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# **GCE MARKING SCHEME**

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**SUMMER 2016**

**TRAVEL & TOURISM - UNIT 7  
1687/01**

## **INTRODUCTION**

This marking scheme was used by WJEC for the 2016 examination. It was finalised after detailed discussion at examiners' conferences by all the examiners involved in the assessment. The conference was held shortly after the paper was 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 conference was to ensure that the marking scheme was 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' conference, teachers may have different views on certain matters of detail or interpretation.

WJEC regrets that it cannot enter into any discussion or correspondence about this marking scheme.









Question	Possible Answer	Mark Allocation	Assessment Objective
2. (a)	<p>The range of financial incentives that could be introduced by travel and tourism organisations to motivate staff include</p> <ul style="list-style-type: none"> <li>• profit-related and share option schemes</li> <li>• performance related pay</li> <li>• bonuses</li> <li>• commission</li> <li>• formal recognition/awards</li> <li>• vouchers</li> <li>• company cars</li> <li>• childcare vouchers</li> </ul> <p><b>Levels marked</b></p> <p><b>Level 1</b> Brief discussion of one or two financial incentives that could be introduced with no examples from travel and tourism organisations with little or no comment on how these help to motivate staff</p> <p><b>Level 2</b> Clear discussion of two or three financial incentives that could be introduced with examples given from named travel and tourism organisations with some comment on how these help to motivate staff</p> <p><b>Level 3</b> Well-developed discussion of three or more financial incentives that could be introduced with clear examples from named travel and tourism organisations with comments that demonstrate understanding of how these help to motivate staff</p>	<p>8</p> <p>0 – 3</p> <p>4 – 6</p> <p>7 – 8</p>	<p>AO1 (3) AO2 (5)</p>

Question	Possible Answer	Mark Allocation	Assessment Objective
(b)	<p>Non- financial incentives which could be introduced include enhancing the quality of working life by introducing flexi time or other shift patterns</p> <ul style="list-style-type: none"> <li>• improvement in the working environment</li> <li>• introduction of flexible patterns of working</li> <li>• gifts</li> <li>• extra holiday allowance</li> <li>• subsidised health care</li> </ul> <p><b>Levels marked</b></p> <p><b>Level 1</b> No examples of non-financial incentives used by travel and tourism organisations are given. Limited assessment of how such incentives help to motivate staff or the effect that such an introduction could have on business performance</p> <p><b>Level 2</b> Two or three non-financial incentives are given with some assessment of the effect of their introducing on motivation of staff. Some understanding shown and some assessment made of the effect increased motivation could have on business performance</p> <p><b>Level 3</b> Three or more non-financial incentives are given with clear assessment of the effect of their introduction which show full understanding of their impact on staff motivation and the subsequent effect on business performance</p>	<p>8</p> <p>0 – 3</p> <p>4 – 6</p> <p>7 – 9</p>	<p>AO4 (8)</p>













Question	Possible Answer	Mark Allocation	Assessment Objective
(c)	Mention should be made of the need to comply with the requirements of the Data Protection Act which safeguards the holding of information in electronic format. There should be some description of the procedures used by a named travel and tourism organisation to collect information from its customers and the procedures used to store this information securely. There should be some discussion of access to different levels of security within the organisation's electronic system and methods used to protect the system e.g. passwords, firewalls, backup systems, monitoring of use. Procedures for handling payment using electronic tills may be discussed together with an explanation of how all records are kept.	8	AO2 (4) AO4 (4)
	<p><b>Levels marked</b></p> <p><b>Level 1</b> Brief description of some procedures with little or no evaluation</p> <p><b>Level 2</b> Clear description of procedures used for collection and use of electronic information with some evaluation of their effectiveness in minimising security hazards for both customers and staff</p> <p><b>Level 3</b> Well-developed evaluation of the procedures in place so that the collection and use of electronic information minimises the risk of security hazards for both customers and staff.</p>	<p>0 – 3</p> <p>4 – 6</p> <p>7 – 8</p>	
	<b>Total</b>	<b>22 marks</b>	
	<b>Total for paper</b>	<b>100 marks</b>	