



GCE A level

1687/01



S15-1687-01

TRAVEL AND TOURISM

UNIT 7: Managing Travel and Tourism Organisations

A.M. TUESDAY, 9 June 2015

2 hours

ADDITIONAL MATERIALS

In addition to this examination paper you will need a 12 page answer booklet.

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. Employees of many travel and tourism organisations are usually set *customer service quality standards* by their managers.
- (a) Outline the importance of each of the following *customer service quality standards* to customers of travel and tourism organisations:
- (i) Consistency of product or service delivery
 - (ii) Provisions of products or services for a range of different cultures. [8]
- (b) Discuss the benefits of *customer service quality standards*, **other** than those given in 1(a), that are used by named travel and tourism organisations you have studied. [8]

Managers of travel and tourism organisations may use a range of *communication channels* to inform employees and customers about their products and services.

- (c) Outline the *communication channels* which could be used to inform external customers of the *customer service quality standards* that have been set by managers of travel and tourism organisations. [6]

It is important for managers of travel and tourism organisations to monitor the delivery of their *customer service quality standards*.

- (d) Describe the range of appropriate procedures that could be introduced by the manager of a new hotel to monitor the effectiveness of customer service delivery. [8]

Total = 30 marks

2. Employees of travel and tourism organisations can be faced with a range of problem situations raised by their customers.
- (a) Outline the range of problem situations raised by customers that could be faced by employees in the following types of travel and tourism organisations:
- a theme park;
 - a ferry company. [10]

Such problem situations may lead dissatisfied customers to complain to the organisation.

- (b) Describe and evaluate the complaints procedures of a named travel and tourism organisation you have studied for handling both simple and complex complaints from customers. [8]

Travel and tourism organisations may be faced with customers who are seeking compensation when they are dissatisfied with the level of service they have received.

- (c) Assess the importance of effective complaints procedures in minimising the impact of this *compensation culture* on travel and tourism organisations. [6]

Total = 24 marks

3. Retention of employees is often the key to the operation of successful travel and tourism organisations.

- (a) Describe the range of financial and non-financial *motivational techniques* used by travel and tourism organisations to ensure the retention of employees. [10]
- (b) Assess the benefits that retention of employees can bring to travel and tourism organisations. [6]

The working environment within travel and tourism organisations can vary according to the *management style* operating within the organisation.

- (c) Describe **three** different *management styles* that can operate within travel and tourism organisations and evaluate their possible effect on the performance of employees. [10]

Total = 26 marks

4. Managers of travel and tourism organisations need to ensure that they provide a safe environment under the terms of the *Health and Safety at Work Act 1974*.

- (a) Outline the responsibilities of employers in ensuring their employees understand what is expected of them under the terms of the *Health and Safety at Work Act 1974*. [6]

Accidents will happen regardless of how well trained a travel and tourism organisation's employees may be.

- (b) Outline the procedures which, by law, must be followed by a travel and tourism organisation when a customer or employee has an accident on its premises. [6]

Security hazards may be present within travel and tourism organisations.

- (c) Describe the procedures in place within a named travel and tourism organisation you have studied that minimise the effect of *security hazards* on its property, employees and customers. [8]

Total = 20 marks

END OF PAPER