

Mark Scheme (Results) Summer 2007

GCE

GCE Travel and Tourism (6987) Paper 01

Unit 1 The Travel & Tourism Industry 6987/01

Question	Example Answer	Mark Allocation
1 (a)	<p>Maximum 2 marks for explanation of each type of tourism. 1 mark can be for an example.</p> <p>Adventure</p> <p>e.g.</p> <ul style="list-style-type: none"> • where the holiday includes activities which involve risk and excitement (1) such as skiing or white water rafting (1) <p>Business</p> <p>e.g.</p> <ul style="list-style-type: none"> • where people travel as part of their work (1) such as meetings, conferences and exhibitions (1) <p>Domestic</p> <p>e.g.</p> <ul style="list-style-type: none"> • where travel is within the UK (1) • where people travel within their own country (2) 	6 marks

Question	Example Answer	Mark Allocation
1 (b)	<p>Level 1</p> <p>Incoming tourists come from overseas so don't speak English so they will need to have information in different languages.</p> <p>Level 2</p> <p>Incoming tourists may not speak English very well so they may need to have information in different languages but domestic tourists will all speak English so it wont affect their operations.</p> <p>Level 3</p> <p>One key difference is language as incoming tourists may not speak English well and information books in the rooms and the way they confirm bookings may need to have different translations available. As the farm is in North Wales, some domestic tourists will speak Welsh so information would need to be provided in this language as well. Incoming tourists may have specific cultural needs particularly in terms of food so the farm will need to make sure they have considered the potential needs of their visitors when planning their menu. Domestic tourists may have specific needs relating to food but they are unlikely to have cultural differences. Some incoming tourists may have travelled across time zones so the farm may need to adapt some of its times to accommodate potential jet lag so breakfast may need to be offered later. Domestic travellers wont have crossed time zones even though some may have travelled some distance.</p>	<p>Level 1</p> <p>1-3 marks for basic description of differences between each type of tourism or basic explanation of how one type affects operations of an organisation.</p> <p>Level 2</p> <p>4-6 marks for some differentiation between different types of tourists and some explanation of how the differences affect operations of the farm.</p> <p>Level 3</p> <p>7-8 marks for detailed explanation of how differences between types of tourists affect operation of the farm.</p> <p style="text-align: right;">8 marks</p>

Question	Example Answer	Mark Allocation
1 (c)	<p>Up to 2 marks for each explanation given. 1 mark for a suggestion, second mark for explanation. Suggestions must be significantly different to be credited.</p> <p>Maximum 3 marks if no explanation given.</p> <p>e.g.</p> <ul style="list-style-type: none"> • they could put leaflets in TICs (1) • they could advertise more, especially in the North East (1) as the least number of tourists come from there (1). • the regions outside NW and Midlands attracts fewest visitors to Wales so more leaflets in service stations in these areas or in Wales could attract people from there (2). • statistics show the winter gets fewer visitors so they could lower their prices during that time to attract people who may be willing to travel because it is cheaper (2). 	4 marks

Question	Example Answer	Mark Allocation
2 (a)	<p>Level 1</p> <p>It will create lots of congestion in the area</p> <p>Level 2</p> <p>With extra rooms more people will be paying to stay so the farm gets more income from tourism. When they are doing the building work on the barn animals that live there, like owls, might lose their habitat.</p> <p>Level 3</p> <p>Tourists will bring income to the farm by paying to stay there. It will also bring income to business in the area such as those supplying food to the farm which the tourists will eat and if the tourists want to eat in restaurants then these will also gain income. Tourists are likely to visit local attractions and so those will also gain income. Domestic tourists are likely to visit in their own cars and this may cause problems for local people travelling on small country lanes. The farm attracts adventure tourists and these may harm the local environment for example by running through the national park or abseiling down rocks, causing erosion.</p>	<p>Level 1</p> <p>1-3 marks for basic responses that are theoretical and mainly descriptive.</p> <p>Level 2</p> <p>4-6 marks for some explanation and/or link with the farm. Answers may focus on positive or negative impacts rather than both.</p> <p>Level 3</p> <p>7-8 for detailed explanation clearly linked to the farm. Answers relate to both positive and negative impacts.</p> <p style="text-align: right;">8 marks</p>

Question	Example Answer	Mark Allocation
2 (b)	<p>Maximum of 6 marks awarded for clear explanation. Up to 3 marks for each reasoned response. For 3rd mark, answers must clearly be applied.</p> <p>Maximum 3 marks if responses are only descriptive and theoretical.</p> <p>Answers can relate to facilities or operations.</p> <p>e.g.</p> <ul style="list-style-type: none"> • if the economic climate is poor people have less disposable income so are not going to have money to go on holiday (1). • when the economic climate is strong people have money to spend so will go on holiday (1). • inflation is increasing slightly (1). It is likely to increase costs so the farm should be looking for new suppliers or negotiating new terms (1) or looking at ways to limit costs by reducing staff that are used to support the tourists such as cleaners or the choices available for meals (1). • with high inflation, tourists may have less disposable income (1) and so to attract them the farm may have to reduce their prices to attract tourists (1). They could put on special offers or offer a slightly lower quality product to be able to break even (1) 	<p>6 marks</p>

Question	Example Answer	Mark Allocation
2 (c)	<p>Maximum of 4 marks for a clear description. 1 mark for each appropriate statement.</p> <p>e.g.</p> <ul style="list-style-type: none"> • in December 2004 an underwater earthquake in the Indian Ocean caused a tsunami (1) that affected all countries on the Indian Ocean (1). Thousands of people died (1) and much of the infrastructure in coastal areas was destroyed (1). <p>Examples of external pressures could relate to:</p> <ul style="list-style-type: none"> • currency fluctuations • government legislation • climatic changes • civil unrest • war • terrorists attack <p>Not economic climate.</p>	4 marks

Question	Example Answer	Mark Allocation
3 (a)	<p>Level 1</p> <p>Internet access in bedrooms. Make a room available for meetings.</p> <p>Level 2</p> <p>Each bedroom should be provided with internet access. This could use wireless technology. It could be available at a charge or for free. There could also be one room available for meetings to be held. In the room there should be internet access perhaps with a webcam</p> <p>Level 3</p> <p>In bedrooms they could provide cordless telephones, perhaps even video phones so the business people can maintain contact with colleagues as it may be that in rural areas mobile phone networks are not as clear and having cordless phones means they can move around the room perhaps to find papers or information. There should also be internet access. If this is wireless technology the business person could use their laptop anywhere in the room so if they are tired they can work on their bed or a comfy chair. They might want to make laptops available as the business person may not have wireless capacity on their laptops</p>	<p>Level 1</p> <p>1-3 marks for basic responses that are mainly descriptive</p> <p>Level 2</p> <p>4-6 marks for some detail in suggestions and some justification</p> <p>Level 3</p> <p>7-8 for detailed suggestions clearly justified. More than one suggestion is needed</p> <p style="text-align: right;">8 marks</p>

Question	Example Answer	Mark Allocation
3 (b)	<p>Maximum 6 marks available. Marks can be from a detailed description of one use of technology or six different uses. Maximum three marks if not clearly related to organisation stated.</p> <p>e.g.</p> <p>Organisation - Redworth House</p> <ul style="list-style-type: none"> • there are TVs in each room (1) and conference facilities in meeting rooms like interactive whiteboard (1). There are LSC signs in the reception (1) <p>Organisation - Thorpe Park</p> <ul style="list-style-type: none"> • there is technology where ride assistants use CCTV to monitor the ride (1). • there is a PA system used to communicate with customers queuing to use the ride (1) and also signs use technology to tell people how long the ride will take (1). 	6 marks
4 (a)	<p>1 mark for each appropriate organisation given.</p> <p>A - must be public sector support service e.g. .</p> <ul style="list-style-type: none"> • VisitBritain <p>B - must be accommodation provider e.g.</p> <ul style="list-style-type: none"> • Hilton <p>C - must be travel agent e.g.</p> <ul style="list-style-type: none"> • Thomas Cook 	3 marks
4 (b)	<p>1 mark for each correct answer e.g.</p> <ul style="list-style-type: none"> • TUI/Thomson (1) • Thomas Cook (1) • MyTravel (1) • First Choice (1) 	4 marks

Question	Example Answer	Mark Allocation
4 (c)	<p>Maximum of 4 marks for a clear explanation. 1 mark for each valid statement made.</p> <p>A theoretical explanation can gain maximum marks</p> <p>e.g.</p> <ul style="list-style-type: none"> • where one company buys (1) or merges with another (1) in a different level of the chain of distribution (1) like when a travel agent is bought by a tour operator (1) 	4 marks
4 (d)	<p>Maximum of 6 marks for a clear explanation. Up to 3 marks for each reasoned response. Maximum of 3 marks to be awarded for descriptive responses.</p> <ul style="list-style-type: none"> • the tour operators also have their own travel agents, for example TUI have Thomson TUI (1), and some of them also have accommodation (1) • all of the tour operators are part of vertically integrated companies (1) so they are throughout the chain of distribution (1) • it has a great effect on how the customer gets their tourism product (1) as when they go into a travel agent like Thomas Cook they are most likely to be offered a Thomas Cook package first and if they buy it then they will probably be using Thomas Cook airline to travel there (1) so it has a great effect because most people will get most of their parts of the tourism product from the one organisation (1). 	6 marks

Question	Example Answer	Mark Allocation
5 (a)	<p><i>Up to 2 marks for example of product development and innovation.</i></p> <p><i>Maximum of 4 marks for clear explanation linked to development of tourism.</i></p> <p><i>Maximum of 2 marks if explanation not related to example given.</i></p> <p>Example</p> <ul style="list-style-type: none"> • EasyJet and Ryanair were the leaders in developing no frills airlines (1) where the fare only covers the cost of transport and other services are charged for (1). <p>Explanation</p> <ul style="list-style-type: none"> • this has meant that it is cheaper to travel (1) so more people are going abroad for short trips than there used to be (1) • this means that more people are travelling (1) so destinations are building more hotels and attractions to meet the needs of tourists (1). Because there is more to do in a destination it is more appealing so more people want to go there (1). • these airlines also go to destinations not previously thought of as tourism (1) so these flights are helping develop tourism in new destinations (1). 	<p>6 marks</p>

Question	Example Answer	Mark Allocation
5 (b)	<p>Current characteristics include:</p> <ul style="list-style-type: none"> • predominantly private sector led • dominated by large number of smaller organisations • uses technology • vulnerable to external pressures • has positive and negative impacts. <p>Level 1</p> <p>People are now looking for more luxury when they are tourists and also there are more elderly people travelling so this affects what organisations offer to customer</p> <p>Level 2</p> <p>The economic climate is good with people now having more money to spend on tourism which is good for the industry as they are now attracting more customers but it also creates problems because if the economic climate changes then the industry will suffer as it is vulnerable to changes in economic climate</p> <p>Level 3</p> <p>Since the economy has improved over the last twenty years people have more money to spend but they also have expectations of what they want for their money and this puts a lot of pressure on the industry to provide quality products and services but if the economic climate gets worse people will have less money to spend but will still have the same expectations and this puts more pressure on the industry to meet those needs at lower costs. Whilst wanting the luxury people are now more aware of the environment so want to know that when they go to long haul destinations local people will benefit so they are looking for organisations to be more ethical and aware of the impacts of tourism. This can add costs to the industry when people are looking for cheap holidays.</p>	<p>Level 1</p> <p>1-3 marks for basic responses that are mainly theoretical with some reasoning</p> <p>Level 2</p> <p>4-6 marks for some analysis and/or link to current characteristics</p> <p>Level 3</p> <p>7-8 marks for clear analysis linked to current characteristics</p> <p style="text-align: right;">8 marks</p>

Question	Example Answer	Mark Allocation												
6 (a)	<p>1 mark for each correct answer</p> <table border="1" data-bbox="395 331 983 566"> <tr> <td>Type of overseas visitor</td> <td>Spend per visit in 2004</td> <td></td> </tr> <tr> <td>Holiday</td> <td>454/455</td> <td></td> </tr> <tr> <td>Business</td> <td>492/493</td> <td></td> </tr> <tr> <td>VFR</td> <td>384/385</td> <td></td> </tr> </table>	Type of overseas visitor	Spend per visit in 2004		Holiday	454/455		Business	492/493		VFR	384/385		3 mark
Type of overseas visitor	Spend per visit in 2004													
Holiday	454/455													
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6 (b)	<p>Maximum of 6 marks for a sustained analysis and reasoned conclusions of data given in the statistics. Up to 3 marks for each reasoned response contributing to overall analysis.</p> <p>Maximum 2 marks for descriptive responses or just calculations.</p> <p>e.g.</p> <ul style="list-style-type: none"> • the biggest increase is in the VFR and they have also increased the spending. (1) This will be because more people are bound to spend more (1). • the spending has gone up even more than the numbers of visitors (1) so either people are spending more money because they are doing things that cost more or because things are more expensive (1). It is probably that things are more expensive because with inflation over five years prices must have increased (1) • in most cases there has been an increase in the numbers of overseas visitors and there is an overall increase (1). The greatest increase is in visiting friends and relatives (1). • as the numbers coming on holiday has gone down (1) this may be because people are staying with friends when visiting rather than staying in hotels so it could be because people are being classified differently (1). 													

	<ul style="list-style-type: none"> • it may also be that holiday travel has gone down because the UK is expensive (1). You can see this because although the numbers coming on holiday is down by 6% spending is only down 1% (1) so either the ones that are still coming are those that spend the most or it is now more expensive to come to the UK on holiday which is why the numbers are down (1). • If staying with family the costs are lower so it is not putting people off as much (1). Their spending has gone up a bit more so perhaps part of the extra costs are in visiting attractions (1). 	6 marks
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ASSESSMENT OBJECTIVES MARK ALLOCATION

Question	AO1	AO2	AO3	AO4	Total Marks
1 (a)	6				6
1 (b)		8			8
1 (c)				4	4
2 (a)		8			8
2 (b)		6			6
2 (c)			4		4
3 (a)				8	8
3 (b)			6		6
4 (a)	3				3
4 (b)	4				4
4 (c)	4				6
4 (d)		6			4
5 (a)	6				6
5 (b)			8		8
6 (a)				1	3
6 (b)				8	6
Total	23	28	18	21	90
%	25	30	22	23	100

