

Mark Scheme (Results) January 2007

GCE

GCE Travel and Tourism (6987/01)

6987 01 The Travel and Tourism Industry

Question	Answer	Mark Allocation
1 (a)	<p>Package</p> <p>At least two of transport, accommodation and other travel services (4) accommodation (1) flight (1) and excursions (1) sold at one price(1) by a tour operator. (1)</p>	<p>Up to 4 marks for explanation. Marks increased for level of details.</p> <p style="text-align: right;">4 marks</p>
	<p>Independent</p> <p>Organising parts of a holiday separately (1) not using a tour operator or travel agent (1) organise yourself. (1)</p> <p>Backpacking around a place (1) living with local people, not working with masses. (1)</p>	<p>Up to 2 marks for explanation. Marks increased for level of details.</p> <p style="text-align: right;">2 marks</p>
	<p>Excursion</p> <p>Where the holiday is of a short duration, usually less than one day (1) or is a trip taken as part of a holiday (1) to a local attraction or facility (1) or example. (1)</p>	<p>Up to 2 marks for explanation. Marks increased for level of details.</p> <p style="text-align: right;">2 marks</p>
1 (b)	<p>Different classes of service (1) from economy to business and first class. (1)</p> <p>Operates to a timetable (1) so will definitely operate even if not full. (1)</p> <p>Have different types of tickets (1) so can be fully refundable and exchangeable. (1)</p> <p>Free food (1) which can be just a snack or meal. (1)</p> <p>Free drinks(1) which can be alcoholic or soft dinks. (1)</p> <p>Different check-ins for different classes. (1)</p> <p>First class check-in later in their own area. (1)</p> <p>Executive lounges (1) where you can have newspapers and drinks.</p> <p>Food, drink, children's games, entertainment etc. are all provided on all services so max. (1)</p>	<p>Up to 2 marks for each product and service described.</p> <p>Must be clear that products and services relate to scheduled and not charter otherwise maximum 1 mark for each.</p> <p style="text-align: right;">6 marks</p>

Question	Answer	Mark Allocation
1 (c)	<p>Level 1</p> <p>They already offer quality products and services with schedule flights, 4 star accommodation and private transfers. They could also offer personalised rep service by appointment. They could pre book flights and arrange transfers from home to airport. There could be a representative at the airport and access to airport lounge. They could provide additional products in the hotel room such as wine or champagne, flowers etc. (3)</p> <p>Level 2</p> <p>One objective is to offer quality products. They mainly do this already as scheduled flights are better quality than charter and they could offer upgrades at a cost as this is more quality and also then could increase profits as customers would have to pay extra for this. They could offer a more personalised service throughout for example instead of just having a welcome meeting where they join with other people for a general introduction they could arrange individual appointments with the representative so they get a one on one service. This is a better quality service from the representative. (5)</p>	<p>Level 1</p> <p>1-3 marks for basic description of products and services.</p> <p>Level 2</p> <p>4-6 marks for some explanation linked to objectives. Explanation could relate to only objectives or values.</p>

Question	Answer	Mark Allocation
	<p>Level 3</p> <p>One of their values is to offer quality products. They mainly do this already as scheduled flights are better quality than charter. They could offer upgrades at a cost, as this is better quality, this would also then increase profits as customers would have to pay extra for this. Customers who want that sort of quality are willing to pay for this and this could encourage new customers and increase their market share. They could offer a more personalised service throughout for example instead of just having a welcome meeting where they join with other people for a general introduction, they could arrange individual appointments with the representative so they get a one on one service. This is a better quality service from the representative but it is more costly so could mean that the objective of profits are not met. Being more personalised though is something that customers are increasingly looking for and this could increase their market share. 4 star hotels can have negative impacts on the environment as their construction can mean that the environment is destroyed, also with lots of people staying in an area it may mean local people lose out on water. They would be better choosing 4 star hotels which use local products and services that are smaller and spread their customers over different resorts to minimise the negative impacts. As they offer private transfers this shouldn't be more costly so they can still keep their profits high. This may also increase market share as they may attract more people that want a cultural experience and this type of accommodation is most likely to attract them than a hotel from a chain.</p> <p>(8)</p>	<p>Level 3</p> <p>7-8 marks for detailed and sustained explanation of how objectives and values can be met.</p> <p>answers wholly related to promotion max level 1.</p> <p style="text-align: right;">8 marks</p>

Question	Answer	Mark Allocation
1 (d)	<p>Level 1 Tourism causes pollution from people dropping litter and fuel from the transport used. It also means that the local environment is damaged with people walking all over it and wildlife die because their habitats are threatened.</p> <p>Level 2 Destinations in the Far East can only be reached by large planes and they use more fuel and so are more likely to cause pollution in the local environment. Tourism can also damage local wildlife. In Turkey (e.g.) there are turtles which use beaches to raise their young but they were losing their habitat because tourists were using the beaches. These beaches had to be protected so now tourism is a positive impact and also local people were employed to look after the turtles so another positive impact. (5)</p> <p>Level 3 Destinations in the Far East (i.e. can only be reached by large planes) use more fuel so are more likely to cause pollution in the local environment. Coaches and other transport used to transfer tourists from the airport to their hotels also causes pollution but people have to be employed to drive the transport so although there are negative impacts it can also be positive. Building accommodation can also cause negative impacts on the environment as there are lorries taking equipment to where it should be built but this also creates employment. In some destinations e.g. Kenya accommodation has been built following local customs so these have been maintained so that is a positive impact. Also when people go on excursions to meet local people this gives income to these people and in places like the Cameron Highlands, the local tribes are able to maintain their customs and traditions to show the tourists. Sometimes though they aren't the real customs but they organise things they think tourists will like most like the elephant festival in India (1) which is supposed to be a religious festival but has been taken over by tourists so local people don't get a chance to experience it. (7)</p>	<p>Level 1 1-2 marks for basic responses that are mainly descriptive or some explanation.</p> <p>Level 2 3-4 marks for clear explanation or basic analysis. Responses are likely to focus on either positive or negative impacts. Higher marks for balance.</p> <p>Level 3 5-6 marks for analytical response. Responses should discuss both positive and negative impacts.</p> <p>up to two marks for appropriate use of examples</p> <p style="text-align: right;">8 marks</p>

Question	Answer	Mark Allocation
2 (a)	Alton Towers, British Museum etc.	1 mark for any leading attraction identified. Must be a leading attraction. 1 mark
2 (b)	Rides (1) such as Samurai and Slammer (1) Food and refreshments available (1) in central food court (1) Lockers (1) near to rides (1) Parking (1) including VIP parking close to part entrance (1) Shows (1) such as circus (1)	Up to 2 marks for each product and service described. Marks increase for detail. Must see relationship between products and services to gain maximum marks i.e. must be clear they are all same attraction. 6 marks
2 (c)	Museums/art galleries.	1 mark for correct answer. 1 mark

Question	Answer	Mark Allocation
2 (d)	<p>Level 1</p> <p>Steam / heritage railways have highest price rise. Visitor numbers increased.1 million. (1)</p> <p>Level 2</p> <p>The greatest price rise was for steam/heritage railways and this type of attraction only had a small increase. This could be because the prices were too high. 'Other' had one of the lowest increases in prices and didn't have much of an increase in numbers so you can't say that prices were entirely why visitor numbers changed. (5)</p> <p>Level 3</p> <p>All types of attraction showed price rises in that year. All types of attraction showed increased visitor numbers but this was over a five year period. Some types of attractions had a reduction in visitor numbers such as gardens, wildlife attractions and zoos and places of worship. Places of worship had one of the highest increases in prices so this could explain why there was a decline but the other types weren't the highest increases. Their visitor numbers could have been affected by customer expectations for example both of those types of attraction are outdoors and it could be there was a poor summer so tourists looked for attractions that were indoors. Zoos are becoming unfashionable as people are more aware of how animals should be treated and so don't like to go to zoos. This could be just as important as prices. (7)</p>	<p>Level 1</p> <p>1-3 marks for basic responses that are descriptive and give data with some interpretation.</p> <p>Level 2</p> <p>4-6 marks for some basic assessment of link between numbers and prices with some reasoning.</p> <p>Level 3</p> <p>7-8 for detailed reasoned assessment of link between prices and visitor numbers.</p> <p style="text-align: right;">8 marks</p>

Question	Answer	Mark Allocation
2 (e)	<p>Level 1</p> <p>There are many private sector attractions such as Alton Towers and Flamingo land. These are theme parks. Public sector attractions are museums like British Museum. (2+0)</p> <p>Level 2</p> <p>The sector is private sector led. The main attraction is Blackpool Pleasure Beach (e.g.) and that is private sector but if you ask anyone to name an attraction they are more likely to mention something like a theme park like Alton Towers or Camelot (e.g.) and these are private sector so private sector are both the top attractions and the ones people know about. (3+2)</p> <p>Level 3</p> <p>Private sector attractions are the ones that are in the top 10 like the London Eye and Blackpool Pleasure Beach (e.g.) but also in the top 10 you have attractions like British Museum and Natural History Museum (e.g.) and these are public sector so in terms of popularity this is not necessarily true. There are many local attractions that are either in the voluntary sector or public sector like local museums and for many people these are visited regularly because they are local and also they are popular for education and school visits so locally private sector attractions don't really dominate the industry. As private sector is commercial and want to make a profit they tend to do more promotion like advertising so they become more well known nationally like Alton Towers (e.g.) and this means people can identify them easily so in this way they dominate. As they are commercial they have to be competitive so are always looking at product development like when Alton Towers introduced Rita Queen of Speed and this way they dominate as other attractions have to develop their product to meet customer expectations like when Discovery Museum introduced a ride (e.g.). (6+2).</p>	<p>Level 1</p> <p>1-2 marks for basic responses that are mainly descriptive.</p> <p>Level 2</p> <p>3-4 marks for clear explanation or basic analysis.</p> <p>Level 3</p> <p>5-6 marks for analytical response.</p> <p>Up to two marks for appropriate use of examples.</p> <p style="text-align: right;">8 marks</p>

Question	Answer	Mark Allocation
3 (a)	<p>A - private sector , support service B - accommodation / transport C - transport / accommodation</p> <p>For B and C the answers are transport and accommodation. In any order (<i>Not important which is at B and which is at C</i>). Answers with organisations, providers, sectors within them can also be accepted e.g. transport providers, accommodation sectors are acceptable.</p>	<p>1 mark for each correct answer.</p> <p style="text-align: right;">3 marks</p>
3 (b)	<p>A - ABTA, IFTA, Hertz, Atlas, Lonely Planet, OAG B - Hilton, Holiday Inn, British airways, First Choice</p>	<p>1 mark for each correct example.</p> <p style="text-align: right;">2 marks</p>
3 (c)	<p>Level 1</p> <p>You can contact by phone, online and face to face. Late openings. Range of brochures. Foreign currency. Can buy travel guides in some. Specialist staff for cruising, long haul etc. (3)</p> <p>Level 2</p> <p>People now work flexible hours so can't always get to an agency during normal office hours so often they open late or even Sundays so people can get there and also you can contact them by telephone and make bookings over the phone with credit cards to meet the needs of these customers. More customers are IT literate so now many travel agents have their own website so people can get all the information and advise they need online and don't need to make direct contact with a member of staff. This makes the agent accessible 24 hours a day so meets the needs of those working flexible hours.</p>	<p>Level 1</p> <p>1-3 marks for basic responses describing products and services or changes/trends etc.</p> <p>Level 2</p> <p>4-6 marks for some explanation showing link between customer needs and agency products and services.</p>

Question	Answer	Mark Allocation
	<p>Level 3</p> <p>Customers are always looking for value for money so travel agents now compete by offering special offers but also commission free currency and will often check currency rates of competitors to offer lower prices. Rather than insisting customers pay for currency in cash they now accept card payments. This meets customer needs as they don't want to be walking around with £1000 cash when looking for currency. You can even arrange currency online with some agencies and they will post it to a customers home securely so they don't have to go direct to an agency branch if it isn't convenient. As people now work flexible hours they have a range of ways a customer can access its services. They open late and 7 days a week. You can contact them by phone as well as face to face and by email. Some agencies have their own website so they are open 24 hours a day. People are now looking for more independent holidays so agencies now stock more tailor made and specialist brochures to meet these needs and will even book over the internet and package a holiday for a customer. They can book airlines such as easy jet charging a booking fee. For customers that don't have their own web access some agencies provide internet access with advice and guidance. (8)</p>	<p>Level 3</p> <p>7-8 marks for clear and detailed explanation showing link between customer needs and agency products and services.</p> <p>8 marks</p>

Question	Answer	Mark Allocation
3 (d)	<p>Level 1 Travel agents sell tour operators and airlines products and services. (1)</p> <p>Level 2 Travel agents depend on other sectors of the industry. They have no products of their own so rely on producers and tour operators using them as an intermediary to sell their products and services. There is an interdependency as these tour operators and producers also are dependent upon them as although they can sell direct it is difficult to promote and costly to support although more of them are using a website but customers still expect a travel agents to have a range of products and services. This means they rely on each other. They also interrelate in the same way but travel agents will often pay for advertising where they are promoting tour operators and the tour operator will pay for some of this advertising as well so they relate for some of the promotion. (6)</p>	<p>Level 1 1-3 marks for some analysis but where responses are mainly basic and descriptive.</p> <p>Level 2 4-6 marks for detailed analysis of travel agents interrelationships and interdependencies. Must be balanced.</p> <p style="text-align: right;">6 marks</p>

Question	Answer	Mark Allocation
4	<p>Level 1 They are only a small tour operator so won't be a big player. (1)</p> <p>Level 2 They are only a small company and they specialise in cruises. To be a big online player they would need to make more bookings than the main companies. They would need their own travel agents but they don't want high street outlets so people won't know they exist. They won't get the extra bookings if people don't know they exist and there aren't enough people wanting to book a cruise holiday. (5)</p> <p>Level 3 They are only a small company and they specialise in cruises. These are expensive holidays and they are also complex products with different types of accommodation and duration of cruise and different ways of starting a cruise e.g. world cruise but don't have to join it all. For many people it is a special experience and they like to talk to a specialist who can give them best advice. They can't do that online so the type of product they are selling isn't really sold well online. Also to be a big online player they will need to basically become a travel agent and start to compete with the websites of major travel agents which would be costly to promote as most people already know the names of the main agents. (7)</p>	<p>Level 1 1-3 marks for basic responses that are mainly descriptive or theoretical.</p> <p>Level 2 4-6 marks for responses with some explanation.</p> <p>Level 3 7-8 marks for detailed explanation.</p> <p style="text-align: right;">8 marks</p>
5 (a)	14%	<p>1 mark for correct answer.</p> <p style="text-align: right;">1 mark</p>

Question	Answer	Mark Allocation
5 (b)	<p>Level 1</p> <p>There are now over 2m more visits a year. Spend has gone up about half a million. Most visits are 1-3 nights. Most spend is 15+ nights. (2)</p> <p>Level 2</p> <p>In the five year period there has been a greater increase in visits than there has in spend. For all that more people are visiting they aren't spending more. Expenditure on day trips has even gone down even though the numbers have gone up slightly. This means that people coming on overseas visits must be using their own transport and visiting mainly free attractions. (6)</p> <p>Level 3</p> <p>In the five year period there has been a greater increase in visits than there has in spend. For all that more people are visiting they aren't spending more. Expenditure on day trips has even gone down even though the numbers have gone up slightly. This means that people coming on overseas visits must be using their own transport and visiting mainly free attractions. Visits for 1-3 nights saw the most growth in visits and spend but the spend did not increase to the same level. This could be because of increase of VFR where expenditure is lower as no accommodation is paid for or because of growth of low cost accommodation such as Travelodge, Travel Inn etc. (7).</p>	<p>Level 1</p> <p>1-3 marks for descriptive responses with some interpretation.</p> <p>Level 2</p> <p>4-6 marks for responses where data is clearly interpreted and some made analysis.</p> <p>Level 3</p> <p>7-8 marks for detailed assessment and interpretation of data to draw reasoned conclusions on relationship between visits and spend.</p> <p style="text-align: right;">8 marks</p>
TOTAL FOR PAPER: 90 MARKS		