



General Certificate of Education  
Advanced Level Examination  
January 2011

# Travel and Tourism

**TT09**

## Unit 9 Travel and Tourism – People and Quality

To be conducted between 10 January 2011 and 21 January 2011

**For this paper you must have:**

- four AQA 8-page lined answer books, one for each task
  - your preparatory folder.
- You may use a calculator.

**Time allowed**

- 4 sessions of 1 hour 30 minutes each

**PREPARATORY FOLDERS MUST BE HANDED IN BY 7 JANUARY 2011**

**FOR RELEASE TO CANDIDATES FROM 10 JANUARY 2011**

**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.
- Do all rough work in your answer book. Cross through any work you do not want to be marked.

**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 D, Question 

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, 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  $1\frac{1}{2}$  hour sessions. Each session must be a multiple of  $1\frac{1}{2}$  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  $1\frac{1}{2}$  hours. Each task is to be written in a new answer book. At the end of each  $1\frac{1}{2}$  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  $1\frac{1}{2}$  hours and must be completed within the two-week assignment period. Examples of some acceptable time allocations are shown below:

|                      |                      |                      |                      |                                                           |
|----------------------|----------------------|----------------------|----------------------|-----------------------------------------------------------|
| 1                    | 2                    | 3                    | 4                    | One 6 hour session                                        |
| $1\frac{1}{2}$ hours | $1\frac{1}{2}$ hours | $1\frac{1}{2}$ hours | $1\frac{1}{2}$ hours |                                                           |
| 1                    | 2                    | 3                    | 4                    | Two 3 hour sessions                                       |
| $1\frac{1}{2}$ hours | $1\frac{1}{2}$ hours | $1\frac{1}{2}$ hours | $1\frac{1}{2}$ hours |                                                           |
| 1                    | 2                    | 3                    | 4                    | Four $1\frac{1}{2}$ hour sessions                         |
| $1\frac{1}{2}$ hours | $1\frac{1}{2}$ hours | $1\frac{1}{2}$ hours | $1\frac{1}{2}$ hours |                                                           |
| 1                    | 2                    | 3                    | 4                    | One $4\frac{1}{2}$ and<br>one $1\frac{1}{2}$ hour session |
| $1\frac{1}{2}$ hours | $1\frac{1}{2}$ hours | $1\frac{1}{2}$ hours | $1\frac{1}{2}$ hours |                                                           |

or any other combination of four sessions in  $1\frac{1}{2}$  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.

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Attempt **all** assignment tasks.

Complete Assignment Task A during session 1.

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### THE ASSIGNMENT

#### Assignment Task A: Customer service standards

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.

- |   |   |                                                                                                                |                   |
|---|---|----------------------------------------------------------------------------------------------------------------|-------------------|
| 0 | 1 | Describe <b>one</b> technique that your chosen organisation uses to collect customer feedback.                 | (4 marks)         |
| 0 | 2 | Explain why your chosen organisation collects customer feedback.                                               | (4 marks)         |
| 0 | 3 | Outline <b>two</b> criteria that your chosen organisation uses to measure the quality of its customer service. | (2 x 2 = 4 marks) |
| 0 | 4 | Evaluate how well your chosen organisation meets the needs of <b>two</b> types of customer.                    | (8 marks)         |

**End of Assignment Task A**

**Turn over ►**

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Complete Assignment Task B during session 2.

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**Assignment Task B: Health and safety and the law**

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.

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| 0 | 5 |
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Explain how changing regulations have an impact on customer service in your chosen organisation. *(12 marks)*

|   |   |
|---|---|
| 0 | 6 |
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Analyse how European Union directives on health and safety affect operational practices in your chosen organisation. *(8 marks)*

**End of Assignment Task B**

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Complete Assignment Task C during session 3.

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### Assignment Task C: Management and motivation of teams

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.

|   |   |
|---|---|
| 0 | 7 |
|---|---|

With reference to examples from your chosen organisation, what is meant by:

- job rotation
- target setting?

*(2 × 3 = 6 marks)*

|   |   |
|---|---|
| 0 | 8 |
|---|---|

Analyse how financial incentives are used, or could be used, to motivate staff in your chosen organisation.

*(6 marks)*

|   |   |
|---|---|
| 0 | 9 |
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Evaluate the extent to which **one** member of staff from your chosen organisation is being empowered at work.

*(8 marks)*

**End of Assignment Task C**

**Turn over ►**

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Complete Assignment Task D during session 4.

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### Assignment Task D: Complaints and serious situations

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

|   |   |
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Explain, with examples, how a growing compensation culture has affected travel and tourism organisations. *(8 marks)*

|   |   |
|---|---|
| 1 | 1 |
|---|---|

Explain how and why travel and tourism organisations deal with a range of complex problems caused by factors such as technical failures or weather conditions. *(12 marks)*

Answer this part of the Assignment Task in continuous prose. The quality of written communication will be assessed in your answer.

**End of Assignment Task D**

**END OF ASSIGNMENT TASKS**

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