



General Certificate of Education
January 2010
Advanced Level Examination

Travel and Tourism

TT09

Unit 9 Travel and Tourism – People and Quality

To be conducted between 11 January 2010 and 22 January 2010

For this paper you must have:

- four 8-page lined answer books, one for each task
- your preparatory folder.

You may also use graph or plain paper to support your answers if you wish.

You may use a calculator.

Time allowed

- 4 sessions of 1 hour 30 minutes each

PREPARATORY FOLDERS MUST BE HANDED IN BY 8 JANUARY 2010

FOR RELEASE TO CANDIDATES FROM 11 JANUARY 2010

Instructions

- Do **not** write anything on this paper. It must be brought into each examination session ‘clean’.
- Use black ink or black ball-point pen. Pencil, including colours, should only be used for drawing.
- Write the information required on the front of your answer books. The **Examining Body** for this paper is AQA. The **Paper Reference** is TT09.
- No materials from your preparatory folder are to be stuck into your answer books.
- Attempt **all** assignment tasks.
- Start each assignment task in a new answer book.
- Cross through any work you do not want to be marked.
- Do all rough work in your answer book.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 80.
- Your preparatory folder will be returned to you at the start, and collected at the end, of each examination session.
- In Assignment Task 4(b) you will be marked on your ability to use an appropriate form and style of writing, to organise relevant information clearly and coherently, and to use specialist vocabulary where appropriate. The legibility of your handwriting and the accuracy of your spelling, punctuation and grammar will also be considered in this Assignment Task.

INSTRUCTIONS AND GUIDANCE FOR TEACHERS AND CANDIDATES TAKING EXTERNALLY ASSESSED ASSIGNMENTS

The externally assessed assignment

The assignment must be taken during the two-week assignment period. It may be taken as one 6 hour session or in up to four 1½ hour sessions. Each session must be a multiple of 1½ hours.

Preparing for the assignment

Candidates will sit the assignment under examination conditions. The preparatory folder, which must contain only notes written by the candidate and material collected from the organisations studied, must be collected by the teacher **before** the two-week assignment period begins. The folder will be given out at the beginning of each controlled conditions session and be collected in with the scripts at the end of each session and kept securely by the teacher between sessions. Nothing may be added to the folder during the two-week assignment period and no other material may be taken into the examination session(s).

Writing the assignment under controlled conditions

The assignment consists of four tasks, each designed to be completed in 1½ hours. Each task is to be written in a new answer book. At the end of each 1½ hour session, the answer book containing one completed task will be collected and kept securely by the teacher until the end of the final session. No alterations or additions may be made to candidates' answers to each task once the session has ended.

At the end of the final (fourth) session, the four answer books for each candidate must be fastened together and sent to the designated examiner with the appropriate Centre Declaration Sheet, etc. The preparatory folders must be kept under secure conditions until after the Enquiries upon Results deadline. AQA may call for these preparatory folders to be made available at any time during this period.

Controlled conditions sessions may be in any multiple of 1½ hours and must be completed within the two-week assignment period. Examples of some acceptable time allocations are shown below:

1	2	3	4
1½ hours	1½ hours	1½ hours	1½ hours

One 6 hour session

1	2	3	4
1½ hours	1½ hours	1½ hours	1½ hours

Two 3 hour sessions

1	2	3	4
1½ hours	1½ hours	1½ hours	1½ hours

Four 1½ hour sessions

1	2	3	4
1½ hours	1½ hours	1½ hours	1½ hours

One 4½ hour and one 1½ hour session

or any other combination of four sessions in 1½ hour multiples.

Presentation of the assignment

- Keep strictly to the set tasks.
- You are advised that the completed assignment should be contained within a range of sixteen to twenty-four sides of written A4.

Attempt **all** assignment tasks.

Complete Assignment Task 1 during session 1.

THE ASSIGNMENT

Assignment Task 1: Customer feedback

For this task, your answer must relate to any **one** travel and tourism organisation that you have studied. Clearly indicate the name of the organisation at the start of your answer.

- (a) Describe **one** technique that your chosen organisation uses to collect customer feedback.
(4 marks)
- (b) Evaluate the suitability of the technique described in (a) for collecting customer feedback.
(10 marks)
- (c) Explain how customer feedback can be used in your chosen organisation to make changes to its customer service practices.
(6 marks)

End of Assignment Task 1

Turn over ►

Complete Assignment Task 2 during session 2.

Assignment Task 2: Security of information

For this task, your answer must relate to any **one** travel and tourism organisation that you have studied. Clearly indicate the name of the organisation at the start of your answer.

- (a) Describe and explain the systems and procedures in place to ensure that your chosen organisation complies with the Data Protection Act 1998. *(8 marks)*

- (b) Evaluate the risks of the theft and misuse of electronic information in your chosen organisation. *(12 marks)*

End of Assignment Task 2

Complete Assignment Task 3 during session 3.

Assignment Task 3: Health and Safety and the working environment

For this task, your answer must relate to any **one** travel and tourism organisation that you have studied. Clearly indicate the name of the organisation at the start of your answer.

- (a) Outline **two** health and safety risks for employees in your chosen organisation. *(2 × 3 = 6 marks)*
- (b) Describe and explain the systems and procedures in place to ensure that your chosen organisation complies with the Health and Safety at Work Act 1974. *(8 marks)*
- (c) Analyse how a positive physical working environment can help employees of your chosen organisation to deliver high quality customer service. *(6 marks)*

End of Assignment Task 3

Turn over ►

Complete Assignment Task 4 during session 4.

Assignment Task 4: Trends and changes

For this task, unlike Tasks 1 to 3, you may refer to **more than one** travel and tourism organisation that you have studied.

- (a) Explain, with examples, how recent trends in a compensation culture have affected the operation of travel and tourism organisations. *(8 marks)*
- (b) Discuss, with examples, the impacts of changing regulations and legislation on the travel and tourism industry.

Answer Assignment Task 4(b) in continuous prose. The quality of written communication in your answer will be assessed. *(12 marks)*

End of Assignment Task 4

END OF ASSIGNMENT TASKS

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