



GCE A level

1687/01

TRAVEL AND TOURISM

UNIT 7 - Managing Travel And Tourism Organisations

P.M. MONDAY, 17 June 2013

2 hours

INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen.

Answer **all** questions.

Write your answers in the answer booklet provided.

INFORMATION FOR CANDIDATES

The number of marks is given in brackets at the end of each question or part-question.

You are reminded of the need for good English and orderly, clear presentation in your answers. Assessment will take into account the quality of written communication used in your answers.

You are reminded that this paper is synoptic and so will test understanding of the connections between the different elements of the subject.

Answer all questions.

1. Customer service quality standards need to be set and monitored by managers of travel and tourism organisations.

- (a) Describe the range of different *customer service quality standards* that are set by travel and tourism organisations. [9]
- (b) Explain how *customer service quality standards* are, or could be, monitored by travel and tourism organisations you have studied. [8]
- (c) Evaluate the procedures used to monitor *customer service quality standards* within **one** named travel and tourism organisation you have studied. [8]

Total = 25 marks

2. Travel and tourism organisations deal with a wide range of customer complaints.

- (a) Outline the types of complaint that might be dealt with by both managers and other members of staff within **one** named travel and tourism organisation you have studied. [8]
- (b) Describe and evaluate the complaints procedures and policies for dealing with both external and internal customers for **one** named travel and tourism organisation you have studied. [8]
- (c) Explain and assess the impact of the *compensation culture* on complaint handling procedures within travel and tourism organisations. [8]

Total = 24 marks

3. Managers in travel and tourism organisations need to *motivate* their staff in order to ensure that they deliver high quality customer service.

- (a) Explain how travel and tourism organisations can benefit from having well motivated staff. [8]
- (b) Describe and evaluate the range of techniques used to *motivate* staff by named travel and tourism organisations you have studied. [10]

Managers of travel and tourism organisations use a range of *management styles*.

- (c) Describe the possible effects of different *management styles* on staff performance within travel and tourism organisations. [9]

Total = 27 marks

4. Managers of travel and tourism organisations need to be aware of European Union laws and directives which affect working practices. These include:

- Personal Protective Equipment at Work Regulations 1992;
- Reporting of Injuries, Diseases and Dangerous Occurrences Regulations 1995 (RIDDOR);
- Control of Substances Hazardous to Health Regulations 2002 (COSHH);
- European Working Time Directive 2003.

- (a) Outline the key intentions of **two** of the European Directives from the list above. [8]

There are many *security hazards* associated with travel and tourism, and every organisation within the industry should have procedures in place to identify and minimise these hazards.

- (b) Describe the procedures used by **named** travel and tourism organisations to minimise **two** of the following *security hazards*: [8]
- Violence to staff and customers;
 - Security of electronic information;
 - Terrorism and sabotage.

Travel and tourism organisations must also ensure the health and safety of their staff and customers at all times.

- (c) Describe and assess the effectiveness of the emergency evacuation procedures within **one** named travel and tourism organisation you have studied. [8]

Total = 24 marks

Total = 100 marks