 1989, the International Herald Tribune described it as 'The world's most popular Museum devoted to photography'.

It is home to an IMAX cinema. In 1993, the Pictureville Cinema opened, housing the only working public Cinerama system in the world.

The National Museum of Photography, Film and Television is an example of a public sector facility in the not for profit sector.

Document 2

Marketing Principles, Activities and Objectives

When the Museum's Marketing Manager designs the marketing programme, the following characteristics of the visitors to the museum must be considered:

- the Museum's primary visitors are first-time visitors who constitute approximately 50% of the total annual visitors;
- over 25% of the annual visitors have visited the Museum on at least **six** occasions previously, indicating a substantial core of regular, committed repeat visitors;
- the IMAX cinema is a major attraction for the Museum, being visited by over 40% of all annual customers, and identified as the most enjoyable part of their visit by 75% of them;
- around a third of visitors are from outside the West Yorkshire and North West Lancashire conurbations;
- almost 50% of the visitors spend between **two** and **four** hours in the Museum; and 10% spend over **four** hours in the attraction;
- visitors have identified the interactive hands-on exhibits, and the "fun" aspect of the Museum as major factors in their enjoyment;
- there is still a perception that the attraction is for specialist visitor groups essentially interested in photography because the attraction is often referred to as the 'Photographic Museum' or the 'Museum of Photography'; recent marketing strategies have addressed this perception and many people now refer to the attraction as the 'Film Museum';
- first-time visitors have indicated that the Museum is different to their expectations, not merely concentrating on photography, but also covering film and television, as well as being interesting and fun for all age groups;
- the Museum undertakes visitor surveys to build up a profile and understanding of its audience in order to develop and influence its marketing strategies and campaigns.

Continued over

Document 2 continued

Marketing the Museum

Having identified the characteristics of visitors to the Museum, the Marketing Manager has to decide upon the strategies for marketing the Museum.

The Museum is marketed through:

- press features;
- advertisements;
- regular mail shots.

Press Features

Widespread press and media coverage is given to events held at the Museum ranging from new exhibitions to VIP visits and new and current IMAX films. This coverage extends to local and national television and radio features in arts programmes. Additionally, editorial features and advertisements are placed in both regional and national newspapers and magazines.

Advertisements

Advertising campaigns are undertaken to raise the general awareness, perception and profile of the Museum. Successful campaigns have included the Hollywood style Bradford poster campaign, the press campaign for the IMAX film *To The Limit* and recent television commercials.

Key Marketing Segments

When marketing the Museum, the Marketing Manager has a number of client groups that he is primarily targeting:

- first-time visitors;
- the general public;
- the family-day visitor;
- repeat visitor;
- schools/educational visits;
- specialist groups (amateurs/enthusiasts in all the three media areas – photography, film and television);
- the business community.

First-Time/General Public/Family-Day/Repeat Visitors

These target customer groups are encouraged to visit or revisit primarily by the changing IMAX cinema films and exhibitions. Positive and effective publicity is essential in making the Museum's products and services attractive to potential visitors. Importantly, customers' expectations on visiting the Museum must be realised, because word of mouth endorsement of the attractions will encourage more first and repeat visitors.

Additionally, special discounts are offered to encourage new and repeat customers such as cinema saver tickets for families, and a 10% discount for groups of over **ten** visitors.

Schools/Educational Visits

Educational visits are targeted through the Education Service and education packs that the Museum provides. Regular teachers' evenings and courses promote the Museum for educational visits and its relevance to the National Curriculum.

Continued over

Document 2 continued

The Business Community

Since 1983 the Museum has built up a mailing list of potentially interested companies, who use venues such as museums for corporate hire. The Museum advertises its facilities in magazines, such as the Bradford Travel Manual and the Museums Association Year Book, to encourage corporate business use.

Additionally, the Business Patron Scheme encourages links between the Museum and the business community and gives companies special access to the Museum's facilities, resources and international status. For an annual fee, the business patrons of the Museum can use the attraction's facilities and organise special promotional packages for their organisation. This segment of the Museum's market helps generate additional income for the facility.

Growth Through Development of Products and Markets

In the 1990s central government expenditure on National Museums was reduced and, in order to supplement their annual grant income, the National Museum of Photography, Film and Television had to seek alternative funding sources. Additionally, it identified a development programme to maintain, improve and expand its exhibitions and visitor facilities.

The Museum's *Five Year Corporate Plan* identifies the Marketing Department as co-ordinating key areas of revenue generation, such as earned income through the Box Office, retail sales, catering and corporate hire. The central aim of the Marketing operation is to maximise the revenue returns from the existing Museum facilities and to explore and develop new possibilities within the Museum's resources.

An example of the Museum's product development was the opening of the Pictureville Cinema in 1993, which houses the only working public Cinerama system in the world. As a result of this development, film attendances rose by 300% and the Pictureville is now home to the highly successful Bradford Film Festival.

Document 3

Social, Economic, Cultural and Environmental Impact of the Museum

Since its opening in 1983, millions of people have visited the Museum, which is situated on the edge of Bradford's city centre. City centre retailers have benefited substantially from this massive influx of trade. The Museum is the jewel in Bradford's tourism crown.

Similarly, corporate business use of the Museum has generated income for local hotels, whilst local firms are employed to service the Museum, and print and distribute promotional material. The Museum has played a significant role in helping to reposition Bradford's image, and establish the city as a major city-break destination.

Likewise, having a premier National Museum in Bradford has assisted in raising the image and self-esteem of the city. Bradford now enjoys an international reputation with the general public perceiving the city more positively. Bradford's many other visitor attractions, including the Colour Museum, Haworth, The Alhambra, Saltaire and Transperience, have all benefited from the raised awareness of Bradford as a visitor destination.

Recently there have been a number of major challenges and opportunities for the Museum in maintaining its pre-eminent position as the leading National Museum outside London. Market competition has increased through the development of new museums and leisure attractions, e.g. the Royal Armouries Museum opened in Leeds in 1996. However, the National Museum of Photography, Film and Television has a well-established audience, an international reputation, and a broad range of successful products and facilities.

Document 4

NATIONAL MUSEUM OF PHOTOGRAPHY, FILM AND TELEVISION VISITOR FIGURES

Annual Breakdown for Museum, IMAX and Pictureville

Year	Museum	IMAX	Pictureville
Year 8	650 000	265 000	50 000
Year 7	615 774	251 092	49 436
Year 6	737 096	258 698	51 767
Year 5	853 784	263 715	59 097
Year 4	784 814	303 712	40 486
Year 3	712 623	294 351	25 959
Year 2	738 374	273 367	24 573
Year 1	736 444	269 772	27 963

School Attendance at IMAX

Month	Total	School	Percentage
April	27 847	2 834	10.2%
May	17 773	3 603	20.3%
June	16 058	4 895	30.0%
July	22 092	6 462	29.3%
August	20 275	468	2.3%
September	14 037	1 032	7.4%
October	18 825	2 621	13.9%
November	13 079	2 025	15.5%
December	11 601	1 263	10.9%
January	15 409	2 460	16.0%
February	25 828	3 023	11.7%
March	24 119	3 670	15.2%
Year Total	226 943	34 356	15.1%

- August groups are normally touring parties, including European.
- June/July is boosted by the end of year trips (not necessarily education based).
- September is the lowest term time month, as schools settle in to a new year.

Document 5

Marketing Plan

'The unique selling point of the National Museum of Photography, Film and Television will always be its changing nature and diversity of component elements and exhibitions'.
(*Five Year Marketing Plan*)

The Organisational Objective of the National Museum of Photography, Film and Television

Underpinning all the work of the Marketing Department is the Museum's mission statement, which states that: 'The Museum exists to promote the public understanding of the art and science of Photography, Film and Television.'

Additionally, the Museum has identified **four** core organisational objectives.

Collections: To build, research and care for the national collections in photography, film and television.

Communication: To interpret those collections and engage the public in the contemporary issues of science, technology and industry.

Customers: To extend the public's expectations.

Resources: To manage resources and optimise income to support these activities.

The Marketing Environment (SWOT Analysis)

The National Museum of Photography, Film and Television undertook a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis to guide its future planning and marketing strategies. The key factors that emerged from the analysis were:

Strengths:

- (a) the expertise and potential of the staff;
- (b) the Museum's collection;
- (c) innovative interpretation in the existing galleries;
- (d) IMAX;
- (e) Pictureville Auditorium.

Weaknesses:

- (a) perceived low profile of the Museum as an acknowledged authority in its field;
- (b) restricted access for research development and collection management;
- (c) museum can no longer afford to be at the cutting edge of contemporary technology in its field of expertise;
- (d) IMAX technology now superseded elsewhere, and not integrated into NMPFT interpretation;
- (e) Pictureville cinema not integrated with Museum interpretation and there is an underlying conflict between the cinema as a venue for interpretation of film, and its commercial profitability.

Continued over

Document 5 continued

Opportunities:

- (a) encourage development of staff expertise and generate forums for raising the Museum's profile;
- (b) identify specific areas of the collection for research and produce a small profile-building publication on the breadth and strengths of the collection held at the Museum;
- (c) undertake a modest programme of rolling updating refurbishments to existing galleries and explore possibility of new Media and Imaging Technology Gallery; strengthen links with industry, and generate partnerships for innovative developments;
- (d) be first in Britain to introduce a new wide-screen technology and schedule IMAX programmes to more closely meet education function and interpretation, in order to maximise marketing opportunities;
- (e) seek programming solution for Pictureville to meet the aim of providing a venue for interpretation of film without jeopardising its commercial performance.

Threats:

- (a) recruitment of high calibre staff very difficult, because of the Museum's isolation from the centre of media activity;
- (b) restricted possibilities for expansion of the Museum because of its city centre site and insufficient space to enable storage of all the collection;
- (c) reductions in grant-in-aid from the Department of Culture, Media and Sport, allied medium- to long-term structural anxieties and increased maintenance costs, ageing plant.

Marketing Communications at the National Museum of Photography, Film and Television

The Marketing Manager at the Museum uses a variety of methods to promote the products, services and facilities of the organisation. The marketing budget is approximately £225 000 per annum to fund the marketing communications strategy.

Advertising to promote the Museum's products, services and facilities

Currently an advertising agency designs advertisements for IMAX and the Museum, and these are placed in local, regional and national newspapers, and on regional radio and television, by a firm of media buyers. It has to be affordable promotion because **15** minutes of regional television advertising may cost in the region of £35 000.

The Museum's cinema programme is additionally advertised in the local newspapers on Thursdays and Fridays to capture the weekend market.

In order to reach the differing group segments targeted by the Museum's Marketing Department, a wide range of promotional leaflets, fliers and posters are produced, whilst all enquiries receive a Museum information pack containing literature specific to their needs and requests.

The Museum employs a distribution agency to distribute its promotional literature regionally. The information material is displayed in Tourist Information Centres (TICs), hotels, other visitor attractions, restaurants and libraries. Promotional material is regularly updated, in order to keep potential customers aware of any changes to the Museum's products, services and facilities.

Continued over

Document 5 continued

Public Relations to promote the Museum's products, services and facilities

For every new exhibition, IMAX film and special event taking place at the Museum, a press release is prepared and forwarded to all the press contacts on the press mailing list. Additionally, representatives from the press are invited to openings and previews.

The Museum's Press Office aims to attain as much high profile coverage for the Museum's activities as possible. Features have appeared in *The Guardian*, *The Independent*, *News at Ten*, *GMTV*, *Calendar* and *Look North*.

Similarly, the Marketing Department exhibits the Museum's products, services and facilities at travel and trade fairs such as the World Travel Market, the British Travel Trade Fair, the Educational Visits Workshop and CONFLEX. Contacts made at such venues are followed up.

The Museum also has representatives at shows where the general public can be targeted directly. The Museum has attended diverse public events such as the Great Yorkshire Show and the *Kids Show* in Harrogate.

Further and higher education students are targeted in September, when the Museum attends Freshers' Fairs at colleges and universities.

The Museum tries to encourage corporate business sponsorship, either for sponsors interested in general public relations objectives to reinforce their corporate identity, or linked to specific product association and promotion. Sponsors of the Museum have included Johnson Wax, Agfa Gevaert, BBC Television, Polaroid, Arnold Laver DIY, Nikon, Sun Life Assurance, YTV, Sony (UK), BT, British Airways. These sponsors have made a significant contribution to the development of the Museum through financial support of the Television Galleries project, funding lectures, hosting receptions and launches, and waiving royalties on films screened.

Sales Promotion

Most of the Museum's promotional offers are for IMAX. They usually run as voucher offers in local and regional newspapers, offering '**two** for the price of **one**' entry to IMAX as an incentive to readers. The Museum also offers a group discount for groups of **ten** or more.

Competitions and joint promotions raise the Museum's profile and awareness with the general public. Joint promotions are often linked to a wider sponsorship partnership.

The Museum has compiled a number of mailing lists, which are a very effective means of ensuring that the right people receive the right information at the right time to cater for their individual needs. However, when using mailing lists, the Museum has to ensure that its databases are kept up-to-date and that its mailings are correctly targeted.

The Museum possesses **two** main mailing lists:

- a general mailing list whose members receive a monthly copy of the Museum's Cinema programme, advance notification of events and changes to the IMAX programme;
- a Friend of Film mailing list, which is a loyalty scheme for Pictureville Cinema goers; members of this list receive the monthly mailings of the Cinema brochure and extra benefits, such as reduced admission to Pictureville and IMAX, and special offers and events.

Continued over

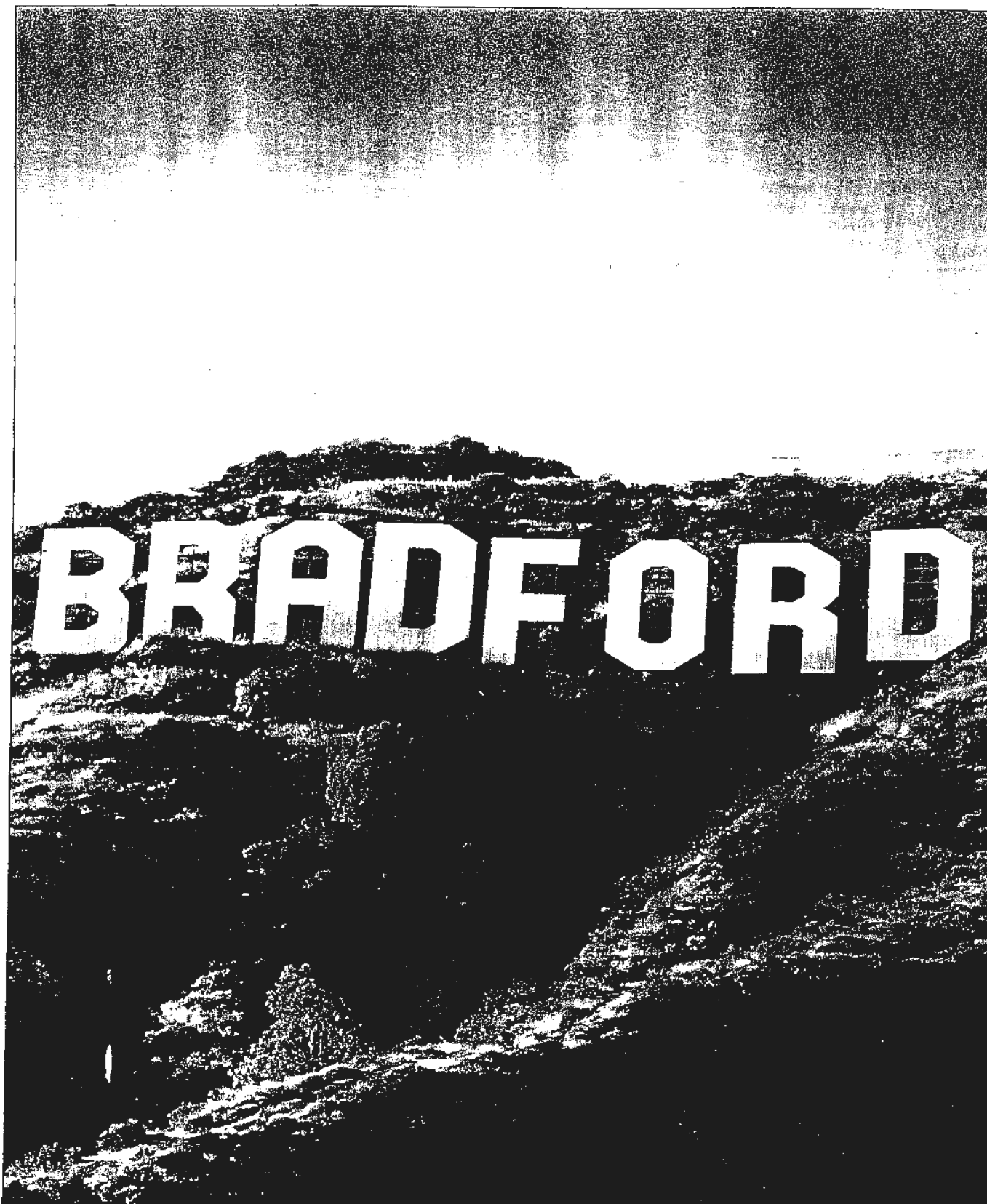
Document 5 continued

Direct Marketing Communications

The museum offers a wide variety of films, events and exhibitions, allied to the use of its mailing list databases, meaning that it is able to target specialist audiences and groups. The use of trade catalogues, media direct response (television, radio, magazines and newspapers) and direct mail allows the Museum to reach its main target audiences: the educational market, group tour operators and corporate business visitors.

Personal Selling

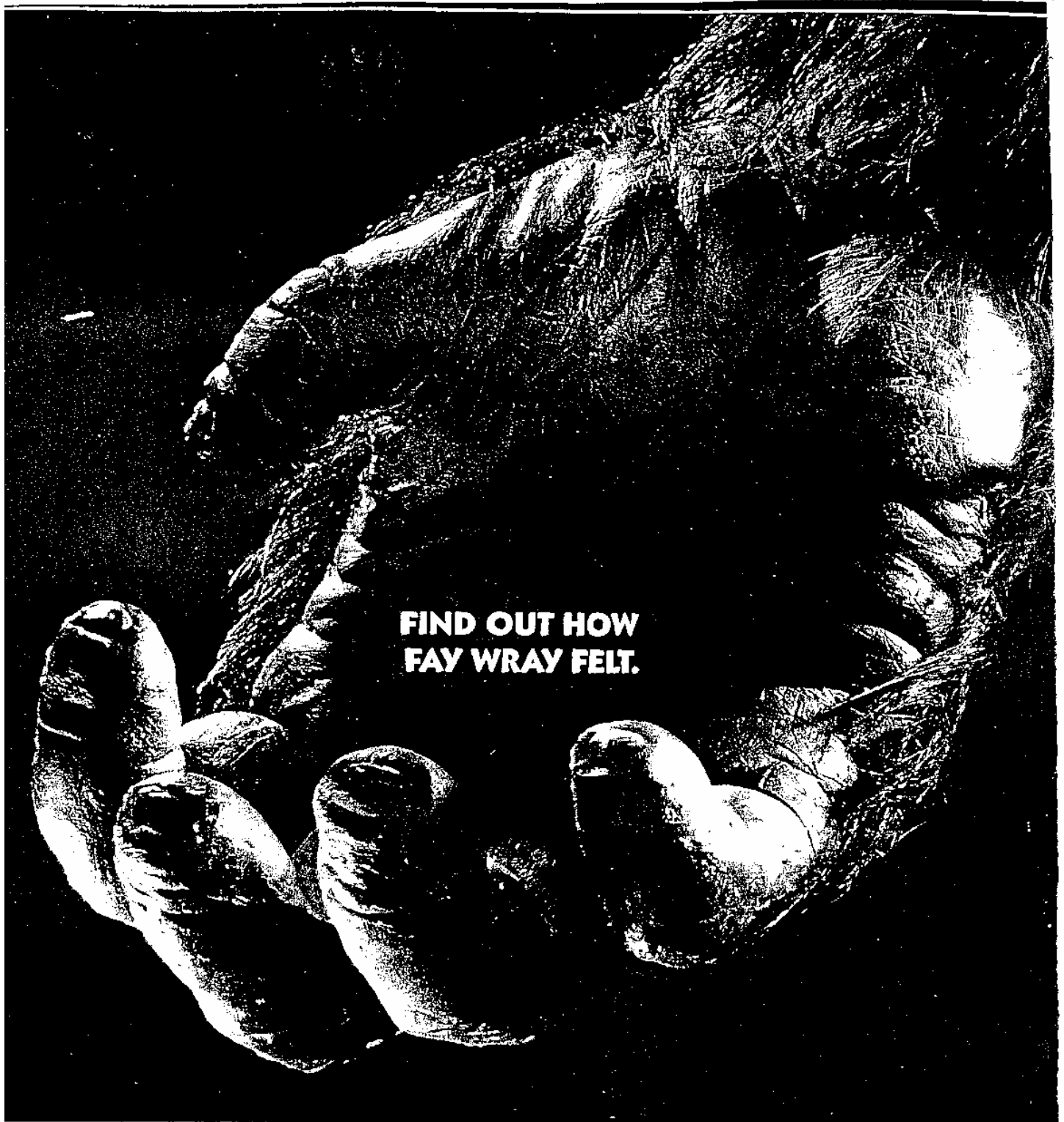
Research has consistently shown that **one** of the most effective marketing communications tools is the satisfied customer. By ensuring the quality of visitor service and experience provided by the Museum lives up to the customer's expectations, the Museum is likely to achieve 'word of mouth' endorsement and referral, as well as encouraging repeat visits. Surveys have shown that 55% of the Museum's first-time customers have visited the attraction following 'word of mouth' referral. Personal selling, customer service and customer satisfaction are clearly inter-related and inter-dependant.



Scene of Europe's leading media centre • Featuring IMAX: Britain's largest cinema screen • Winner of the Museum of the Year 1988* • "The World's Top Photo Museum" International Herald Tribune • Soon to do for film and television what we've done for photography.

**NATIONAL MUSEUM OF
PHOTOGRAPHY
FILM AND TELEVISION**

WE WOULD LIKE TO THANK THE FOLLOWING PEOPLE WITHOUT WHOM WINNING THIS MUCH COVETED AWARD WOULD NOT HAVE ETC. ET



**FIND OUT HOW
FAY WRAY FELT.**

If you thought King Kong was huge, wait until you see his big brothers. Because from June 15th IMAX, Britain's biggest cinema screen, will be showing the film 'Mountain Gorilla.' Shot in Rwanda, Africa, it's an intimate look at a year in the life of a family of Gorillas. And with IMAX's gigantic 50 foot screen when we say intimate we mean intimate.

You'll feel like you are actually there, 10,000 feet up in the mountains, swinging through trees,

playing with the young and joining in their meals (hope you like nettles). You'll get to know them as individuals, even learn their language and understand their moods, ever tangled with a 50 foot gorilla in a bad mood?



For further details of 'Mountain Gorilla' and the rest of the IMAX programme call the box office on (0274) 732 277. We think you'll find it's just the thing for your own little monkeys.

THE IMAX CINEMA • SO REAL YOU'LL THINK YOU'RE THERE

Oxford Cambridge and RSA Examinations

General Certificate of Education

TRAVEL AND TOURISM

UNIT 15: Marketing in Travel and Tourism

G734/TEST

Specimen Paper

Additional materials: Pre-released case study.
Answer booklet

TIME 2 hours

INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the spaces on the answer booklet.
- Write your answers, in blue or black ink, in the spaces provided on the answer booklet.
- Answer **all** the questions.
- Read each question carefully and make sure you know what you have to do before starting your answer.

INFORMATION FOR CANDIDATES

- The number of marks is given in brackets [] at the end of each question or part question.
- The total number of marks for this paper is **100**.

Question number	For examiner's use only
1	
2	
3	
4	
TOTAL	

Refer to the pre-released case study, National Museum of Photography, Film and Television, to answer the following questions.

- 1 (a) Marketing objectives of travel and tourism organisations should be SMART. State what these initials represent? [4]
- (b) Explain the purpose of a mission statement. [2]
- (c) (i) Explain the purpose of branding. [2]
- (ii) Explain **three** ways in which an organisation such as the National Museum of Photography, Film and Television can reinforce its brand identity. [6]
- (d) Evaluate the external influences on the marketing environment of the National Museum of Photography, Film and Television. [12]
- 2 (a) (i) Explain the term 'secondary research'. [2]
- (ii) Explain the term 'qualitative research'. [2]
- (b) Refer to **Documents 2** and **5**. Assess the effectiveness of classifying customers by market segmentation to the National Museum of Photography, Film and Television. [6]
- (c) Analyse the strengths and weaknesses of primary research methods. Illustrate your answers with examples from an organisation within the travel and tourism industry with which you are familiar. You should name your chosen organisation in your answer. [12]
- 3 (a) Explain each of the following terms:
- (i) consortia; [2]
- (ii) franchise. [2]
- (b) Evaluate the strengths and weaknesses of the *product* provided by the National Museum of Photography, Film and Television. [12]
- (c) With reference to a travel and tourism organisation with which you are familiar, recommend and justify how it could improve its pricing policies. You should name your chosen organisation in your answer. [9]

- 4 (a) Explain the purpose of sponsorship as a method of marketing communications. [2]
- (b) The National Museum of Photography, Film and Television regularly places advertisements on regional television. Television advertisements have to comply with the standards codes. Explain the possible effects of failure to comply with the advertising standards codes. [4]
- (c) Refer to **Document 6** of the case study. Evaluate, using the AIDA model, the effectiveness of the advertisements for the National Museum of Photography, Film and Television. [12]
- (d) The National Museum of Photography, Film and Television is preparing to conduct some direct marketing. Evaluate the suitability of this technique for the Museum. [9]



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TRAVEL AND TOURISM

Unit 15: Marketing in Travel and Tourism

Mark Scheme

G734/MS

Question	Answer	AO	Mark
1(a)	<p>Specific Measurable Achievable Realistic Timed</p> <p style="text-align: right;"><i>[One mark for each initial correctly identified up to max. four marks]</i></p>	AO1	4x1
1(b)	<ul style="list-style-type: none"> • a definition of a mission statement, i.e. brief explanation of the organisation's fundamental purpose; • convey to all those interested (staff, shareholders, public); • the business or the organisation and where it sees itself going; <p style="text-align: right;"><i>[One mark one extra mark for development]</i></p>	AO1	2x1
1(c)(i)	<p>Two from:</p> <ul style="list-style-type: none"> • to make product/service easily identifiable; • distinguish it from competitors; • give it a distinct/unique image; • accept other appropriate points. 	AO1	2x1
1(c)(ii)	<p>Three from:</p> <ul style="list-style-type: none"> • use of name – emphasis on Film and Television as well as Photography; • logo (as on the advertisements in the case study); • specific colours; • advertising, e.g. use of house style; • pricing, e.g. group discounts, etc. <p style="text-align: right;"><i>[One mark for each valid brand reinforcement one extra mark for appropriate explanation]</i></p>	AO2 AO3	3x1 3x1

Question	Answer	AO	Mark
1(d)	<p><i>Use levels of response criteria.</i> <i>Answers are likely to use a PEST analysis</i></p> <p>PEST: (allow interchange, but must refer to case study) Political – reductions in central government expenditure on national museums Economic – alternative sources of funding besides DCMS/city centre retailers benefiting/museum can no longer afford to be at cutting edge Social – raises image of Bradford Technological – IMAX elsewhere and now superseded</p> <p><i>Level 1</i> Candidates demonstrate knowledge and understanding of external factors and may carry out very simple PEST analysis. [1-4 marks]</p> <p><i>Level 2</i> Candidates analyse the external marketing environment of the Museum using PEST. [5-8 marks]</p> <p><i>Level 3</i> Candidates evaluate the external influences on the marketing environment of The Museum; reference is made to other factors, such as environment, legislative, cultural etc; evaluation is appropriate and accurately stated; comments about the external environment are in depth and relevant, substantiated conclusions are drawn. [9-12 marks]</p>	AO2 AO3 AO4	3 3 6
2(a)(i)	<ul style="list-style-type: none"> • also known as desk research; • obtains information from sources already published or easily accessible; • cost-effective and quick to undertake; • can be conducted with complete confidentiality; • can use internal or external sources; <p style="text-align: right;"><i>[One mark for definition one extra mark for development]</i></p>	AO1	2x1
2(a)(ii)	<ul style="list-style-type: none"> • looks in depth at consumers feelings, attitudes desires & perceptions; • often concerned with organisations' standing in marketplace rather than exact measurement of performance; • can be collected in focus groups, surveys; • difficult to present statistically; <p style="text-align: right;"><i>[One mark for definition one extra mark for development]</i></p>	AO1	2x1

Question	Answer	AO	Mark
<p>2(b)</p>	<p><i>Use levels of response criteria.</i> Candidates need to focus on effectiveness of segmentation for the Museum. Answers should include:</p> <ul style="list-style-type: none"> • segmentation ensures marketing aimed correctly; • needs to be done to effectively market product/service; • allows the museum to target specific groups, whose members become the focus of the marketing efforts; • identifying market segments only approximate way of targeting customers; • museum needs to decide which segment likely to visit and hence which to target; • identifying market segments enables the museum to establish their market position in relation to competitors; • analysis can indicate a segment not currently being catered for by museum – a gap in the market; • allows museum to allocate resources effectively. <p><i>Level 1</i> Candidates apply knowledge and understanding of market segmentation, i.e. divides market into groups with similar characteristics. <i>[1-2 marks]</i></p> <p><i>Level 2</i> Candidates analyse the effectiveness of classifying customers by market segmentation, i.e. reference to the different market segments the Museum has recognised, and analysis of the market segmentation will be clearly stated. <i>[3-4 marks]</i></p> <p><i>Level 3</i> Candidates evaluate the effectiveness of classifying customers by market segmentation, i.e. judgmental statements about market segmentation and which are specifically related to the Museum in line with the above examples. <i>[5-6 marks]</i></p>	<p>AO2 AO3 AO4</p>	<p>2 2 2</p>

Question	Answer	AO	Mark
2(c)	<p><i>Use levels of response criteria.</i></p> <p>Candidates are expected to demonstrate understanding of the variety of primary research methods. They should be rewarded for giving vocationally specific examples of methods.</p> <p><i>Level 1</i> At the lower end, candidates apply some knowledge and understanding, e.g. what primary research is; at the upper end there is greater evidence of knowledge and understanding e.g. the different methods of primary research, such as survey focus groups and observation. <i>[1-4 marks]</i></p> <p><i>Level 2</i> At the lower end, award marks for analysis of only one primary research method, but both strengths and weaknesses need to be covered; at the upper end, relevant information will be presented, for at least two methods of primary research, and a straightforward analysis of the strengths and weaknesses will be carried out, using appropriate terminology and extended prose giving some clarity to explanation. <i>[5-8 marks]</i></p> <p><i>Level 3</i> The main methods of primary research will be assessed (evaluated), with relevant example from a T&T organisation; conclusions about the most suitable method will be drawn relating to a T&T example, using terminology effectively. <i>[9-12 marks]</i></p>	AO2 AO3 AO4	3 3 6
3(a)(i)	<p>Consortia – joint marketing allowing organisations to keep independence, economies of scale came into play. <i>[One mark for definition one extra mark for development]</i></p>	AO1	2x1
3(a)(ii)	<p>Franchise – franchisee granted right to use company name and market its products both in exchange for financial consideration. <i>[One mark for definition one extra mark for development]</i></p>	AO1	2x1

Question	Answer	AO	Mark
<p>3(b)</p>	<p><i>Use levels of response criteria.</i></p> <p>Answers should analyse the product, making clear reference to aspects such as:</p> <p>IMAX – a major attraction for the museum, but now others around country, so no longer unique.</p> <p>Pictureville cinema – home of only working public Cinerama system in world;</p> <p>home of Bradford Film Festival, not integrated into museum.</p> <p>Interactive Hands-On Exhibits, new development of media and imaging technology gallery.</p> <p>Photography – perception that this is the only area in the museum.</p> <p>Exhibitions</p> <p>Teachers' Evenings/Courses and Conferences – to encourage educational visits and highlight areas of National Curriculum.</p> <p>Corporate Hire – by business.</p> <p>Business Patron Scheme – link between museum and business, special access to museum's facilities.</p> <p>Retail Sales</p> <p>Catering</p> <p>Collections – build, research & care for national collections in photography, film and TV, interpret collections for public.</p> <p><i>Level 1</i></p> <p>At the lower end, candidates apply some knowledge and understanding, i.e. the primary product of the Museum; at the upper end, there is greater evidence of knowledge and understanding, i.e. the different products available. <i>[1-4 marks]</i></p> <p><i>Level 2</i></p> <p>Marks at the lower end can be awarded for analysis of the main product; at the upper end all information presented will be relevant, for at least two products, and a straightforward analysis of the strengths and weaknesses will be carried out. <i>[5-8 marks]</i></p> <p><i>Level 3</i></p> <p>There may be evidence at this level of additional research undertaken about the Museum by the candidate, beyond that in the pre-released case study; judgmental statements will be made about the product element; relationships will be made to the marketing mix as a whole, and how the other Ps are integral; evaluation is appropriate and accurately stated; comments are made in depth; conclusions are relevant and substantiated. <i>[9-12 marks]</i></p>	<p>AO2</p> <p>AO3</p> <p>AO4</p>	<p>3</p> <p>3</p> <p>6</p>

Question	Answer	AO	Mark
3(c)	<p><i>Use levels of response criteria.</i></p> <p>This question should enable candidates to show their understanding of pricing in an organisation which they have studied.</p> <p><i>Level 1</i> Candidates apply some knowledge and understanding, e.g. what pricing policy is, at the lower end; at the upper end, there is greater evidence of knowledge and understanding, e.g. the different pricing policies; may only look at the more general pricing policies, e.g. discount. [1-3 marks]</p> <p><i>Level 2</i> Answers contain relevant analysis of the appropriateness of pricing policy for their chosen organisation; it will be clear that the candidate is familiar with a particular organisation; conclusions will be drawn about the pricing policies used by a valid travel and tourism organisation. [4-6 marks]</p> <p><i>Level 3</i> At least one pricing policy relating to a specific T&T organisation should be explored in depth; credit should be given for understanding of the wider concept of price determination; the suggestions for improvements are realistic and look at policies such as discounting, competitive pricing, variable pricing, seasonal pricing, odd pricing, promotional pricing etc; these are explained and examples given, with improvements fully explained. [7-9 marks]</p>	AO2 AO3 AO4	3 3 3
4(a)	<p><i>Sponsorship</i> – organisations provide financial support to other organisations, individuals or events – gain prestige and status from association with them.</p> <p>[One mark for definition one extra mark for purpose]</p>	AO1	2x1
4(b)	<ul style="list-style-type: none"> • potential customers could complain to ASA if television advertisement causes harm or distress or misleads; • potential customers form negative image of the advertiser; • ASA investigates and may act if upholds the complaint; • ASA adjudication is published and may reflect on image of advertiser. <p>[One mark for effect one extra mark for development]</p>	AO1 AO2	2x1 2x1

Question	Answer	AO	Mark
4(c)	<p><i>Use levels of response criteria.</i></p> <p>The aim is to show how candidates appreciate AIDA in respect of the advert and will evaluate how it is effective by:</p> <p>Attention = font size, use of colour, clarity, boldness, picture, use of words, picture.</p> <p>Interest = use of Hollywood style for Bradford, simplicity of picture, bullet points below pictures relating to ads; use of humour, Oscar acceptance speech etc.</p> <p>Desire = what is on offer, how it feels to actually be with gorillas rather than looks, different from watching on small screen, use of terms such as swinging through trees, moods, tangled, etc.</p> <p>Action = poor – know it's in Bradford but no location details and only phone number for contact details.</p> <p><i>Level 1</i> Candidates apply knowledge and understanding of the AIDA model, i.e. a simple description of how the adverts may attract interest. <i>[1-4 marks]</i></p> <p><i>Level 2</i> Candidates analyse the AIDA model in the context of the Museum; relevant knowledge and some attempt at critical understanding will be displayed; AIDA should be defined at this level; candidates will demonstrate a good command of technical language, and the answer will be presented in a clear, logical and appropriate form; analysis of specific aspects of advert and how, after initial interest is generated, action can be taken will be analysed; at the upper end of this range, answers contain relevant evaluation of the appropriateness of the ad; conclusions will be drawn about the ad. <i>[5-8 marks]</i></p> <p><i>Level 3</i> Candidates evaluate the advertisements against the AIDA model in the context of the Museum; judgmental statements are made about the advertisements and are specifically related to AIDA; evaluation is appropriate; comments are made in depth; conclusions are relevant and substantiated. <i>[9-12 marks]</i></p>	AO2 AO3 AO4	3 3 6

Question	Answer	AO	Mark
4(d)	<p><i>Use levels of response criteria.</i></p> <p>Candidates should be able to show that they understand what is meant by direct marketing (not direct selling) and expect references to direct mail, telemarketing, door to door, media direct response. The suitability of methods should be discussed in relation to the Museum.</p> <p><i>Level 1</i></p> <p>At the lower end, candidates apply some knowledge and understanding, i.e. what direct marketing is; at the upper end, there is greater evidence of knowledge and understanding, i.e. the different methods of direct marketing; may only look at the more general methods; statements are made without justification; little reference is made to the case study. <i>[1-3 marks]</i></p> <p><i>Level 2</i></p> <p>Marks at the lower end can be awarded for analysis of one method of direct marketing; at the upper end, all information presented will be relevant, for at least two methods of direct marketing, and a straightforward analysis of their strengths and weaknesses will be carried out; answers contain relevant evaluation of the suitability of direct marketing for their chosen organisation; conclusions will be drawn about the direct marketing used by the organisation; conclusions are relevant, and an attempt at comparison may be made between the Museum and other organisations in travel and tourism. <i>[4-6 marks]</i></p> <p><i>Level 3</i></p> <p>Relevant knowledge and critical understanding will be displayed; candidates will demonstrate a good command of technical language, and the answer will be presented in a clear, logical and appropriate form; at least one method of direct marketing should be explored in depth, related to the Museum or another example; conclusions are relevant, and an attempt at comparison may be made between the museum and other organisations in travel and tourism. <i>[7-9 marks]</i></p>	<p>AO2</p> <p>AO3</p> <p>AO4</p>	<p>3</p> <p>3</p> <p>3</p>

Total mark available: 100

Analysis of marks:

Question	AO1	AO2	AO3	AO4	Total
1(a)	4				4
1(b)	2				2
1(c)(i)	2				2
1(c)(ii)		3	3		6
1(d)		3	3	6	12
2(a)(i)	2				2
2(a)(ii)	2				2
2(b)(i)		2	2	2	6
2(b)(ii)	2				2
2(c)		3	3	6	12
3(a)(i)	2				2
3(a)(ii)	2				2
3(b)		3	3	6	12
3(c)		3	3	3	9
4(a)	2				2
4(b)	2	2			4
4(c)		4	4	4	12
4(d)		3	3	3	9
Total	20	26	24	30	100

