

Mark Scheme (Results)

June 2012

GCE Travel and Tourism (6987)
Unit 1: The Travel and Tourism
Industry

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Question Number	Answer	Mark
1 (a) (i)	<p>1 mark for correct definition of the abbreviation</p> <ul style="list-style-type: none"> • Visiting Friends and/or Relations or • Visiting Friends and/or Relatives <p>DO NOT accept Visiting Family and Relatives</p>	(1)

Question Number	Answer	Mark
1 (a) (ii)	<p>Up to 2 marks for a correct example. For both marks, example must show origin and/or destination and/or relationship. Domestic examples may also be credited</p> <p>e.g.</p> <ul style="list-style-type: none"> • visiting family in India (1) • Staying with my Auntie at her house (1) • If I went from London to visit my cousin in Australia (2) • I live in Belfast and I go to Manchester to visit my granddad (2) 	(2)

Question Number	Answer	Mark
1 (b) (i)	<p>1 mark for correct definition of adventure tourism</p> <ul style="list-style-type: none"> • Holidays that include challenge/ risk/ excitement/ sport or physical activities (1) <p>DO NOT credit answers which repeat stem of question, e.g. 'holidays which have adventure' (0)</p>	(1)

Question Number	Answer	Mark
1 (b) (ii)	<p>Up to two marks for a correct example, for both marks, example must have type of holiday, and/or activity and/or appropriate destination</p> <p>e.g.</p> <ul style="list-style-type: none"> • snowboarding (1) • rock-climbing in the Alps (2) • a week in Wales canoeing and surfing (2) 	(2)

Question Number	Answer	Mark
1 (c)	<p>One mark for each external pressure identified (from the article)</p> <ul style="list-style-type: none"> • Severe weather/snow (1) • Air traffic control strikes (1) • Rising oil prices/rising fuel prices (1) • Crew stranded (1) • Shares falling on stock market (1) <p>Could also accept generic external pressures linked to the above</p> <ul style="list-style-type: none"> • Economic climate (1) • Climate change (1) <p>External pressures not mentioned in the article – no marks</p> <p>e.g.</p> <ul style="list-style-type: none"> • Terrorist attacks (0) • Natural disasters (0) • War/civil unrest (0) • Currency fluctuations (0) 	(3)

Question Number	Answer	Mark
1 (d)	<p>Up to six marks for explanation of how airlines have responded to external pressures and economic climate. Examples may be credited.</p> <p>Descriptive responses max 3 marks</p> <p>e.g.</p> <ul style="list-style-type: none"> • Cut jobs (1) • Shorten their flying season (1) • Plan fewer flights per day / week (1) • Reduced prices/had special offers (1) • Closed routes that were less popular (1) for example easyjet stopped flying from Gatwick to Seville in the winter months as they did not get many bookings on it(1) • Increase advertising (1) to enable them to sell more seats (1) • Cancelled flights (1) to save money, but this might mean having to pay compensation to passengers, so would not necessarily work (1) • Increased prices (1) to cover the cost of the increase in fuel (1) • Reduced cabin crew on flights (1) so that they can save money on salaries and maybe even overnight accommodation (1) • Made online check in compulsory (1) to save money on check in staff salaries (1) • Ryanair have increased their baggage charges, this is not only to make money (1) from it but to cover the cost of the extra fuel needed to take off(1) 	(6)

Question Number	Answer	Mark
1 (e) (i)	<p>Up to two marks for definition of perishable, for second mark must clearly relate to airlines</p> <ul style="list-style-type: none"> • It has to be sold by a specific date/time (1) • It will expire if not used by the departure date (1) • When a product has an end date (1) for example a flight seat cannot be sold after the flight has departed (1) <p>NOT special offers unless linked to perishable e.g.</p> <ul style="list-style-type: none"> • 'Flights for £9.99 if you book by the end of January' will stop the seats perishing as they will all be filled at this price (2) 	(2)

Question Number	Answer	Mark
1 (e) (ii)	<p>Up to three marks for a description of how airlines can tackle the perishable nature of their product.</p> <ul style="list-style-type: none"> • They can sell any spare seats cheap at the last minute on the internet (1) • They can put on special offers when flights not too full(1) • Reduced price seats for travel staff/airline staff at the last minute (1) • easyjet sell the cheapest seats first (1) to enable them to fill up the plane well before departure (1) • Standby seats (1) these can be sold at the airport to customers who are prepared to travel at short notice(1) maybe to any destination as long as it's cheap(1) 	(3)

Total for Question 1 – 20 marks

Question Number	Answer	Mark
2 (a)	<p>Up to two marks for a description of one other example of horizontal integration in the travel and tourism industry. For both marks organisations must be named.</p> <p>Theoretical answers with no actual example, maximum of one mark</p> <p>Response must include the sectors involved for two marks.</p> <ul style="list-style-type: none"> • Tour operator merging/taking over another tour operator (1) • Tour operator Thomson took over Crystal Ski holidays (2) • An airline merging with another (1) • British Airways merging with Iberia Airlines (2) • Thompson tour operator merged with First Choice tour operator (2) • Travel agent merging with travel agent (0) • Thomas Cook merging with Co-op (0) 	(2)

Question Number	Answer	Mark
2 (b)	<p>Up to three marks for an explanation of what is meant by the term 'vertical integration'. Examples used to support answers should be credited. Response must include an example for maximum three marks.</p> <ul style="list-style-type: none"> • Organisations are on different levels of the chain (1) • Vertical integration is when a tour operator buys/merges with or owns a travel agent (1) • If a tour operator owns its own travel agency, and/or its own airline (1) then it is vertically integrated (1) • Vertical integration is when a company has organisations at many levels of the chain(1) of distribution, for example Thomson Tui owns its own airline, Thomsonfly,(1) and a tour operator and a travel agent (1) 	(3)

Question Number	Answer	Mark
2 (c)	<p>Up to two marks for a description of 'independent' travel agents.</p> <ul style="list-style-type: none"> • Independent means there is only one (1) • Not national or international organisations (1) • Agencies which have only one or two branches (1) maybe located in the same area/town (1) • Independent travel agencies are not part of multiples (1) they are usually owned by individual people (1) 	(2)

Question Number		Indicative Content
*2 (d)		<p>Analysis of the benefits may consider the following points and should relate to competing with bigger/multiple agencies.</p> <p>Positive points that may be made include</p> <ul style="list-style-type: none"> • ATOL licence – enables them to do independent/tailor made packages to meet individual customer needs better than packages sold by bigger/multiple agencies • Commercial agreements may allow them to discount and price match with bigger/multiple agencies. • Customer guarantee – to protect customer money, similar to ABTA scheme but means customers will be confident in booking with them, and not stick to bigger/multiple agencies whose names they have heard of. • Computer systems, and support - save money on buying and maintaining these, so can maybe afford to discount to compete. • Marketing materials – good professional materials would have to be designed and printed, these are provided free, and are eye catching just like those produced by larger agencies. <p>Negative points that may be made include</p> <ul style="list-style-type: none"> • Cost – in recession times may not be affordable if they don't get the bookings to cover it, because there may be a bigger/multiple agency nearby, which will have the backing of large financial organisations. • No ABTA membership – customers may look for this symbol on the agency and not be confident if they don't see it. Most bigger/multiple agencies will have ABTA membership.
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	<p>Basic response that is mainly theoretical / descriptive. Possibly limited reasoning/application. May consider either positive or negative aspects in brief.</p> <p>The candidate uses everyday language and the response lacks clarity and organisation. Spelling punctuation and the rules of grammar are used with limited accuracy.</p>
2	4-6	<p>Responses with some analysis/application. Responses may have clear application and some analysis or some application and clear analysis. Positive and/or negative aspects are considered in some detail.</p> <p>The candidate uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.</p>
3	7-8	<p>Focused responses with sustained analysis and application of both positive and negative aspects</p> <p>The candidate uses specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p>

Question Number	Answer	Mark
2 (e)	<p>Up to 2 marks for a definition of motivating factors. Examples may also be credited. Destination features may be credited up to one mark.</p> <p>e.g.</p> <ul style="list-style-type: none"> • It is what makes you want to go somewhere(1) • Sun lust/wanderlust (1) • It is what encourages you to visit a destination (1) this could be an advert or TV programme(1) <p>No marks for simply repeating “motivating” e.g. “it is what motivates you”(0)</p>	(2)

Question Number	Answer	Mark												
2 (f)	<p>Up to 8 marks available for evaluation of the effectiveness of the brochure extracts in motivating. For more than 6 marks, both brochure extracts must be considered.</p> <p>No marks awarded for identification of customer type.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="2">Ibiza – Probably customer types motivated to visit</td> </tr> <tr> <td colspan="2"> <ul style="list-style-type: none"> • Groups of young people </td> </tr> <tr> <td style="width: 50%; vertical-align: top;"> <p>Reasons why effective</p> <ul style="list-style-type: none"> • 7 nights – first holiday • Price – cheap • Destination – clubbing capital • Facilities of Apt; sleeps 5; location; self catering. • Dates – July/August • Range of airports to choose from </td> <td style="width: 50%; vertical-align: top;"> <p>Reasons why not effective</p> <ul style="list-style-type: none"> • Only 1 bedroom for 5 people • Could be noisy (in the heart of San Antonio) • No food included • No Child Beds </td> </tr> </table> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="2">South Africa – Probably customer types motivated to visit</td> </tr> <tr> <td colspan="2"> <ul style="list-style-type: none"> • Couples Special occasions Retired </td> </tr> <tr> <td style="width: 50%; vertical-align: top;"> <p>Reasons why effective</p> <ul style="list-style-type: none"> • See 3 different places in one trip • Luxury accommodation (4*) • Safari animals (Cheetah) • Title of holiday sounds </td> <td style="width: 50%; vertical-align: top;"> <p>Reasons why not effective</p> <ul style="list-style-type: none"> • Single supplement high • No price for other airport connections • No meals other than breakfast in Cape Town and </td> </tr> </table>	Ibiza – Probably customer types motivated to visit		<ul style="list-style-type: none"> • Groups of young people 		<p>Reasons why effective</p> <ul style="list-style-type: none"> • 7 nights – first holiday • Price – cheap • Destination – clubbing capital • Facilities of Apt; sleeps 5; location; self catering. • Dates – July/August • Range of airports to choose from 	<p>Reasons why not effective</p> <ul style="list-style-type: none"> • Only 1 bedroom for 5 people • Could be noisy (in the heart of San Antonio) • No food included • No Child Beds 	South Africa – Probably customer types motivated to visit		<ul style="list-style-type: none"> • Couples Special occasions Retired 		<p>Reasons why effective</p> <ul style="list-style-type: none"> • See 3 different places in one trip • Luxury accommodation (4*) • Safari animals (Cheetah) • Title of holiday sounds 	<p>Reasons why not effective</p> <ul style="list-style-type: none"> • Single supplement high • No price for other airport connections • No meals other than breakfast in Cape Town and 	(8)
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	<p>good</p> <ul style="list-style-type: none">• Departure Date outside school holidays.	<p>Johannesburg</p> <ul style="list-style-type: none">• No details of other animals you will see.	
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Total for Question 2 - 28 marks

Question Number	Answer	Mark
3(a)	<p>One mark for a correctly identified ferry operator, for example</p> <ul style="list-style-type: none"> • North Sea Ferries • Seafrance • Stena Line • Wightlink • Irish Ferries • Caledonian McBrayne • DFDS • Brittany Ferries <p>Or any other suitable/appropriate ferry operator</p>	(1)

Question Number	Answer	Mark
3 (b)	<p>One mark for each feature correctly identified</p> <ul style="list-style-type: none"> • Alfresco café (1) • Seatback entertainment (1) • Free wi-fi (1) • Shops (0) selling designer goods (1) • Eating places (0) Upmarket eating and drinking places (1) • High street coffee shop (1) • Increased vehicle capacity (1) • Environmentally friendly/less fuel (1) • Faster speed (0) • larger size (0) 	(2)

Question Number	Answer	Mark
3 (c)	<p>Up to four marks available for explanation. Maximum of 2 marks for basic/descriptive response which is not clearly linked to customer needs, expectations and fashions.</p> <p>e.g.</p> <ul style="list-style-type: none"> • Free wi-fi enables business people to use laptops (1) • Free wi-fi is an expectation of business travellers nowadays (1) Having this on the ship will enable them to keep in touch with work (1) • Customers expect comfort and good quality food + drink (1) so having new facilities like the new restaurant and alfresco café will appeal and suit their needs(1) • People nowadays like to be more environmentally friendly (1) so the fact that the need ship uses less fuel may attract them to travel on it (1) 	(4)

Question Number	Answer	Mark
3 (d)	<p>Up to nine marks available for a description of how transport operators have responded with examples showing research. Answers should relate to airlines, trains, coaches, hire cars etc...</p> <p>Maximum 4 marks for responses without examples. If only one transport organisation is used, maximum of 7 marks.</p> <p>e.g</p> <p>Safety and Security</p> <ul style="list-style-type: none"> • First aid/emergency equipment carried on board (1) • Improved design of coaches and cars such as anti skid brakes (1) • Passport technology (1) • National Express coaches now have seatbelts provided for all passengers on their coaches (2) • Airlines have body scanners at airports (1) to see hidden weapons (1) • Passport/visa regulations (0) <p>Speed and Convenience</p> <ul style="list-style-type: none"> • Virgin Pendolino trains now travel at 100mph (1) and tilt when you go round bends (1) • Online booking/check-in (1) • Eurostar can get you from London to Paris through the tunnel in less than 3 hours.(1) • There are 2 trains every hour from London to Birmingham with London midland trains (2) <p>Excellent customer service</p> <ul style="list-style-type: none"> • Coaches have toilets on board (1) • When you get on a train an announcement tells you when the shop is open (1) • First class is available on trains, on First Great Western they have plugs for your laptop and free wifi (2) • You can get train times and fares online or on an app on your mobile phone (2) • London underground will text you if there are any delays to your normal journey to work (2) 	(9)

Question Number	Answer	Mark
3 (e) (i)	<p>Six marks available. Marks may be awarded for separate points or for points with additional description. Maximum of three marks available for a basic list, with no description.</p> <ul style="list-style-type: none"> • Visual eyesore (1) • Decrease in house prices (1) • Disturbing animal habitats (1) • Cutting down trees or destroying farmland and fields to build it (2) • Bulldozing homes which may be needed if it is going through a residential area like Birmingham (2) • Air/noise pollution (1) this could both be from the construction period, as there will be lots of lorries will be going to and from the site(1) but also from the trains once the line is running (1) 	(6)

Question Number	Answer	Mark
3 (e) (ii)	<p>One mark available for each suggestion and one mark for each justification.</p> <ul style="list-style-type: none"> • Object to building of train line (S) • Visual eyesore - They could build the line in cuttings or partially underground, or plant lots of trees along the line. (S) (1) this will make it less visible to people who live there (J) (1) • Bulldozing homes – they would have to re-route it across the country areas (S) (1)so that people would not lost their homes (J) (1) • Destroying farmland – they could pay compensation to the farmers affected, and pledge to return the land to its natural state once completed (S) (1)this would enable farmers to stay in their farms, and not be financially hit by the train line (J) (1) 	(4)

Total for Question 3 - 23 marks

Question Number	Answer	Mark
4 (a) (i)	£118.9 billion (will accept £119 billion)	(1)

Question Number	Answer	Mark
4 (a) (ii)	2,850,000 jobs (will also accept 2.85 million)	(1)

Question Number	Answer	Mark
4 (b) (i)	<p>One mark for any example of a job directly in tourism Must be a job, not a generic term e.g. hotel (0)</p> <p>e.g.</p> <ul style="list-style-type: none"> • travel agent/clerk (1) • cabin crew (1) • hotel receptionist (1) or any other named hotel staff (1) 	(1)

Question Number	Answer	Mark
4 (b) (ii)	<p>One mark for any example of a job indirectly in tourism May be awarded for job or appropriate support sector, but must clearly be tourism related</p> <p>e.g.</p> <ul style="list-style-type: none"> • printers of brochures/leaflets (1) • Holiday insurance providers (1) • Laundry service for hotels (1) • Taxi/coach/bus driver (1) 	(1)

Question Number	Answer	Mark
4 (c)	<p>Up to four marks available for explanation of tourism statistics. Marks may be awarded for contrasts between chosen country and England. May also credit examples. Generic comments may include</p> <ul style="list-style-type: none"> ▪ Less tourist attractions there (1) ▪ Major cities not as large as London (1) ▪ Less visitors as it is not as easy to access and destinations in England (1) ▪ Incoming visitors may not know about them (1) as they are not as well known throughout the world and have not as much marketing (1) <p>e.g. Wales may have less tourist income than England because it is a smaller country (1) and has less tourist attractions for them to visit. (1) England has London, which is a major destination for overseas visitors (1) as it is full of attractions like the big museums (1) and has major international airports, like Heathrow, (1) Wales has no major airports, so it is not as easy for them to get there (1)</p>	(4)

Question Number		Indicative Content
* 4 (d) QWC		<p>Responses may include:</p> <ul style="list-style-type: none"> ▪ Income from extra visitors ▪ Improvement to Transport infrastructure ▪ Job creation ▪ Accommodation ▪ Publicity and international media coverage ▪ Spin off on other events/attractions ▪ Other UK destinations that may also benefit
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	<p>Basic response that is mainly theoretical /descriptive. Possibly limited reasoning/application. May consider either present or future aspects, in brief</p> <p>The candidate uses everyday language and the response lacks clarity and organisation. Spelling punctuation and the rules of grammar are used with limited accuracy.</p>
2	4-6	<p>Responses with some evaluation/application. Responses may have clear application and some evaluation or some application and clear analysis. Present and/or future aspects are considered in some detail.</p> <p>The candidate uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.</p>
3	7-8	<p>Focused responses with sustained evaluation and application of both present and future aspects.</p> <p>The candidate uses specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p>

Question Number	Answer	Mark
4 (e)	<p>Up to three marks for a description of a tower, landmark, sculpture or iconic building that attracts tourists. This must be recent (last 20 years) e.g. Eiffel Tower (0) Blackpool Tower (0)</p> <p>e.g.</p> <ul style="list-style-type: none"> • Burj al Arab tower (1) a hotel in Dubai (1) • The Dream (1) a sculpture near Liverpool (1) • The Angel of the North (1) this is an enormous statue of an angel (1) which can be found in the North East near Gateshead (1) • London Eye (1) a huge observation wheel (1) that was built for the millennium (1) • The Shard (1) the tallest building in London (1) which has an observation deck at the top (1). • 'Another Place' (1) the iron statues created by Antony Gormley (1) on Crosby Beach near Liverpool (1) 	(3)

Total for Question 4 - 18 marks

Total for Paper - 90 mark

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