

General Certificate of Education
June 2008
Advanced Level Examination



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

TT09

To be conducted between 12 May 2008 and 23 May 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 FRIDAY 9 MAY 2008

TO BE OPENED AND ISSUED TO CANDIDATES FROM 12 MAY 2008

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.
- 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 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: Complaints and serious situations

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.

In all organisations, managers may be required to deal with more serious complaints or situations than employees at a lower level.

- (a) For your chosen organisation, outline **two** *serious* situations or problems where managers would need to get involved. (2×3 = 6 marks)
- (b) For **one** of the serious situations or problems that you identified in (a), explain and justify the course of action that the manager would follow. (6 marks)
- (c) Evaluate the organisation's procedures or systems for dealing with serious situations and emergencies. (8 marks)

End of Assignment Task 1

Turn over ►

Complete Assignment Task 2 during session 2.

Assignment Task 2: Quality and 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.

- (a) Explain how 'quality' is defined in your chosen organisation. *(6 marks)*
- (b) Evaluate how well your chosen organisation meets the needs of different types of customer. *(7 marks)*
- (c) Discuss, with examples, how your organisation has made or could make improvements in the quality of its customer service. *(7 marks)*

End of Assignment Task 2

Complete Assignment Task 3 during session 3.

Assignment Task 3: Management and motivation of staff

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 travel and tourism organisations need to ensure that health, safety and security are maintained in the working environment. They also need to motivate teams in order to deliver high quality customer service.

- (a) Explain what is done in your chosen organisation to ensure the health, safety and security of staff. *(10 marks)*
- (b) Evaluate the approaches and techniques used in your chosen organisation to motivate staff and teams. *(10 marks)*

End of Assignment Task 3

Turn over ►

Complete Assignment Task 4 during session 4.

Assignment Task 4: Operating in accordance with the law

Unlike Assignment Tasks 1 to 3, for this task your answer **may** now refer to **more than one** travel and tourism organisation that you have studied.

- (a) Explain and illustrate why managers in the travel and tourism industry need to keep up to date with any new regulations. *(8 marks)*
- (b) Discuss, with examples, how recent changes in legislation have affected the travel and tourism industry. *(12 marks)*

End of Assignment Task 4

END OF ASSIGNMENT TASKS

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