



GCE MARKING SCHEME

**TRAVEL & TOURISM
AS/Advanced**

SUMMER 2010

INTRODUCTION

The marking schemes which follow were those used by WJEC for the Summer 2010 examination in GCE TRAVEL & TOURISM. They were finalised after detailed discussion at examiners' conferences by all the examiners involved in the assessment. The conferences were held shortly after the papers were taken so that reference could be made to the full range of candidates' responses, with photocopied scripts forming the basis of discussion. The aim of the conferences was to ensure that the marking schemes were interpreted and applied in the same way by all examiners.

It is hoped that this information will be of assistance to centres but it is recognised at the same time that, without the benefit of participation in the examiners' conferences, teachers may have different views on certain matters of detail or interpretation.

WJEC regrets that it cannot enter into any discussion or correspondence about these marking schemes.

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UNIT 1 - INTRODUCING TRAVEL & TOURISM

Question	Answer	Marks	Assessment Objective	
Q.1	(a) (i)	They specialise in particular types of holiday. They will provide holidays to specific countries, areas, events and for specific activities, e.g. trips to the Vatican, Nepal, sporting events and bird watching.	0-2	AO1
	(ii)	They specialise in high volume holidays, especially to coastal areas. Large tour operators such as TUI account for the great majority of the market, e.g. destinations include the Costa del Sol and the Algarve.	0-2	AO1
	(b) (i)	Wider choice of products and services. Cheaper holidays	0-1	AO2
	(ii)	Reduced costs. They can offer a wider range of products. Increased profit.	0-2	AO2
	(c)	Holidays, Bureau de Change, Car hire, Information, Insurance, Flights, Hotels, Cruises, City breaks, Accommodation, On-line booking. Any 3 relevant answers.	0-3	AO1
	(d)	Possible answers: <ul style="list-style-type: none"> • Increased number of people who own properties abroad. • There is more information available. • More fun/interesting for people to arrange their own package. • More experienced travellers. • Arrangements can be made to suit specific requirements. • The development of the Internet - cheaper prices and easy to book online. • The growth of low-cost airlines. • More people VFR abroad. 	0-6	AO1
		Levels marked		
		Level 1 Answers are likely to be basic and include only 1 or 2 factors. Little or no explanation.	0-3	
	Level 2 Answers are likely to be detailed and include at least 2 or 3 factors. A maximum of 3 for generic or list-type answers.	4-6		
	Total	15		

Question	Answer	Marks	Assessment Objective
<p>Q.2 (a) (i)</p> <p>(ii)</p> <p>(b)</p>	<p>Outbound or leisure tourism.</p> <p>Possible answers: Cost. Convenience. Availability. Comfort. Journey time. Taking the car. Luggage. Length of stay. Weather.</p> <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include only 1 or 2 factors. Little or no evaluation.</p> <p>Level 2 Answers are likely to be detailed and include at least 2 or 3 factors. Some evaluation.</p> <p>A maximum of 3 for generic or list-type answers.</p> <p>Possible answers:</p> <ul style="list-style-type: none"> • Job creation. • Increased income for travel and tourism organisations. • Multiplier effect. • Increase in wealth/income for the destination. • Raises the awareness/status of a destination. • Might attract more inward investment. • Local pride - feel good factor. <p>Level 1 Answers are likely to be basic and include only 1 or 2 impacts and 1 or 2 events. Little or no explanation.</p> <p>Level 2 Answers are likely to be detailed and include at least 2 or 3 impacts and 2 or 3 events. A maximum of 3 for generic or list-type answers.</p>	<p>0-1</p> <p>0-8</p> <p>0-4</p> <p>5-8</p> <p>0-6</p> <p>0-3</p> <p>4-6</p>	<p>AO2</p> <p>AO4</p> <p>AO2</p>
	Total	15	

Question	Answer	Marks	Assessment Objective
<p>Q.3 (a)</p> <p>(b)</p> <p>(c)</p>	<p>VisitBritain.</p> <p>This is when people take a holiday or business trip in their own country, e.g. a family from Wales taking a holiday in the Cotswolds.</p> <p>Possible answers:</p> <ul style="list-style-type: none"> • By providing funding to promote the UK travel and tourism industry - overseas and within the UK. • By providing advice/help to the UK travel and tourism industry - promotional activities. • Government advice with regard to diseases such as foot and mouth. • Government advice with security/terrorism. • VisitBritain/VisitWales work with overseas organisations in arranging visits to the UK/Wales. • Effective marketing of the destinations. • RTBs helping to plan future tourism development. • Las/TICs - provide leaflets and brochures <ul style="list-style-type: none"> - websites - accommodation booking service - information and advice - maps, guidebooks, souvenirs. <p>Levels marked</p> <p>Level 1 answers are likely to be basic and include only 1 or 2 examples. Little or no explanation.</p> <p>Level 2 Answers are likely to be detailed and include at least 2 or 3 examples. A maximum of 3 for generic or list-type answers.</p>	<p>0-1</p> <p>0-2</p> <p>0-6</p> <p>0-3</p> <p>4-6</p>	<p>AO1</p> <p>AO1</p> <p>AO1</p>
	Total	9	

Question	Answer	Marks	Assessment Objective
<p>Q.4 (a)</p> <p>(b)</p> <p>(c)</p>	<p>Poor marketing:</p> <ul style="list-style-type: none"> • Old-fashioned image. • Less sophisticated destination - image. • Poor weather. • Rising popularity of city breaks - domestic and outbound. • Cheaper flights abroad. <p>Any 2 from.</p> <p>Effective marketing:</p> <ul style="list-style-type: none"> • Liverpool - City of culture. • Rising popularity of city breaks. • Availability/growth of low-cost short-haul flights. • Increase in events/attractions offered. • Fashionable • Stag and hen appeal <p>Liverpool - Newcastle:</p> <ul style="list-style-type: none"> • Job creation. • Increased income for travel and tourism organisations. • Multiplier effect. • Increase in wealth/income for the destination. • Might attract more inward investment. <p>Blackpool - Scarborough:</p> <ul style="list-style-type: none"> • Loss of jobs. • Decline in wealth/income. • Investors reluctant to take the risk. <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include only 1 or 2 impacts. Little or no assessment. A maximum of 3 for genuine or list-type answers.</p> <p>Level 2 Answers are likely to be detailed and include at least 2 or 3 impacts. Some assessment. Maximum of 3 for positive or negative impacts.</p> <p>Level 3 Answers are likely to be well developed and include 3 or 4 impacts. There should be a sound balance between positive and negative impacts. Clear assessment.</p>	<p>0-2</p> <p>0-2</p> <p>0-8</p> <p>0-3</p> <p>4-6</p> <p>7-8</p>	<p>AO2</p> <p>AO2</p> <p>AO2-3 AO4-5</p>
	Total	12	

Question	Answer	Marks	Assessment Objective
<p>Q.5 (a)</p> <p>(b)</p> <p>(c)</p>	<p>City break - Paris, Rome. Winter sports - Alps, Andorra, Pyrenees. Package - Thailand, Las Vegas.</p> <p>Levels marked</p> <p>Level 1 Answers are likely to be basic showing little or no knowledge of the destination's appeal. Maximum of 2 for list/generic type answer. No marks for short-haul destination.</p> <p>Level 2 Answers are likely to be detailed, showing a good understanding of the destination's appeal. At least 2 or 3 examples, e.g. climate, names of attraction, exchange rates, etc.</p> <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include only 1 or 2 attractions. Little or no reference to the different types of visitor. A maximum of 3 for generic or list-type answers.</p> <p>Level 2 Answers are likely to be detailed and include a range of attractions (at least 3). Some reference to the different types of visitor.</p>	<p>0-3</p> <p>0-4</p> <p>0-2</p> <p>3-4</p> <p>0-6</p> <p>0-3</p> <p>4-6</p>	<p>AO2</p> <p>AO1-4</p> <p>AO1</p>
	Total	13	

Question	Answer	Marks	Assessment Objective
<p>Q.6 (a)</p> <p>(b)</p>	<p>Possible answers</p> <ul style="list-style-type: none"> • They offered something new to the working classes after the economic crisis of the 1930s and the Second World War. • The need for cheaper accommodation for those who could not afford hotels. • The 1938 Holidays Pay Act. • People had more time. • People had more disposable income. 	0-6	AO1
	<p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include only 1 or 2 factors. Little or no explanation. A maximum of 3 for generic or list-type answers.</p>	0-3	
	<p>Level 2 Answers are likely to be detailed and include at least 2 or 3 factors.</p>	4-6	
	<p>Possible answers:</p> <ul style="list-style-type: none"> • People have travelled more and have higher expectations regarding products and customer services. • A better standard of accommodation. • Increased choice of chalet types. • Higher standard chalets include maid service and widescreen TVs. • Increased choice of package - B&B, Self-catering. • Wider range of activities - 50 plus. • DVD brochure. • Website. • On-line booking. • Adult weekends. • Special offers. • WiFi • Conference facilities • Family friendly • Range of accommodation 	0-6	AO2
	<p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include only 1 or 2 products/services. Little or no explanation. A maximum of 3 for generic or list-type answers.</p>	0-3	
	<p>Level 2 Answers are likely to be detailed and include at least 2 or 3 examples of products/services. Clear explanation.</p>	4-6	

Question	Answer	Mark Allocation	Assessment Objective
(c)	<p>Possible answers</p> <ul style="list-style-type: none"> • The industry is always changing and providing new and better products. This helps to maintain visitor numbers. • Customer loyalty - new products. • New products help to keep present customers and attract new customers. • Maintain or increase profits. • Remain competitive. • Raising awareness of a destination or facility. • Ease of booking. <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include only 1 or 2 benefits. Little or no analysis. A maximum of 3 for generic or list-type answers.</p> <p>Level 2 Answers are likely to be detailed and include at least 2 or 3 benefits. Some analysis.</p>	<p>0-4</p> <p>0-2</p> <p>3-4</p>	AO4
Total		16	

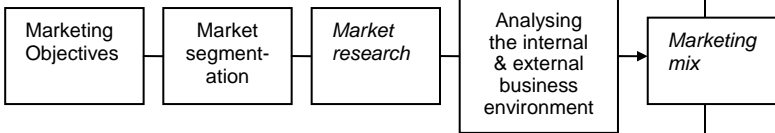
AO1 = 38 = 48%

AO2 = 25 = 31%

AO4 = 17 = 21%

TOTAL = 80

UNIT 3 - MARKETING IN TRAVEL & TOURISM

Question	Answer	Marks	Assessment Objective
<p>Q.1 (a)</p>	 <pre> graph LR A[Marketing Objectives] --> B[Market segmentation] B --> C[Market research] C --> D[Analysing the internal & external business environment] D --> E[Marketing mix] </pre>	<p align="center">2</p>	<p align="center">AO1</p>
	<p>(b) Accept any relevant marketing objective e.g.</p> <ul style="list-style-type: none"> • making a profit, • increasing market share, • providing a service to the community, • educating customers, • gaining customer's trust. <p>or similar response</p>	<p align="center">2</p>	<p align="center">AO1</p>
	<p>(c) Specific Achievable/agreed</p>	<p align="center">2</p>	<p align="center">AO1</p>
	<p>(d) A mission statement</p> <ul style="list-style-type: none"> • shows what an organisation is trying to achieve and • gives it focus for all its employees and users. • is used to set marketing objectives breaking down what the organisation wants to achieve into small steps. <p>Accept any combination.</p> <p>Give 1 mark for simple statement, 2 marks for developed statement.</p>	<p align="center">2</p>	<p align="center">AO1</p>
	<p>(e)</p> <ul style="list-style-type: none"> • Industry characterised by fierce competition; • customers' expectations change constantly; • large number of providers exist which offer similar products; • competitive edge needed; • economic conditions vary; • exchange rates alter. <p>Accept any two explained clearly.</p> <p>Levels marked</p> <p>Level 1 Some points listed but not explained.</p> <p>Level 2 Most points identified and explanation clearly given.</p>	<p align="center">0-2</p> <p align="center">3-4</p>	<p align="center">AO1</p>
	<p align="right">Total marks</p>	<p align="center">12</p>	

Question	Answer	Marks	Assessment Objective
<p>Q.2 (a)</p>	<p>Named organisation</p> <ul style="list-style-type: none"> • Surveys: postal; telephone; face to face • In depth interviews • Focus groups • Suggestion boxes <p>Accept any two that are described; maximum one mark if no named organisation given or only a simple listing. Development of argument related to named organisation earns second mark.</p>	2 + 2	AO1
(b) (i)	<ul style="list-style-type: none"> • Socio-economic grouping; • age; • gender; • family circumstances/life cycle; • lifestyle; • psychographic; • geographic; • demographic (N.B. if demographic is given do not accept age or gender as other methods); • similar interest; • membership; • business; • leisure; • groups; • couples; • individuals. <p>Accept any three methods.</p>	3	AO1
(ii)	<p>Accept any accurately identified product and target market: e.g. Saga holiday – over 50s Butlins – families Warner Country Hotels – adults only Club 18-30 – singles and couples in that age range</p>	2 x 2	AO1
(c)	<p>Accept answers related to:</p> <ul style="list-style-type: none"> • may not be specific to organisation; • tend to be more quantitative; • time lag; • may be generalised responses; • out of date; • not reliable; • expensive; <p>and other reasonable answers.</p>	2	AO1
Total marks		13	

Question	Answer	Marks	Assessment Objective
Q.3 (a) (i)	Cost plus includes break even cost and the profit an organisation wants to add in order to determine the price of the product. Accept any answer which states anything over and above cost.	1	AO1
(ii)	Level of price determined by what customers are prepared to pay; the market conditions (supply, demand, competition and seasonality) and the brand image of the product. Accept any two of the above clearly explained for two marks, only one mark for a simple explanation.	2 + 2	AO1
(b)	Special offer B or A Incentive pricing A or B Variable pricing C One mark for each correct answer.	3	AO2
(c)	<ul style="list-style-type: none"> • may use low price to increase interest in product and stimulate demand; • may try to undercut competitors with a similar product; • may be trying to increase market share; • price penetration <p>Levels marked</p> <p>Level 1 1 or 2 points listed but not explained.</p> <p>Level 2 2 or more points identified and explanation clearly given.</p>	4	AO2
	Total marks	12	

Question	Answer	Marks	Assessment Objective
<p>Q.4 (a)</p>	<p>Aim to encourage customers to buy product or service; create brand awareness; make customers aware of characteristics of product or service; persuade them to buy or use product or service; switch allegiance from competitor; encourage brand loyalty.</p> <p>Accept any two reasonable and appropriate answers.</p>	2	AO1
(b) (i)	Time well spent	1	AO1
(ii)	<ul style="list-style-type: none"> • Families with young children • Families 	1	AO1
(iii)	<p>Newspaper advertising is cheaper than television; target audience may miss TV ad timing; may be able to use a range of different newspapers to reach a wider range of families.</p> <p>Accept 1 reason with development or 2 simple reasons.</p>	2	AO2
(iv)	<p>Accept valid comments on the resource which refer to use of colour, images and language used to catch attention of reader; activities available at different locations to stimulate interest in product.</p> <p>Levels marked</p> <p>Level 1 Brief comments made about the resource material.</p> <p>Level 2 Comments made on the resource with some evaluation.</p>	1-3 4-6	AO4-6
	Total marks	12	

Question	Answer	Marks	Assessment Objective
<p>Q.5 (a)</p>	<p>Stages: Research & Development; Introduction; Growth; Maturity; Decline</p> <p>Current products for each stage</p> <p>Levels marked</p> <p>Level 1 Stages listed but none described and few if any examples given.</p> <p>Level 2 Most stages given and described. Current examples clearly given of relevant stages.</p> <p>Level 3 All stages described and current examples provided.</p>	<p>1-3</p> <p>4-6</p> <p>7-8</p>	<p>AO1</p> <p>AO2</p>
(b)	<p>Named organisation given</p> <p>Levels marked</p> <p>Level 1 Strength and weakness of an organisation identified and briefly explained.</p> <p>Level 2 Strength and weakness identified, explained and the effect on the organisation analysed.</p>	<p>1-3</p> <p>4-6</p>	<p>AO1-4</p> <p>AO4-2</p>
(c)	<p>Named organisation given</p> <p>Economic factors: exchange rates; taxes; pay rates (minimum wage); fuel price.</p> <p>Technological factors: new computer procedures and software innovation; growth of internet and e-business; more efficient aircraft engines and other transport technology; mobile phone interchanges.</p> <p>Levels marked</p> <p>Level 1 Economic and technological factors affecting organisation identified but limited explanation attempted.</p> <p>Level 2 Economic and technological factors described and their effect on the organisation explained clearly.</p>	<p>1-3</p> <p>4-6</p>	<p>AO2</p>
	Total marks	20	

Question	Answer	Marks	Assessment Objective
<p>Q.6 (a)</p> <p>(b)</p> <p>(c)</p>	<p>Early Ride time</p> <p>Sharkbait Reef Cloud Cuckoo Land One mark for each</p> <p>Product, place, price and promotion should all be mentioned.</p> <p>Levels marked</p> <p>Product elements identified as hotel and its facilities, theme park attractions. Scarefest special event, water park, spa and golf. Suitability for family members of all ages. Place linked to location of hotel within theme park and its attractions. Price should refer to cost per person (adult break from £79, child from £27; family of four from £222) and what it includes (bed and breakfast and entry to theme park) – mention of extended ticket offer for top marks. Promotion via short break brochure advert and its own website targeting people already interested in the location for a day trip to increase their spend.</p> <p>Level 1 Only some elements of the marketing mix identified. Little or no attempt at evaluation.</p> <p>Level 2 Most of the elements of the marketing mix explained in relation to the promotional material with some attempt at evaluation of their use.</p> <p>Level 3 All elements of the marketing mix effectively identified and related to the promotional material. Clear evaluation made of their use within the promotional material to attract the family market.</p> <p>Reference must be made to Price, Product, Place and Promotion for full marks to be awarded.</p>	<p>1</p> <p>2</p> <p>1-3</p> <p>4-6</p> <p>7-8</p>	<p>AO1</p> <p>AO2</p> <p>AO4-8</p>
	Total marks	13	
	Total for paper	80	

AO1 = 40
AO2 = 34
AO4 = 16

UNIT 5 - TOURISM IMPACTS AND TOURISM DEVELOPMENTS

Question	Answer	Marks	Assessment Objective
Q.1 (a)	<p>Public: Gateshead Council One North East Tourism Tyne & Wear The Sage Gateshead</p> <p>Private: Hilton Hotel KPMG Copthorne Hotel, Int. Premier Inn, Baya Beach Club Da Vinci's 2 from each sector</p>	0 - 4	AO1-4
(b)	<p>Roles of the public sector:</p> <ul style="list-style-type: none"> - financial support from the local, national and EU governments - grants, incentives such as reduced rates, loans and subsidies. - advice with regard to the project - destination development - granting planning permission - marketing of an area or country - regeneration of an area - creation of jobs - <p>Levels marked</p> <p>Level 1 Answers were likely to be basic and include some understanding of the public sector's role in the UK.</p> <p>Level 2 Answers are likely to be detailed and include some understanding of the public sector's role in the UK. Better answers are likely to include examples from case studies.</p>	0 – 6	AO1-6
(c)	<p>Possible appeals:</p> <ul style="list-style-type: none"> - raises the awareness of a city - indicates a city as a specialist conference choice - increase in business tourism - creates income and jobs for the city - multiplier effect - the facilities are concentrated in one district. <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include only 1 or 2 appealing points.</p> <p>Level 2 Answers are likely to be detailed and include at least 2 or 3 appealing points.</p>	0 – 6	AO2-6

Question	Answer	Marks	Assessment Objective
(d)	<p>Economic impacts:</p> <ul style="list-style-type: none"> - increase in business tourism - creation of jobs - creation of wealth - increased foreign earnings - multiplier effect for both tourism and non-tourism organisations - loss of custom, income and jobs at similar facilities. <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include only 1 or 2 economic impacts. Little or no assessment. Maximum of 3 marks for list/generic type answers.</p> <p>Level 2 Answers are likely to be detailed and include at least 2 or 3 economic impacts. Some assessment.</p> <p>Level 3 Answers are likely to be well developed and include at least 3 or 4 economic impacts. Clear assessment.</p>	<p>0 – 8</p> <p>0 – 3</p> <p>4 – 7</p> <p>8 – 10</p>	AO2
	Total Marks	26	

Question	Answer	Marks	Assessment Objective
Q.2 (a)	<p>Attractions/facilities:</p> <ul style="list-style-type: none"> - sandy bays/beaches - White Beach - Bat Caves - Dead Forest - Mount Luho - Pacific Ocean - a wide range of activities including windsurfing, snorkelling, scuba diving and horseback riding. - a good nightlife - plenty of restaurants and bars - luxury accommodation - Kar-Tir Shell Museum <p>Levels Marks</p> <p>Level 1 Answers are likely to be basic. Maximum of 2 for generic/list type answers.</p> <p>Level 2 Answers are likely to be detailed. A wide range of attractions and facilities are included.</p>	0 – 6	AO1-6
(b) (i)	<p>Possible answers:</p> <ul style="list-style-type: none"> - to optimise profit - import/bring in cheaper food and drink from outside - to keep customers on site - reduction in security/fraud risk as less money is handled - cheap labour can be imported <p>Levels Marked</p> <p>Level 1 Likely to be basic and include only 1 or 2 suggestions.</p> <p>Level 2 More detailed and include 2 or more suggestions.</p>	0 - 6	AO2-6
(ii)	<p>Possible answers:</p> <ul style="list-style-type: none"> - hotels/resorts might be owned by overseas organisation - jobs might be taken by people from the hotel/resort country of origin - food and drinks might be flown in from abroad instead of using local produce/suppliers - leakage- los of income/profit abroad - tourists might not venture beyond the hotel/resort - no multiplier effect. 	0 - 8	AO1-3

Question	Answer	Marks	Assessment Objective
	<p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include little or no understanding of all-inclusive holidays and their impacts. Maximum of 3 marks for list/generic type answers.</p> <p>Level 2 Answers are likely to be detailed and include some understanding of all-inclusive holidays and their impacts.</p> <p>Level 3 Answers are likely to be well developed and a clear understanding of all-inclusive holidays and their impacts.</p>	<p>0 – 3</p> <p>4 – 6</p> <p>7 - 8</p>	
(c)	<p>Possible answers:</p> <ul style="list-style-type: none"> - damage to coral reefs - damage to plant life - threat to wildlife and their habitats - erosion of the landscape - increase in litter - water abuse - sand loss from the beaches - sea pollution/sewage. - traffic related problems <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include only 1 or 2 negative impacts. Little or no exemplification of assessment. Maximum of 3 marks for list/generic type answers.</p> <p>Level 2 Answers are likely to be detailed and include at least 2 or 3 exemplified negative impacts. Some assessment.</p> <p>Level 3 Answers are likely to be well developed and include at least 4 exemplified negative impacts. Clear assessment.</p>	<p>0 – 10</p> <p>0 – 3</p> <p>4 – 7</p> <p>8 - 10</p>	<p>AO2-3 AO4-7</p>
		Total	30

Question	Answer	Marks	Assessment Objective
Q.3 (a)	<p>Possible answers:</p> <ul style="list-style-type: none"> - to fight exploitation in tourism - to campaign on human rights within the tourism industry - to seek solutions to tourism issues to the benefit of the host community - to collaborate with governments, NGOs, the TT industry and local communities. - to influence decisions by governments and the TT industry - to contribute to the UN's Trade and Development policies - to educate tourists by providing information - to produce educational resources - to promote local issues in the worldwide conservation/presentation <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include little or no understanding of the voluntary's sectors role. Answers taken directly from the resource.</p> <p>Level 2 Answers are likely to be detailed and include some understanding of the voluntary's sectors role.</p>	<p>0 - 6</p> <p>0 – 3</p> <p>4 - 6</p>	AO1-6
(b)	<p>Possible answers:</p> <ul style="list-style-type: none"> - region - dress codes - language - way of life - traditions in food, song and dance - traditional crafts/skills - invasion of privacy - sacred sites > religious/historical/cultural - second homes <p>Levels marked</p> <p>Level 1 Answers likely to be basic and include only 1 or 2 examples of cultural conflict. Little or no evidence of case study examples. Maximum of 3 for list/generic type answers.</p> <p>Level 2 Answers are likely to be detailed and include at least 2 or 3 examples of cultural conflict. Some reference to case studies.</p> <p>Level 3 Answers are likely to be well developed and include at least 3 or 4 examples of cultural conflict.</p>	<p>0 – 8</p> <p>0 – 3</p> <p>4 – 6</p> <p>7 - 8</p>	AO1-8

Question	Answer	Marks	Assessment Objective
(c)	<p>Possible answers:</p> <ul style="list-style-type: none"> - A sustainable tourism strategy aims to conserve and manage the environment in which tourism takes place. It also aims to conserve traditional ways of life enjoyed by the host communities. Examples of strategies: - employment of local labour - educating tourists and local residents - use of profits/income to improve local housing, roads, schools, utilities and hospitals - involvement of local communities in decision making - protection of the environment with regard to local livelihoods - local schemes for parking and congestion - information given in brochures and on website - information leaflets in the destination. E.g. hotels, visitor centres – behaviour expected, dress codes - guided tours by local residents - funding for traditional communities to maintain crafts, skills, music, food - funding for sustainable projects. <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include 1 or 2 strategies. Little or no link to studied examples. Maximum of 4 for list/generic type answers. Little or no analysis.</p> <p>Level 2 Answers are likely to be detailed and include at least 2 or 3 strategies. Some link to studied examples. Some analysis.</p> <p>Level 3 Answers are likely to be well developed and include at least 3 or 4 strategies. Clear link with studied examples. Clear analysis.</p>	<p>0 – 10</p> <p>0 – 3</p> <p>4 – 7</p> <p>8 - 10</p>	<p>AO2-3 AO4-7</p>
	Total Marks	24	

Question	Answer	Marks	Assessment Objective
4. (a) (i)	<p>Could include – small and large scale projects, e.g. building of pathways, refurbishment of a hotel. Coastal resorts and Disneyland type projects.</p> <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include only 1 or 2 examples of tourism development from the MEDW. Maximum of 2 for list/generic type answers.</p> <p>Level 2 Answers are likely to be detailed and include at least 3 or 4 examples of tourism development from the MEDW.</p> <p>Level 3 Answers are likely to be well developed and include at least 4 or 5 examples of tourism development from the MEDW.</p>	<p>0 – 6</p> <p>0 - 3</p> <p>4 - 6</p>	AO1-8
(ii)	<p>Possible answers:</p> <ul style="list-style-type: none"> - job creation - increase in foreign currency - creating income for commercial operators - regeneration - environmental improvements - improving the quality of life – community facilities - improving the image of an area - creating an identity – regional or national <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include 1 or 2 positive impacts. Maximum of 3 for list/generic type answers. Little or no evaluation.</p> <p>Level 2 Answers are likely to be detailed and include at least 2 or 3 positive impacts. Some link to the tourism developments in (a). Some evaluation.</p> <p>Level 3 Answers are likely to be well developed and include at least 4 positive impacts. Clear link with the tourism developments in (a). Clear evaluation.</p>	<p>0 – 12</p> <p>0 – 4</p> <p>5 – 8</p> <p>9 - 12</p>	AO2-4 AO4-8
	Total Marks	20	
	Grand Total	100	

AO1 = 41 AO2 = 30 AO4 = 29

UNIT 7 - MANAGING TRAVEL & TOURISM ORGANISATIONS

Question	Answer	Marks	Assessment Objective
Q.1 (a)	<p>Positive motivational techniques:</p> <ul style="list-style-type: none"> - Management styles – hierarchical, flat - Clear organisational objectives - Good communication channels allow employees to understand the organisations objectives - Target settings linked to objectives – SMART - Flexible hours of work allow employees a good work-life balance - Team working – working effectively as a unit - Financial incentives such as commission - Other incentives such as vouchers, holidays - Pleasant working environment such as the décor and a staff room - Empowerment – staff can make decisions without referring to a manager 	0-12	AO1-12
	<p>Levels marked</p>		
	<p>Level 1 Answers are likely to be basic and include only 1 or 2 techniques. Little reference to travel and tourism organisations.</p>	0-4	
	<p>Level 2 Answers are likely to be detailed and include at least 3 or 4 techniques. Some reference to travel and tourism organisations.</p>	5-8	
	<p>Level 3 Answers are likely to be well developed and include 4 or more techniques. Clear reference to travel and tourism organisations.</p>	9-12	

Question	Answer	Marks	Assessment Objective
(b)	<p>Benefits:</p> <ul style="list-style-type: none"> - Contented staff - Better customer service - Greater productivity - More customers - More satisfied customers - Increased profit - Bigger bonuses <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include only 1 or 2 benefits. The answer might only refer to the organisation or the staff.</p> <p>Level 2 Answers are likely to be detailed and include at least 3 benefits. Some reference to the organisation and staff.</p> <p>Level 3 Answers are likely to be well developed and include at least 4 benefits. To achieve level 3 the candidates must include benefits for the organisation and its staff.</p>	<p>0-10</p> <p>0-3</p> <p>4-7</p>	AO1-10
	Total	22	

Question	Answer	Marks	Assessment Objective
Q.2 (a) (i)	<p>An appropriate organisation should have been selected by the candidate.</p> <p>Levels marked</p> <p>Level 1 Answers are likely to be basic with only 1 or 2 procedures identified.</p> <p>Level 2 Answers are likely to be detailed with at least 3 procedures identified.</p>	<p>0-8</p> <p>0-4</p> <p>5-8</p>	AO1-8
(ii)	<p>An evaluation linked to the selected organisation.</p> <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include some evaluation of the organisation's complaints procedure</p> <p>Level 2 Answers are likely to be detailed and include a clear evaluation of the organisation's complaints procedure. To achieve 7 or 8 marks candidate answers must include internal and external customers.</p>	<p>0-8</p> <p>0-4</p> <p>5-8</p>	AO4-8
(b)	<p>Compensation culture: the increasing chance of aggrieved customers suing organisations they feel have wronged them – resorting to legal means. Lesser forms include the seeking of refunds or free meals. TT organisation managers seek to avoid litigation because it can be expensive and attract unwelcome publicity. Discrete payments might be made. Managers face the challenge of providing enjoyment and excitement but at what risk.</p> <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include only 1 or 2 examples of claims and managerial / organisational responses.</p> <p>Level 2 Answers are likely to be detailed and include at least 2 or 3 examples of claims and managerial / organisational responses.</p>	<p>0-8</p> <p>0-4</p> <p>5-8</p>	AO2-8
	Total	24	

Question	Answer	Marks	Assessment Objective
<p>Q.3 (a)</p>	<p>Customer service quality standards:</p> <ul style="list-style-type: none"> - Value for money - Accuracy of information - Reliability of customer service staff - Level of staffing - Enjoyment - Health & safety record - Cleanliness and hygiene - Provision of special needs <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and might only include 1 or 2 quality standards. Little reference to travel and tourism organisations.</p> <p>Level 2 Answers are likely to be detailed and include at least 3 quality standards. Some reference to travel and tourism organisations.</p> <p>Level 3 Answers are likely to be well developed and include at least 4 techniques. Clear reference to travel and tourism organisations.</p>	<p>0-10</p> <p>0-3</p> <p>4-7</p> <p>8-10</p>	<p>AO1-10</p>
<p>(b)</p>	<p>Technology is used to generate technical data (report) on quality assurance measures. The printouts are used by travel and tourism managers to assess customer service quality against company targets.</p> <p>Examples include:</p> <ul style="list-style-type: none"> - telephone call response time - number of website hits - number of customers served - customer wait time at the bar - customer service time in a restaurant <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include only 1 or 2 examples. Some understanding and knowledge of technical data is shown. Little reference to travel and tourism organisations.</p> <p>Level 2 Answers are likely to be detailed and include at least 2 or 3 examples. Candidates have a clear understanding of technical data. Some reference to travel and tourism organisations.</p>	<p>0-6</p> <p>0-3</p> <p>4-6</p>	<p>AO1-1 AO2-4</p>

Question	Answer	Marks	Assessment Objective
(c)	<p>Communication channels:</p> <ul style="list-style-type: none"> - Staff meetings - Induction training - Ongoing training - Internal emails - Memos - Notice boards <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include only 1 or 2 communication channels. Little reference to travel and tourism organisations. There is little or no evaluation.</p> <p>Level 2 Answers are likely to be detailed and include at least 2 or 3 communication channels. Some reference to travel and tourism organisations. There is some evaluation.</p> <p>Level 3 Answers are likely to be well developed and include at least 4 communication channels. Clear reference to travel and tourism organisations. There is a clear evaluation.</p>	0-12 0-4 5-8 9-12	AO2-2 AO4-10
	Total	28	

Question	Answer	Marks	Assessment Objective
Q.4 (a) (i)	Any 2 relevant laws or regulations and their intentions and requirements.	0-8	AO2-8
	Permutations: 2 x 4 marks. 1 mark for a relevant law or regulation. 3 marks for the intentions and requirements.		
	(ii) Possible impacts: <ul style="list-style-type: none"> - extra costs - more training - reduced profits - increased prices - poor image – safety record - good image – safety record - a safer environment for staff and customers 	0-8	AO4-8
	Levels marked Level 1 Answers are likely to be basic and include little or no analysis with only 1 or 2 impacts. Some reference to travel and tourism organisations.	0-4	
Level 2 Answers are likely to be detailed and include some analysis with at least 2 or 3 impacts. Clear reference to travel and tourism organisations.	5-8		

Question	Answer	Marks	Assessment Objective
(b)	<p>Possible security measures:</p> <ul style="list-style-type: none">- CCTV- passwords- usernames- secure websites- greater luggage inspection- banning of potential weapons/sharp objects/liquids- X-ray gates- security guards- warning signs <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include only 1 or 2 security measures with little or no explanation. Little reference to property, staff and customers.</p> <p>Level 2 Answers are likely to be detailed and include at least 2 or 3 security measures with some explanation. Some reference to property, staff and customers.</p> <p>Level 3 Answers are likely to be well developed and include at least 3 or 4 security measures with clear explanations. Clear reference to property, staff and customers.</p>	0-8 0-3 4-7	AO2-8
	Total	26	

AO1 = 42 AO2 = 32 AO4 = 26



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