



GCE MARKING SCHEME

**TRAVEL & TOURISM
AS/Advanced**

SUMMER 2011

INTRODUCTION

The marking schemes which follow were those used by WJEC for the Summer 2011 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.

	Page
Unit 1 - Introducing Travel & Tourism	1
Unit 3 - Marketing in Travel & Tourism	7
Unit 5 - Tourism Impacts and Tourism Development	14
Unit 7 - Managing Travel and Tourism Organisations	21

Question	Answer	Mark allocation	Assessment objective
2. (a)	A - Inbound B - Domestic C - Outbound	0 - 1	AO1
(b)	Cheaper option. No change of currency. Familiar with road/transport systems. Easier transport options - flight not necessary. Language Simpler Any 2 from.	0 - 2	AO2 - 2
(c)	<p>Possible answers:</p> <ul style="list-style-type: none"> - the range of cultural/historic attractions - St. Paul's Cathedral, Tower of London - the range of natural attractions/landscape - coastlines, Lake District - the capitals - London/Cardiff/Edinburgh - some of the world's most famous cities - the UK/London is an important financial centre - business tourism - architectural appeal - castles, stately homes, gardens - Warwick, Windsor, Chatsworth, Hampton Court - the UK is one of the main sports tourism destinations - football, rugby, 2012 Olympics - the Royal family - Buckingham Palace. - accessibility - exchange rate <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include only 1 or 2 reasons. Little or no explanation or exemplification.</p> <p>Level 2 Answers are likely to be detailed and include at least 2 or 3 reasons. Some explanation and exemplification. A maximum of 3 for generic or list type answers.</p>	<p>0 - 6</p> <p>0 - 3</p> <p>4 - 6</p>	AO1
(d)	<p>Possible answers:</p> <ul style="list-style-type: none"> - exchange rates - higher taxes - airport/airline, VAT - terrorism - bad publicity - war, disease, politics - weather - economic factors - global recession. <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include only 1 or 2 factors. 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 factors.</p> <p>Level 3 Answers are likely to be well developed and include 3 or 4 factors.</p>	<p>0 - 8</p> <p>0 - 3</p> <p>4 - 6</p> <p>7 - 8</p>	AO1
		Total = 17	

Question	Answer	Mark allocation	Assessment objective
3. (a)	Coach - National Express, Silcox, Shearings etc. Car Hire - Avis, Hertz, Europa etc. Rail - Aviva, First Great Western, Virgin etc.	0 - 3	AO1
(b)	<p>Possible answers:</p> <ul style="list-style-type: none"> - gives more flexibility - visit own choice of attraction/destination - provision of a low mileage car/reliable - you don't have to drive to a destination - France/Spain <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include only 1 or 2 advantages. List type answers.</p> <p>Level 2 Answers are likely to be detailed and include at least 2 advantages.</p>	0 - 4 0 - 2 3 - 4	AO2
(c)	<p>Possible answers:</p> <ul style="list-style-type: none"> - less flexibility/control over the holiday - comparison with flights - comfort - congestion - mixing with other tourists. - costs <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include only 1 or 2 disadvantages. List type answers.</p> <p>Level 2 Answers are likely to be detailed and include at least 2 disadvantages.</p>	0 - 4 0 - 2 3 - 4	AO2
(d)	<p>Possible answers:</p> <ul style="list-style-type: none"> - effective transport systems are needed to attract tourists - effective transport destinations are needed within some destinations - metro, trams, buses, taxis. - losing out to competitors destinations - business tourists need quick, efficient systems - leisure tourists have higher expectations - green transport technology is a selling point - local pride in the transport options/technology. <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include only 1 or 2 reasons. Generic or list type answers. Little or no evaluation. Little or no link to destination.</p> <p>Level 2 Answers are likely to be detailed and include at least 2 or 3 reasons. Some evaluation. Some link with tourism destination.</p>	0 - 6 0 - 3 4 - 6	AO1 - 2 AO3 - 4
		Total = 17	

Question	Answer	Mark allocation	Assessment objective
4. (a)	<p>Possible answers:</p> <ul style="list-style-type: none"> - to preserve/conserve natural attractions - to preserve/conserve historic buildings - to protect wildlife - to protect host destinations and the resident population. - promote e.g. tourist board working with local authorities. <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include only 1 or 2 examples. A maximum of 2 for list type answers.</p> <p>Level 2 Answers are likely to be detailed and include at least 2 examples.</p>	<p>0 - 4</p> <p>0 - 2</p> <p>3 - 4</p>	AO2
(b)	<p>Possible answers:</p> <ul style="list-style-type: none"> - the preservation/conservation of historic buildings, such as stately homes, helps to attract tourists. The UK's heritage is protected for future generations. - the attraction of tourists means spending on transport and accommodation providers - multiplier effect on host destinations - host destinations benefit with the creation of jobs in youth hotels (YHA), National Trust attractions, wildlife/wetland trusts - the UK's landscape and heritage appeal to both overseas and domestic tourists. <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include only 1 or 2 examples. Little assessment. A maximum of 3 for list type answers.</p> <p>Level 2 Answers are likely to be detailed and include at least 2 or 3 examples. Some assessment.</p>	<p>0 - 6</p> <p>0 - 3</p> <p>4 - 6</p>	AO3
		Total = 10	

Question	Answer	Mark allocation	Assessment objective
5. (a)	<p>Possible answers:</p> <ul style="list-style-type: none"> - Holidays With Pay Act - more leisure time/less working hours - more paid holidays - greater mobility - car and other transport - greater disposable income - earlier retirement - increase life expectancy <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include only 1 or 2 factors.</p> <p>Level 2 Answers are likely to be detailed and include at least 2 or 3 factors.</p> <p>Level 3 Answers are likely to be well developed and include 3 or 4 factors.</p>	<p>0 - 8</p> <p>0 - 3</p> <p>4 - 6</p> <p>7 - 8</p>	AO1
(b)	<p>Any 2 from:</p> <ul style="list-style-type: none"> - creation of jobs (1) - hotels, pubs, attractions (1) - creation of wealth/income - tourists spend, workers disposable income - multiplier effect - further investment attracted <p>Permutations: Example: 1 mark for the creation of jobs. 1 mark for exemplification - in hotels, attractions</p>	0 - 4	AO2
(c)	<p>Any 2 from:</p> <ul style="list-style-type: none"> - Costa del Sol - Costa Brava - Benidorm - The Algarve - French/Italian Riviera - Mediterranean coast. <p>Any other correct answer.</p>	0 - 2	AO1
(d)	<p>Any 2 from:</p> <ul style="list-style-type: none"> - coastal locations (generally) - sun, sea, sand - package holiday destinations - chartered aircraft - few/less independent travellers - large number of tourists visiting a destination. 	0 - 2	AO2

**UNIT 3
MARKETING IN TRAVEL & TOURISM**

Question	Answer	Mark allocation	Assessment objective
1. (a) (i)	Accept any two from: Specific Measurable Achievable Realistic Time bound/time related	2	AO1
(ii)	Accept any suitable example of an objective for a profit making organisation. Give 1 mark for simple statement, 2 marks for developed explanation linked to each of the criteria.	1 2 + 2	AO1 AO2
	Total 7 marks		
2. (a)	A focus group could be used to gather information on what it sees as a new product or service that the organisation could provide. It will be used to discuss features and benefits of the product and the price the focus group is willing to pay for that product or service. The focus group could be used to sample the product or service and give opinion on quality and suitability. Levels marked Level 1 Basic explanation of 1 or 2 uses of a focus group. Level 2 Clear explanation of 2 or more ways in which a focus group could be used. A really well developed answer of 1 aspect of the use of a focus group gives a maximum mark of 3.	4 1 - 2 3 - 4	AO1

Question	Answer	Mark allocation	Assessment objective
3. (a) (i)	<ul style="list-style-type: none"> • Market segmentation makes it easier for an organisation to get the product or service right for the customer; • easier to place the chosen promotional materials in suitable media. <p>Accept any relevant comment has been explained.</p>	2	AO1
(ii)	<p>Named organisation given</p> <p>Levels marked</p> <p>Level 1 Basic description of how organisation has segmented its market and how it has marketed to the target audience. No mention made of marketing strategy.</p> <p>Level 2 Clear description of the market segments and marketing strategy used by the named travel and tourism organisation with an explanation of the reason for doing so linked to marketing strategy.</p> <p>Maximum of level 1 awarded if no named organisation has been given.</p>	6 0-3 4-6	AO2
(b) (i)	<p>Accept any two attractions from Fig 1. Marks to be awarded for each appropriate target market identified for the attraction with second mark given for the justification of the suggestion. No mark for naming the attraction.</p>	2 + 2	AO2
(ii)	<p>Advantages:</p> <ul style="list-style-type: none"> • tourists already in the area when they pick up brochure • may be looking for additional attractions to visit • want to find out about the area <p>Disadvantages</p> <ul style="list-style-type: none"> • limited to tourists who are in the area • not reaching potential visitors unless TICs outside the south west stock the magazine <p>Permutation of 4 x 1 if the advantages and disadvantage given have been developed in the answer however, a maximum of 2 marks should be given if the answer focuses either on the advantages alone or only on the disadvantages.</p>	4	
Total 16 marks			

Question	Answer	Mark allocation	Assessment objective
4. (a)	<p>Newspapers may be used to:</p> <ul style="list-style-type: none"> • place an advertisement • provide PR by writing a feature on a product or service • create a supplement on all aspects of the specific organisation • feature the same product by competing organisation in comparison articles • sponsor an activity at the organisation • target a specific market according to circulation of paper used for placement <p>Accept any three different uses that are identified; give second mark for development of description.</p>	3 x 2	AO1
(b) (i)	<p>Television advertising may be too expensive for a small company to consider for national coverage and local coverage may be too limited to meet the needs of the small travel and tourism organisation.</p> <p>Accept any two statements briefly given or one statement developed clearly.</p>	2	AO1
(ii)	<p>Promotional materials for named organisation described.</p> <p>Levels marked</p> <p>Level 1 Basic description of promotional materials used by the named organisation with little or no evaluation.</p> <p>Level 2 Clear description of the promotional materials used by the named organisation with a sound attempt at evaluation.</p> <p>Level 3 Clear description of the promotional materials used by the named organisation with sound attempt at evaluation of the materials.</p> <p>Maximum of level 1 awarded if no named organisation has been given.</p>	<p>8</p> <p>0 - 3</p> <p>4 - 6</p> <p>7 - 8</p>	AO2
Total 16 marks			

Question	Answer	Mark allocation	Assessment objective
(c)	<p>Branding important as</p> <ul style="list-style-type: none"> • easily identifies company • customer recognises associated quality; • ensures repeat business by satisfied customers; • distinguishes one company from its competitors <p>Levels marked</p> <p>Level 1 Basic explanation of 1 or 2 aspects of the importance of branding</p> <p>Level 2 Clear explanation of 2 or more aspects of the importance of branding to travel and tourism organisations.</p>	4	
Total 14 marks			
6. (a)	<p>Named organisation given</p> <p>Political factors:</p> <ul style="list-style-type: none"> • changes of government policy; • legislation affecting business operation <p>Economic factors:</p> <ul style="list-style-type: none"> • Recession; • Rates of unemployment increase; • more disposable income as economy revives; • exchange rates alter; • taxes introduced; • rates of taxation altered <p>Technological factors</p> <ul style="list-style-type: none"> • Introduction of new forms of transport; • new computer programmes affecting company operating procedure e.g. online check in; • development of websites and internet based services <p>One mark for each suggestion of how the factor could affect the performance of the organisation's business, with a second mark for development of the suggestion.</p>	9	AO1 AO2

Question	Answer	Mark allocation	Assessment objective
(b)	<p>Named organisation given</p> <p>Results of SWOT analysis described and explanation given of how SWOT was used to develop the business. For example strengths are enhanced, weaknesses have been tackled and improvements made. Opportunities have been developed to increase range of products and services on offer, perceived threats from competitors have been explored and remedies put into practice.</p> <p>Levels marked</p> <p>Level 1 Some of the SWOT factors identified briefly for the named organisation. Little or no explanation of its usefulness to the organisation in developing the business.</p> <p>Level 2 Clear description of the SWOT analysis for the named organisation with a brief explanation of how this has helped the organisation in developing its business.</p> <p>Level 3 Well developed explanation of the SWOT analysis for the named organisation with clear understanding shown of how this helps the organisation with clear understanding shown of how this helps the organisation to develop its business position.</p>	<p>6</p> <p>0 - 3</p> <p>4 - 6</p> <p>7 - 8</p>	<p>AO2 (3) AO4 (3)</p>
	Total	15 marks	
	Total for paper	80	

Question	Answer	Mark allocation	Assessment objective
(c)	<p>Possible answers:</p> <ul style="list-style-type: none"> - technological backwardness - landlocked location - mountainous landscape - civil disorder - limited transport accessibility - susceptibility to natural disasters - environmental problem - eco-cultural problems - economic problems (leakage). <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include some identification of the problems but little or no assessment.</p> <p>Level 2 Answers are likely to be detailed and include some identification and assessment.</p> <p>Level 3 Answers are likely to be well developed and include a detailed identification and assessment.</p>	<p>0 - 8</p> <p>0 - 3</p> <p>4 - 6</p> <p>7 - 8</p>	<p>AO1 - 3 AO4 - 5</p>
(d)	<p>Possible answers:</p> <ul style="list-style-type: none"> - the government might support the industry with finance/grants - the government might help in the marketing of Nepal and its attractions - the government might help in the providing of information about Nepal - the government and the travel and tourism industry might work together on projects. E.g. the building of a new airport or modernising of transport provision - accommodation and transport providers might produce a package together - tour operators might work with the government in meeting the tourists needs - voluntary organisations might provide expertise sustainable and responsible tourism projects - reference to organisations such as BA, Qantas, Hilton, Mcdonalds. <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include some identification of the problems but little or not assessment.</p> <p>Level 2 Answers are likely to be detailed and include some identification and assessment.</p> <p>Level 3 Answers are likely to be well developed and include a detailed identification and assessment.</p>	<p>0 - 8</p> <p>0 - 3</p> <p>4 - 6</p> <p>7 - 8</p>	<p>AO1 - 4 AO2 -4</p>
		Total = 28	

Question	Answer	Mark allocation	Assessment objective
2. (a)	<p>Any 4 from:</p> <ul style="list-style-type: none"> - Miami developer/Capo Group/Private developer - Tourism Concern - Bahamas government - local government - Hilton Group/Hotels - local Biminities/fishermen - Bahamian environmental organisations - international scientific groups 	0 - 4	AO1 - 4
(b) (i)	<p>Possible objectives:</p> <ul style="list-style-type: none"> - Profit - Capo/Hilton Group - Jobs - Bahamian Government/local people/local communities/Tourism Concern - Increase in Bimini's/Bahamas wealth/income - Protection of the environment - local communities/ - Tourism Concern/Bahamian environmental organisations/international scientific community <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include only 1 or 2 objectives with little or no link to the agents of tourism development.</p> <p>Level 2 Answers are likely to be detailed and include at least 2 objectives linked to agents of tourism development.</p>	<p>0 - 6</p> <p>0 - 3</p> <p>4 - 6</p>	AO2 - 6
(ii)	<p>Possible answers:</p> <ul style="list-style-type: none"> - the profit driven agents have ignored the interest of the local communities - the profit driven agents have little empathy with the environmental issues - the government appear not to have supported their communities with regard to jobs and the environment <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include only 1 or 2 areas of conflict with little or no link to the agents of tourism develop.</p> <p>Level 2 Answers are likely to be detailed and include at least 2 areas of conflict linked to agents of tourism development.</p> <p>Level 3 Answers are likely to be developed and include at least 3 areas of conflict linked to agents of tourism development.</p>	<p>0 - 8</p> <p>0 - 3</p> <p>4 - 6</p> <p>7 - 8</p>	AO1 - 3 AO4 - 5

Question	Answer	Mark allocation	Assessment objective
3. (a) (i)	<p>Possible answers:</p> <ul style="list-style-type: none"> - reference to increased/new attractions - reference to increased/new accommodation types - reference to developments in transport systems - reference to developments in the infrastructure - reference to the Tourism Area Life Cycle (TALC) - introduction - saturation/stagnation - decline - rejuvenation. <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include a little knowledge of the chosen destinations process of development. Maximum of 3 marks for list/generic type answers.</p> <p>Level 2 Answers are likely to be detailed and include some knowledge of the chosen destinations process of development.</p> <p>Level 3 Answers are likely to be well developed and include clear knowledge of the chosen destinations process of development.</p>	0 - 8	AO2 -8
		0 - 3	
		4 - 6	
		7 - 8	
(ii)	<p>Possible answers:</p> <ul style="list-style-type: none"> - creation of jobs - creation of wealth/income - further investment - hotels, attractions - multiplier effect - higher standard of living - better way of life - improved infrastructure - roads, schools, hospitals - seasonal and low paid job - leakage - little benefit to the local community - financial/social - loss of culture - language, crafts, dance, food, drink. 	0 - 10	AO1 - 4 AO4 -6
	<p>Level 1 Answers are likely to be basic and include only 1 or 2 examples of economic and socio-cultural impacts. Little assessment or exemplification. Maximum of 3 marks for generic/list type answers.</p>	0 - 3	
	<p>Level 2 Answers are likely to be detailed and include at 3 examples of economic and socio-cultural impacts. Some assessment and exemplification.</p>	4 - 7	
	<p>Level 3 Answers are likely to be well developed and include at least 4 examples of economic and socio-cultural impacts. Clear assessment and exemplification.</p>	8 - 10	
		Total = 18	

Question	Answer	Mark allocation	Assessment objective
4. (a)	<p>Possible answers: Eco-tourism is when the main purpose of travel is to appreciate the natural environment of an area or to learn more about its culture and history, whereas responsible tourism is about encouraging the tourists to respect the environment and culture of the area they are visiting. Eco-tourists often take part in eco-tourism activities, whereas we can all be responsible tourists.</p> <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and show little understanding of the differences between ecotourism and responsible tourism.</p> <p>Level 2 Answers are likely to be detailed and show a sound understanding of the differences between ecotourism and responsible tourism.</p>	<p>0 - 4</p> <p>0 - 2</p> <p>3 - 4</p>	AO1 -4
(b) (i)	<p>Possible answers:</p> <ul style="list-style-type: none"> - visiting natural attractions - activities as walking, photography, wine tasting - 'green' transport options within the destination - learning about the destination's environment – guided nature walks - learning about the destination's culture/history – visits to local villages and heritage sites - respecting local culture – information on local customs, dress codes - 'green' accommodation - talks by local experts – culture, history, nature. <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and only include 1 or 2 examples of eco-tourism activities. Little or no understanding of eco-tourism activities. List type answers.</p> <p>Level 2 Answers are likely to be detailed and include 2 or 3 examples of eco-tourism activities. Some understanding of eco-tourism activities.</p>	<p>0 - 6</p> <p>0 - 3</p> <p>4 - 6</p>	AO2 -6

Question	Answer	Mark allocation	Assessment objective
(ii)	<p>Possible answers:</p> <ul style="list-style-type: none"> - creation of jobs – using local builders, suppliers - creation of wealth/income – for local people and conservation funds - little or no leakage - multiplier effect - less impact on the local environment - tourists are more aware of their impact - tourists are more likely to respect the local culture. <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include only 1 or 2 benefits. List type answers.</p> <p>Level 2 Answers are likely to be detailed and include at least 2 or 3 benefits.</p>	<p>0 - 6</p> <p>0 - 3</p> <p>4 - 6</p>	AO1 - 6
(c)	<p>Possible answers:</p> <ul style="list-style-type: none"> * * * * * 	0 - 10	AO1 - 4 AO4 - 6
	<p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include little or knowledge of the chosen project. Maximum of 3 marks for generic/list type answers.</p>	0 - 4	
	<p>Level 2 Answers are likely to be detailed and include some knowledge of the chosen project.</p>	5 - 7	
	<p>Level 3 Answers are likely to be developed and include clear knowledge of the chosen project.</p>	8 - 10	
		Total = 26	

AO1 = 40
AO2 = 30
AO4 = 30

UNIT 7
MANAGING TRAVEL AND TOURISM ORGANISATIONS

Question	Possible Answer	Mark Allocation	Assessment Objective
1. (a)	Advantages of a low staff turnover: <ul style="list-style-type: none"> - savings on recruitment costs; - savings on staff training costs; - continuity of service standards, - consistency of approach to customers 	6	AO1
	Levels marked Level 1 Some of the advantages to travel and tourism organisations identified.	0 - 3	
	Level 2 All of the advantages identified and applied to businesses with some discussion of the negative aspects made.	4 - 6	
(b) (i)	An effective system of incentives could benefit the business by: <ul style="list-style-type: none"> - persuading staff to join your business - boosting productivity by setting individual or team incentives relating to certain business goals encouraging the meeting of targets which may be measured by quality, by quantity or by both. - focus employees on achieving targets - build teamwork and hence create a good working environment <p>Some incentives may benefit a business indirectly, e.g. free health assessments can lead to reduced absenteeism.</p>	4	AO1
(ii)	An effective system of incentives could help: <ul style="list-style-type: none"> - persuade staff to join your business - retain existing staff - increase staff motivation, morale and loyalty - focus employees on achieving targets build teamwork <p>Incentives can form an attractive element of an employment package by:</p> <ul style="list-style-type: none"> - enhancing the quality of working life - rewarding staff efforts - adding value of the employment contract all of which encourage staff to remain with the company. <p>They may help to foster team working which improves the working environment and creates a feeling of belonging, encouraging staff to stay with the company.</p>	4	AO1

Question	Possible Answer	Mark Allocation	Assessment Objective
(c)	<p>Financial incentives are useful for improving staff performance and can be self-financing: e.g.</p> <ul style="list-style-type: none"> - profit-related and share option schemes - bonuses - commission <p>Financial incentives focus on hitting targets and achievement is given a value. Rewards are sometimes small. Financial incentives can demoralise staff who do not earn them.</p> <p>Non-financial and indirectly financial incentives include:</p> <ul style="list-style-type: none"> - formal recognition/awards - vouchers - extra holidays - gifts - company cars <p>Non-Financial incentives can recognise employee priorities and lifestyles.</p> <p>Non-Financial rewards usually relate to the achievement of certain goals, either personal, team or organisational, or a combination of all and may include terms which have a cost to the company but are not perceived as financial by the recipient e.g. child care; medical services.</p>	12	AO2 - 6 AO4 - 6
	<p>Levels marked</p> <p>Discussion should relate to named organisation.</p>		
	<p>Level 1</p> <p>One or two incentives used by 1 or 2 organisations are given, possibly only referring to either financial or non-financial incentives. Limited evaluation of how incentives help to motivate staff.</p>	0 - 4	
	<p>Level 2</p> <p>Discussion of examples of both financial and non-financial incentives used by 3 or more organisations, with some evaluation of the effect of these incentives on staff motivation.</p>	5 - 8	
	<p>Level 3</p> <p>Detailed discussion of a range of incentives both financial and non-financial used by 3 or more named organisations which have been described clearly and show full understanding of their effectiveness on staff motivation.</p>	9 - 12	
		Total = 26	

Question	Possible Answer	Mark Allocation	Assessment Objective
2. (a) (i)	<ul style="list-style-type: none"> - Power failure, - bomb scare, - fire, - environmental health problem (kitchen closure, pool incident), - computer system failure <p>Detailed discussion which would include identification of the problem situation and the severity of its impact on the normal operation of the large hotel.</p>	4	AO2
(ii)	<ul style="list-style-type: none"> - Strike, - adverse weather, - airspace closure for a variety of reasons e.g. hurricane, volcanic eruption, - bomb threat, - hijack, - emergency evacuation, - major systems failure (luggage, handling, ticket issue, check-in operation) <p>Detailed discussion which would include identification of the problem situation and the severity of its impact on the airline's normal operation.</p>	4	AO2
(iii)	<ul style="list-style-type: none"> - Engineering breakdown, - severe weather conditions, - fire, - bomb scare, - major systems failure <p>Detailed discussion of the problem situation and their effect on the normal operation of the theme park.</p>	4	AO2

Question	Possible Answer	Mark Allocation	Assessment Objective
2. (b)	Complaints procedure described in detail for a named organisation showing understanding of the different levels of complaint handled by different levels of staff within organisation. Mention of empowerment permissions where applicable. Comment made on immediate response mechanisms as well as follow up procedures for more complex complaint situations.	12	AO2 - 6 AO4 - 6
	Levels marked for a named organisation Level 1 Very brief description of procedure for straightforward complaints with little or no evaluation comment.	0 - 4	
	Level 2 Clear description of all stages of complaints procedure acknowledging hierarchy of complaints and persons responsible for handling them. Evaluative comments made, albeit briefly.	5 - 8	
	Level 3 Comprehensive description of procedures in place. Evaluation made of all parts of the process. Detailed examples may be referred to in both description and evaluation to illustrate complexity of complaint handled by management.	9 - 12	
		Total = 24	

Question	Possible Answer	Mark Allocation	Assessment Objective
3. (a)	Named travel and tourism organisation given First aid needs to be provided under terms of H & S W Act by a trained first-aider. Accident would need to be reported to relevant authorities under RIDDOR 1995 if it involves fatal injury, major injury or any dangerous occurrence listed in the regulations, using required form. Any accident and its treatment needs to be recorded in organisation's accident book. Risk assessment may need to be revised	6	AO1
	Levels marked Level 1 Procedure briefly outlined. Mention of first aid and accident book for top end of mark range.	0 - 3	
	Level 2 Detailed procedures given with mention of meeting requirements of RIDDOR for top of end of scale.	4 - 6	
(b)	Named travel and tourism organisation given Some of the measures described might include: <ul style="list-style-type: none"> - Access for mobility disabled described to include provision of ramps, automatic doors, lifts and other access arrangements (use of CCTV in listed properties where lifts cannot be added to a building, interactive computer programmes, hands on activities etc) - Dedicated toilets for wheelchair users with appropriate mobility aids in place. - Lower counters for wheelchair users both customers and staff. - Hearing loops in place, staff trained in sign language, - Large print or Braille notices, - guide dogs permitted etc. - Special prices for those with carers to access facilities 	8	AO1
	Levels marked Level 1 Brief description of some of the measures in place perhaps focusing only on physical disabilities of customers.	0 - 4	
	Level 2 Detailed description of adaptations and access arrangements for a wide range of disabilities including reference to both customers and employees, with highest mark awarded to those who also mention how intellectual disabilities are met	5 - 8	
		Total = 14	

Question	Possible Answer	Mark Allocation	Assessment Objective
4. (a)	<p>Customer service quality standards are used by travel and tourism organisations</p> <ul style="list-style-type: none"> - to benchmark the products and services they provide. - to measure their organisation's performance on an ongoing basis - to assess both the efficiency of the business and - to assess their customers' opinions of the levels of service provided. 	4	AO1
(b) (i)	<p>Possible range of customer service quality standards which are used by the named organisation which could be described:</p> <ul style="list-style-type: none"> - Level of staffing - Staff presentation and uniform policy - Level of service e.g. response times, price and value of money - Product standard e.g. room layout, meal format - Accuracy and consistency of information - Accessibility - Health and safety - Cleanliness and hygiene - Provision for special needs including foreign cultures <p>Technical data: collection & processing Feedback procedures including</p> <ul style="list-style-type: none"> - Formal & informal feedback - Suggestion boxes - Focus groups - Mystery shoppers - Observation 	8	AO2
	<p>Levels marked: must identify named organisation</p> <p>Level 1 Answers might only include one or two customer service quality standards in the description for the named organisation.</p>	0 - 4	
	<p>Level 2 Descriptions cover three to five customer service quality standards for the named organisation.</p>	5 - 8	

Question	Possible Answer	Mark Allocation	Assessment Objective
4. (b) (ii)	Named travel and tourism organisation	8	AO4
	<p>Levels marked</p> <p>Level 1 One or two of the customer service quality standards described in part (i) are evaluated for their effect on the organisation. May only refer to either advantages or disadvantages.</p>	0 - 4	
	<p>Level 2 The three to five customer service quality standards identified in part (i) are evaluated clearly in a balanced manner considering both advantages and disadvantages showing full understanding of their effect on the organisation and its customers.</p>	5 - 8	
		Total = 20	

Question	Possible Answer	Mark Allocation	Assessment Objective
5. (a)	<p>The Data Protection Act 1998 covers:</p> <ul style="list-style-type: none"> - Information or data - stored on a computer or an organised paper filing system - about living people <p>The Act gives individuals rights to:</p> <ul style="list-style-type: none"> - gain access to their data; - seek compensation; - prevent their data being processed in certain circumstances; - "opt-out" of having their data used for direct marketing; - "opt-out" of fully automated decision-making about them. <p>Organisations must comply with the eight data protection principles which require data to be:</p> <ul style="list-style-type: none"> - fairly and lawfully processed; - processed for limited purposes; for reasons given to Information Commissioner - adequate, relevant and not excessive; - accurate; - not kept longer than necessary; - processed in accordance with individuals' rights; - kept secure; - not transferred abroad without adequate protection. <p>The Act provides protection for sensitive information about an individual's ethnic origins, political opinions, religious beliefs, trade union membership, health, sexual life and any criminal history.</p> <p>One mark for definition of data; one mark for individual's rights Six marks for all of the eight principles identified: (one mark for each of the first four principles identified, five marks if up to six principles are given and full six marks if all eight are given)</p>	8	AO1

Question	Possible Answer	Mark Allocation	Assessment Objective
5. (b)	<p>Named organisation given</p> <p>Description of operational practices with regard to Data protection to ensure all details are kept and administered in accordance with the law. Details given of administration processes using computers and payment records using electronic tills. Access safeguards described.</p>	8	AO4
	<p>Levels marked</p> <p>Level 1 Brief description of some of the organisation's procedures with limited reference to effectiveness under the act.</p> <p>Level 2 Detailed description and full understanding shown of their effectiveness under the act with comment on security of access and confidentiality guarantees. Maximum of three marks if only description is given.</p>	<p>0 - 4</p> <p>5 - 8</p>	
		Total = 16	
		Total = 100	



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