



GCE A level

1687/01

TRAVEL AND TOURISM

UNIT 7: Managing Travel and Tourism Organisations

A.M. TUESDAY, 10 June 2014

2 hours

INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen.

Answer **all** questions.

Write your answers in the answer booklet provided.

Answer every question on a new page.

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. Travel and tourism organisations may receive different levels of complaints from both *internal* and *external customers* which need to be dealt with in appropriate ways.
- (a) Discuss the range of basic and complex complaints that could be received from *external customers* using examples from **two** of the following types of travel and tourism organisation:
- (i) a large hotel
 - (ii) a tour operator
 - (iii) a major tourist attraction. [10]
- (b) (i) Describe the *complaints procedures* used by **one** named travel and tourism organisation you have studied for dealing with both basic and complex complaints from *external customers*. [10]
- (ii) Evaluate the *complaints procedures* used by travel and tourism organisations for dealing with complaints from *internal customers*. [8]

Total = 28 marks

2. Managers in travel and tourism organisations need to ensure that the service their staff deliver is meeting their customers' needs. To do this they set *customer service quality standards*.
- (a) Outline how a manager could identify customers' needs when setting up a new travel and tourism organisation. [8]
- (b) Explain how the range of *customer service quality standards* set by named travel and tourism organisations meet customers' needs. [8]

In order to assess the effectiveness and quality of their customer service delivery, travel and tourism organisations need to set up procedures to monitor these standards.

- (c) Evaluate the procedures for monitoring *customer service quality standards* used by **one** named travel and tourism organisation you have studied. [8]

Total = 24 marks

3. Research shows that organisations with well motivated staff perform better than those with poorly motivated staff.

(a) Describe the variety of *motivational techniques* that managers of travel and tourism organisations could use to ensure that their staff are well motivated. [10]

(b) Identify and assess the likely effects on the operation of travel and tourism organisations which could result from having poorly motivated staff. [8]

Managers use different *management styles* when running travel and tourism organisations.

(c) Evaluate the strengths and weaknesses of **two** different *management styles* you have studied. [10]

Total = 28 marks

4. Travel and tourism managers need to ensure their organisations comply with the requirements of a range of *laws and regulations*.

(a) Describe the operational practices travel and tourism organisations must have in place to ensure the security of information under the requirements of the Data Protection Act 1998. [10]

Travel and tourism organisations must comply with the Disability Discrimination Acts of 1995 and 2005, the requirements of which have been updated into the Equality Act 2010.

(b) For **one** named travel and tourism organisation you have studied, describe and evaluate the measures put in place to comply with current disability laws and regulations for *external* and *internal customers*, and for people applying for jobs within the organisation. [10]

Total = 20 marks

END OF PAPER