



**General Certificate of Education
June 2010**

Travel and Tourism

TT05

8651/8653/8656/8657/8659

Unit 5 Marketing in Travel and Tourism

Mark Scheme

Mark schemes are prepared by the Principal Examiner and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation meeting attended by all examiners and is the scheme which was used by them in this examination. The standardisation meeting ensures that the mark scheme covers the candidates' responses to questions and that every examiner understands and applies it in the same correct way. As preparation for the standardisation meeting each examiner analyses a number of candidates' scripts: alternative answers not already covered by the mark scheme are discussed at the meeting and legislated for. If, after this meeting, examiners encounter unusual answers which have not been discussed at the meeting they are required to refer these to the Principal Examiner.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of candidates' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

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General Guidance for Assistant Examiners of AS Travel and Tourism

Quality of Written Communication

As required by QCA, the marking scheme for this unit includes an overall assessment of quality of written communication. There are no discrete marks for the assessment of written communications, but where questions are 'levels' marked written communication will be assessed as one of the criteria within each level.

Levels Marking – General Criteria

The following criteria relate to knowledge, understanding, critical application and the quality of written communication as outlined in the AQA GCE Travel and Tourism subject specification. They are designed to assist examiners in determining into which band the quality of response should be placed, and should be used when assessing the level of response an answer has reached. It is anticipated that candidates' performances under the various dimensions will be broadly inter-related and the general guidelines for each level are as follows:

Level 1 The answer is basic.

- Some knowledge is given but this is incomplete. It may contain errors and/or misunderstandings.
- Understanding is shown, but this may be partial or superficial.
- Simple skills are shown, but the candidate struggles with more complex skills. Written communication is basic but conveys meaning, despite some spelling and/or grammatical errors.
- There is some reference to the vocational aspects of the course, but the answer does not show a clear understanding of the needs of the working situations that are mentioned.

Level 2 The answer is clear.

- Knowledge is shown and used in a relevant context. There are few errors or misunderstandings.
- Understanding of simple concepts is shown clearly, and there is some understanding of the more complex ideas of the course.
- Competent skill levels are shown, and the candidate uses some more complex skills. Written communication is clear and conveys meaning well. There may be some spelling or grammatical errors, but the candidate also uses some more sophisticated and mature constructions.
- There is reference to the vocational aspects of the course, and the answer show a clear understanding of some of the needs of the working situations that are discussed.
- The candidate shows some ability to evaluate material provided by the examiner or from his/her own research. Where applicable, some predictions are made on the basis of this material.

Level 3 The answer is detailed.

- Detailed knowledge is shown and used well, in a relevant context. There are few, if any, errors or misunderstandings.
- Understanding of most concepts (including the more complex ideas of the course) is shown clearly and in detail.
- Strong skill levels are shown, and the candidate uses a variety of more complex skills. Written communication is almost faultless and conveys meaning in a very clear way. The candidate uses more sophisticated language and mature constructions.
- There is reference to the vocational aspects of the course, and the answer show a detailed understanding of the needs of the working situations that are discussed.
- The candidate can evaluate material provided by the examiner or from his/her own research. Where applicable, detailed predictions are made, and well justified, on the basis of this material.

NB: A perfect answer is not usually required for full marks. Clearly it will be possible for a candidate to demonstrate variable performance between the levels. In such cases the principle of 'best-fit' should be applied.

Annotation of Scripts for Levels Marked Questions

- In levels marking one tick does **not** necessarily equate to one mark. Ticks should **not** be used in levels of response answers, although they are perfectly acceptable in points-marked answers.
- In levels marking underlining should be used very sparingly, to indicate where a section of an answer is to be found. For example, where a candidate begins to describe the opportunities of an organisation after describing its weaknesses in a SWOT analysis without starting a new paragraph.
- Statements that are particularly pertinent or indicate a certain level of understanding should be bracketed in the margin nearby with a note of the level (L1, L2, etc.) attained.
- Use L1, L2, L3, etc. in the left-hand margin. Examiners should note in the margin where a candidate has achieved a particular level of understanding, **each time** that level has been reached in a task. By looking back through the task at the frequency of use of the various levels, the examiner will be able to determine the overall level of the response.
- An up arrow next to the level indicator (e.g. L2↑) would show that the response is at the top end of the level, a down arrow (e.g. L2↓) that it is at the bottom of a level and an equals sign (e.g. L2=) that it is securely within the level. Another acceptable indicator would be 'just' (e.g. L2 – just), showing that a response has just achieved a certain level.
- Candidates sometimes produce large amounts of material that is irrelevant to the task or generic/theoretical only and not creditworthy. Sideline this material and make an explanatory note in the margin (e.g. 'theory' or 'not relevant').
- Marks allocated to sections of a question should be written in the margin at the end of the section, but not circled, and the section marks added up to give the final mark.

General Advice

It is important to recognise that many of the answers within this marking scheme are only exemplars. Where possible, the range of acceptable responses is indicated but, because many questions are open ended in nature, alternative answers may be equally credit worthy. The degree of acceptability is clarified through the Standardisation Meeting, and subsequently by telephone with the Team Leader as necessary.

Question	Expected Answers	Mark Allocation	Assessment Evidence Criteria
<p>1(a)</p>	<p>Point mark</p> <p>Outlines how leaflet captures attention (1), creates interest (1), creates desire (1) and enables action (1) i.e. A, I, D and A.</p> <p><i>Possible answer</i> A = Capture attention : bold, striking use of design, lettering, phrasing etc I = Create Interest : enticing the customer with attractive things like a sumptuous meal, luxury, elegant surroundings, heart reminds them of Valentines Day D = Desire advantages of the product for the customer: details of price of £24.50 offset by a glass of Champagne A = Action - enabling customer to follow up with booking details, contact numbers, need to pre-pay £10.</p>	<p>4</p>	<p>AO1 AO2</p>
<p>1(b)</p>	<p>Levels mark</p> <p>Level 1 - Basic List or inappropriate advantages Limited range</p> <p>Level 2 - Clear Relevant advantages Clear and sufficient outline.</p> <p><i>Possible answer</i> Creates business on Friday evenings when room occupancy low Allows fuller use of function rooms Acquaints local people with hotel - may put friends up there May stay at the hotel after the disco Reputation/image of hotel changed less formal, less exclusive Attracts a wider range of customers Money spent on drinks</p>	<p>1 – 3</p> <p>4 - 6</p>	<p>AO2 AO4</p>
<p>1(c)</p>	<p>Point mark</p> <p>1 mark for relevant idea + 1 for development in outline.</p> <p>Peace and tranquility while close to a town centre. Specialises in weddings and family celebrations. Each room is different and specially designed Its cuisine etc. Dedicated business centre</p>	<p>2 + 2</p>	<p>AO2 AO3</p>
Total for question 1		14	

Question	Expected Answers	Mark Allocation	Assessment Evidence Criteria
2(a)	<p>Point mark</p> <p>1 mark for a relevant reason +1 for development</p> <p><i>Possible answer</i> Far lower percentage of business guests in New Forest Need to stay in hotels is less in summer when business people take holidays. New Forest is a holiday area for holidays and leisure activities North Hampshire has many business organisations so business people need to stay in local hotels for meetings</p>	2	AO3
2(b)	<p>Level 1 - Basic List of statistics. Simple or confused description Limited range of points made</p> <p>Level 2 - Clear Explanation relates to business and leisure users Clear description of pattern Well organised response</p> <p><i>Possible answer</i> (a) Monday to Thursday is mostly when business guests stay for conferences/ meetings held at Lismoyne or elsewhere. Dip in August (60) and autumn peak (80) Occupancy is always higher than for weekends. (biggest difference is of 40 per cent in Jan). (b) Friday to Sunday pattern shows mainly when leisure guests stay for events and short weekend breaks. 6 summer months (approx 50%) are busier than winter (less than 40). In winter Christmas is the peak month Slight decline in room occupancy since 2001. Very irregular pattern reflecting business activity/ people's wealth.</p>	1 - 3 4 - 6	AO3
2(c)	<p>Level 1 - Basic Basic description of what hotel can do General link to customers (eg gives them ideas for a day out)</p> <p>Level 2 – Clear Clear description of what hotel can do and how it could help Clear links between activities + ideas possibly for different customer groups.</p> <p><i>Possible answer</i> Use diagram on website, enclosed as a leaflet, available at reception etc to act as promotional material + help sales or to enhance the visit. The diagram relates to whether guests have a car or can use public transport. Great range of things to do. Some suit different customer groups like children. Links with the attraction: discounts for guests.</p>	1 – 3 4 - 6	AO1 AO2

Question	Expected Answers	Mark Allocation	Assessment Evidence Criteria
<p>2 (d)</p>	<p>Level mark Inappropriate organisation or segmentation method maximum level 1.</p> <p>Level 1 Describe a market segmentation method.</p> <p>Level 2 Appropriate organisation Detailed description of method Explains why segments fit customers in that organisation</p> <p><i>Possible answer</i> For example by age By income For higher and lower income groups By socio economic groupings A B C1 C2 D E By lifestyle characteristics By length of holiday By timing of tourism activity (summer/ spring/ Christmas, when people take holidays) etc</p>	<p>1 – 3</p> <p>4 - 6</p>	<p>AO1 AO2</p>
	<p>Total for question 2</p>	<p>20</p>	

Question	Expected Answers	Mark Allocation	Assessment Evidence Criteria
<p>3(a)</p>	<p>Point mark</p> <p>1 mark for each weakness</p> <p><i>Possible answer</i> Many guests will not fill it in or fail to return it. The card provides very limited information for Lismoyne. Responses cannot be related to customer types, or even rooms.</p>	<p>2</p>	<p>AO2</p>
<p>3(b)</p>	<p>Level 1 - Basic Basic/unclear description of one market research method. Limited explanation of benefits</p> <p>Level 2 - Clear Clear description of market research method – could be replicated. Explains the benefits for the Hotel</p> <p>Level 3 - Detailed Relevant and appropriate market research method Detailed description Explains range of realistic benefits, well linked to the method</p> <p><i>Possible answer</i> The Hotel could receive a report from an independent mystery customer who makes use of reception, housekeeping, restaurant, etc and reports on the quality of service so that the Hotel can improve. The benefits would be that the Hotel could act on shortcomings in its procedures/training, or change its product etc. so that it had better reputation and customer retention in future.</p>	<p>1 – 4</p> <p>5 – 8</p> <p>9 - 10</p>	<p>AO1 AO2 AO3</p>
Total for question 3		<p>12</p>	

Question	Expected Answers	Mark Allocation	Assessment Evidence Criteria
4(a)	<p>Point mark</p> <p>The price of a room displayed in a hotel (1) the cost before any discount has been taken into account (2).</p>	2	AO1
4(b)	<p>Level 1 - Basic List or basic description of factors, some less significant. Limited range of factors.</p> <p>Level 2 - Clear Relevant factors. Explains the factors - clarifies, uses illustration from PRM etc. Gives an idea of their importance. A discussion.</p> <p><i>Possible answers</i></p> <p>Supply - if a room is available, as a perishable product, it is better if it is sold. Demand - is the hotel able to sell the room later at a higher cost given what competitors charge? Rack rate (as the maximum that customers will normally pay) is discounted according to when demand is low, or for children/group bookings. Time of year, and time of week. Whether a business or leisure booking. Cost – plus pricing.</p>	<p>1 - 4</p> <p>5 - 8</p>	AO1 AO2
Total for question 4		10	

Question	Expected Answers	Mark Allocation	Assessment Evidence Criteria
5(a)	<p>Point mark</p> <p>Gives an outline of a promotional campaign or activity, making 4 relevant points</p> <p>Max 2 for an inappropriate organisation.</p>	4	<p>AO2</p> <p>AO3</p>
5(b)	<p>Levels mark</p> <p>Inappropriate organisation or campaign maximum level 1</p> <p>Level 1 - Basic Simple statement of the merits of the campaign or activity, some of it discussed without substantiation.</p> <p>Level 2 - Clear Understands why activities/campaign is effective. Evaluates how effective the campaign was (may refer to assessment criteria)</p> <p><i>Possible answer</i> Promotional campaign could be based on the 4 Ps : eg a new product offered at a discounted price, available through a channel of distribution and promoted using adverts etc.</p> <p>However promotion may be simply an activity like sponsoring the local football team shirts which cost £x. May have created more business or laid ground for future business by making local people more aware, and portraying the organisation as supporting its community.</p>	<p>1 - 3</p> <p>4 - 6</p>	<p>AO2</p> <p>AO3</p> <p>AO4</p>
Total for question 5		10	

Question	Expected Answers	Mark Allocation	Assessment Evidence Criteria
6	<p>Level 1 - Basic List or simple description of advantages Minor and implied advantages for the hotel</p> <p>Level 2 - Clear Range of advantages, relevant to a hotel Assesses whether the advantages are significant at top of level with balance of argument, possibly coming to conclusion</p> <p><i>Possible answers</i> Website can be looked at 24 hours a day (but becomes out of date) Webpage is as prominent as any hotel's (but search engine may not list it) Reaches customers worldwide (but they are irrelevant if outside the area and only 50 per cent shop online) Can automatically make bookings (but security can be poor) Cost is very low (although a lot can be spent designing a good webpage/site) Instant response to availability enquiries (but impersonal, and cannot answer questions except by email which means delay) etc.</p>	<p>1 - 3</p> <p>4 - 6</p>	<p>AO4</p>
	Total for question 6	6	

Question	Expected Answers	Mark Allocation	Assessment Evidence Criteria
7(a)	<p>Point mark</p> <p>1 mark per valid point or +1 for development</p> <p><i>Possible answer</i> SWOT helps planning and decision making It examines the internal and external factors that are favourable and unfavourable for the organisation to achieve its objectives. Helps the organisation see whether its objectives are SMART and whether they need changing. Helps the organisation identify how to build on its strengths and address its weaknesses, seize opportunities and head off threats.</p>	4	AO1
7 (b)	<p>Levels mark</p> <p><i>Positive</i> attributes, which should be <i>internal</i> to the Hotel and within the Hotel's control.</p> <p>Level 1 - Basic List or basic description of attributes. Limited range of attributes.</p> <p>Level 2 - Clear Explains the attributes - clarifies, uses illustration from PRM etc. Gives an idea of their importance. Proper weighing up at the top of level.</p> <p><i>Possible answer</i> Reputation - established as a hotel 75 years - experience Location - Advantages of position near to local businesses, golf and motorway system allows businesses from far and wide to use hotel. Three star certificate by independent tourist board - High standard rooms to a high standard, with business requirements Air of luxury, peacefulness, quality and elegance Flexible - can provide range of rooms (unlike budget hotel) and wide menu (snacks or meals by own chef, etc) Conference/meeting facilities in hotel or place to stay before going to meeting.</p>	<p>1 – 4</p> <p>5 - 8</p>	AO4
	continued		

Question	Expected Answers	Mark Allocation	Assessment Evidence Criteria
7 (c)	<p>Point mark</p> <p>3 x Relevant negative condition outside the Hotel's control (1) outlined (1).</p> <p><i>Possible answers</i></p> <p>Business meetings, conferences, dinners, may be cancelled</p> <p>Effect of bad weather like snow, gales on weekend visitors cancelling</p> <p>Legislation such as health and safety, or the smoking ban</p> <p>Inflation could increase wage costs, rising prices make the operation more expensive</p> <p>Alternative employment opportunities in the area for key staff.</p> <p>Environmental effects e.g. smoke or noise pollution from neighbours</p> <p>IT developments and need to keep up to date with them.</p> <p>Competitors - other hotels can undercut prices or a new 3* hotel could open</p> <p>Demand from local business clients could slump</p> <p>Contracts with the Lismoyne's suppliers and partners.</p> <p>Variability of demand as shown by room occupancy stats, which are always below 100%</p>	<p>3 x 2 = 6</p>	<p>AO1</p> <p>AO2</p>
	Total for question 7	18	