



General Certificate of Education  
Advanced Level Examination  
June 2011

## Travel and Tourism

TT09

### Unit 9 Travel and Tourism – People and Quality

To be conducted between Monday 9 May 2011 and Friday 20 May 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 FRIDAY 6 MAY 2011**

**FOR RELEASE TO CANDIDATES FROM MONDAY 9 MAY 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 in at the end, of each examination session.
- In Assignment Task C, 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 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: 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.

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 Describe the extent to which a positive physical working environment is used in your chosen organisation to motivate staff teams. *(8 marks)*
- |   |   |
|---|---|
| 0 | 2 |
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 Analyse **two** other methods of staff motivation which are, or could be, used in your chosen organisation. *(12 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: Customer complaints

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 | 3 |
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 Identify the most common causes of customer complaint that your chosen organisation receives. *(4 marks)*
- |   |   |
|---|---|
| 0 | 4 |
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 Explain the procedures in place in your chosen organisation to handle these complaints. *(8 marks)*
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|---|---|
| 0 | 5 |
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 Discuss how the values and attitudes of the employees may affect the handling of customer complaints 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: 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.

- 0 6** Outline the key intentions and requirements of **one** piece of legislation that is particularly relevant for your chosen organisation. *(4 marks)*
- 0 7** Show how the piece of legislation you have chosen for **0 6** affects operational practice in your chosen organisation. *(6 marks)*
- 0 8** With reference to your chosen organisation, explain why **both** managers **and** other employees need to be aware of the latest developments in legislation.

Answer this part of the Assignment Task in continuous prose. The quality of written communication will be assessed in your answer. *(10 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: Customer service standards

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

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 Discuss the advantages and disadvantages of benchmarking in the travel and tourism industry. *(8 marks)*

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 Evaluate the effectiveness of **two** techniques used in the travel and tourism industry to measure and monitor the standard of customer service. *(12 marks)*

**End of Assignment Task D**

**END OF ASSIGNMENT TASKS**

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