

General Certificate of Education  
January 2008  
Advanced Level Examination



**TRAVEL AND TOURISM**  
**Unit 9 Travel and Tourism – People and Quality**

**TT09**

To be conducted between 9 January 2008 and 22 January 2008

**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 1½ hours each

**PREPARATORY FOLDERS MUST BE HANDED IN BY MONDAY 7 JANUARY 2008**

**FOR RELEASE TO CANDIDATES FROM 9 JANUARY 2008**

**Instructions**

- Do **not** write anything on this paper. It must be brought into each examination session ‘clean’.
- Use blue or black ink or 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.
- Cross through any work you do not want to be marked.
- If you need extra paper, use additional answer sheets.

**Information**

- The maximum mark for this paper is 80.
- The marks for questions are shown in brackets.
- Your preparatory folder will be returned to you at the start, and collected in at the end, of each examination session.
- 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.

## 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. 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	One 6 hour session
1½ hours	1½ hours	1½ hours	1½ hours	

1	2	3	4	Two 3 hour sessions
1½ hours	1½ hours	1½ hours	1½ hours	

1	2	3	4	Four 1½ hour sessions
1½ hours	1½ hours	1½ hours	1½ hours	

1	2	3	4	One 4½ and one 1½ hour session
1½ hours	1½ hours	1½ hours	1½ hours	

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.

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Attempt **all** assignment tasks.

Complete Assignment Task 1 during Session 1.

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### THE ASSIGNMENT

#### Assignment Task 1: Security in travel and tourism

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.

There are many security hazards associated with travel and tourism, and each organisation should have procedures in place to identify and minimise these risks.

- (a) Outline **two** security hazards, **other than** terrorism, that are particularly relevant to your chosen organisation. *(6 marks)*
- (b) Describe the procedures in place in your chosen organisation to deal with **each** of the security hazards that you have identified in (a) above. *(8 marks)*
- (c) Evaluate the risk posed by possible terrorist acts on your chosen organisation. *(6 marks)*

**End of Assignment Task 1**

**Turn over ►**

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Complete Assignment Task 2 during Session 2.

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**Assignment Task 2: Operating in accordance with 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.

Managers in your chosen organisation have to operate in accordance with the law. Choose **two** pieces of legislation that are particularly relevant to your chosen organisation.

- (a) Outline the key intentions and requirements of these **two** pieces of legislation. *(8 marks)*
- (b) Evaluate how **one** of these pieces of legislation affects operational practice within your chosen organisation. *(12 marks)*

**End of Assignment Task 2**

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Complete Assignment Task 3 during Session 3.

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### **Assignment Task 3: 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.

Feedback from customers allows organisations to monitor their customer service and to make changes to their customer service practice.

- (a) Describe how your chosen organisation collects customer feedback. *(6 marks)*
- (b) Explain the strengths **and** the weaknesses of **one** method used in your chosen organisation to collect customer feedback. *(6 marks)*
- (c) Analyse, with examples, how your chosen organisation uses or could use customer feedback to improve its customer service practice. *(8 marks)*

**End of Assignment Task 3**

**Turn over ►**

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Complete Assignment Task 4 during Session 4.

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**Assignment Task 4: Quality**

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) Discuss how 'quality' is defined in your chosen organisation. *(6 marks)*
- (b) Explain why quality is important for both the staff and the customers of your chosen organisation. *(6 marks)*
- (c) Evaluate the extent to which your chosen organisation uses or could use benchmarking to set its own quality standards. *(8 marks)*

**End of Assignment Task 4**

**END OF ASSIGNMENT TASKS**

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