

Mark Scheme (Results)

January 2013

Travel and Tourism (6987)

Unit 1: The Travel and Tourism Industry

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Question Number	Answer	Mark
1(a)(i)	<p>Up to one mark may be awarded for a definition.</p> <ul style="list-style-type: none"> • When you arrive into a country which is not your own (1) • Also known as 'inbound' tourism (1) • Coming "in" to a country where you do not live (1) 	(1)

Question Number	Answer	Mark
1(a)(ii)	<p>Up to two marks for an example of incoming tourism. Marks increase with detail in description. Must have origin/destination and clearly be incoming for maximum marks. Eg</p> <ul style="list-style-type: none"> • A person who lives in another country coming to visit London (1) • A tourist who lives in the USA comes in to the UK to visit for a holiday (1). This would be incoming tourism for the UK (1) • If I went to Greece and I live in the UK, I would be an incoming tourist to Greece (2) 	(2)

Question Number	Answer	Mark
1(b)	<p>Up to four marks available for an explanation. Descriptive responses, maximum 2 marks. Answers which contrast with sea/tunnel may also be credited. Answers with examples or generic answers may both be credited. Must relate to incoming to UK for maximum marks.</p> <p>Eg</p> <ul style="list-style-type: none"> • It is faster/easier/cheaper (1) • There are many no frills airlines operating to the UK (1) so it is cheap to get here (1) • There are air connections with over 100 countries (1) • Visitors may only be staying a short time in the UK (1) so travelling by air is faster and means they can spend more time here (1) • There are airports all over the UK (1) so it is easy to arrive near to the place where you want to visit (1) for example if you were going to York you could fly to Leeds or Manchester (1) • Lots of inbound visitors may want to see places in Scotland, Northern Ireland, Wales or the North of the UK. (1) Arriving by sea or tunnel would mean that they would have a long drive (1) or coach/train journey to get there, (1) but if they arrive by air they can get straight to these places. (1) 	(4)

Question Number	Answer	Mark
1(c)(i)	<p>One mark for each trend identified, with or without statistics, or example. MUST be a trend.</p> <p>Eg</p> <ul style="list-style-type: none"> • The number of visitors has gone up over the 10 years (1) • The number of visitors peaked at 32.77 million in 2006 (1) • The spend in billions has gone up (1) • There is over 4 billion more spent in 2010 than in 2000 (1) • The average nights per stay has declined (1) • The spend per night has also gone up to £563 from a low of £466 in 2004 (1) <p>Any other suitable correct trend may also be credited.</p> <p>Answers which give reasons for the trend (0)</p>	(3)

Question Number	Answer	Mark
1(c)(ii)	<p>Up to 4 marks for explanation of reasons for the changes in spend and length of stay. For maximum 4 marks answer must relate to incoming tourism, and consider both spend and length of stay.</p> <p>Eg</p> <p>Spend (per night and per visit)</p> <ul style="list-style-type: none"> • The increased total spend in recent years might be due to the recession and price increases (1) • The increased spend per night may be because price of accommodation went up (1) • The spend increase in 2008 and 2010 may have been due to the pound being weaker than foreign currencies (1) this would have allowed incoming tourists to have more to spend (1) <p>Length of stay (nights)</p> <ul style="list-style-type: none"> • People stayed for a shorter time as they had less disposable income (1) • There may have been more people from Europe on short breaks (1) • The origin of the tourist may have been different – up to 2006 there may have been more Americans, and it would not be worth their whole to stay less than a week because of the long flight (2) 	(4)

Question Number	Answer	Mark
1(d)(i)	<p>Up to 4 marks for explanation of how statistics could be used in planning for future tours.</p> <p>Eg</p> <ul style="list-style-type: none"> • To work out prices for their tours (1) • To find out what destinations are popular (1) • To help them plan their marketing activity (1) • To work out how many nights they should include in their tours (1) • To decide how many tours to offer in a season/year (1) so that they can get as many full coaches as possible (1) • To enable them to advise customers on costs (1) and advise them of how much spending money they might need to bring on their holiday (1) This information may be included in their next brochure (1) • To see what the trends are (1) so that they can calculate how many holidays to offer next year compared to this year (1) and at what price (1) and whether and by how much they should increase/decrease their prices (1) 	(4)

Question Number	Answer	Mark
1 (d) (ii)	<p>Up to 8 marks for suggestions of products/services which would appeal to the incoming market. Marks increase with detail. Marketing is NOT products/services.</p> <p>Products and services may include</p> <ul style="list-style-type: none"> • Interpreters/foreign language speaking guides (1) • Include flight prices (1) • Facilities for children e.g. trips to theme parks (MAX 2) • Upgraded facilities on coaches e.g. seatback TV (1) • Facilities at hotels e.g. free breakfasts/wifi etc (MAX 2) • Shorter tours (1), 3 or 4 nights to appeal to visitors from Europe as well as USA (1) • Cheaper accommodation (1)-rather than 3/4 star hotels use self catering or B&B accommodation (1) • Different "themed" tours, not just history (1) e.g. Theme park tour or Film sets of the UK tour (1) so appeal to different age groups (1) • If they were to offer shorter tours, say 5 nights, (1) then they would attract people from say France, (1) they could offer ferry crossings (1) over 28% of incoming tourists arrive by ferry or tunnel (1) 	(8)

Total for Question 1 = 26 marks

Question Number	Answer	Mark
2(a)	Up to one mark may be awarded correct answer. <ul style="list-style-type: none"> • Domestic (1) • Domestic tourism (1) 	(1)

Question Number	Answer	Mark
2(b)(i)	Up to four marks for description of positive impacts Marks may be awarded for additional detail. Must be applied to National Park location for full marks. Scale and size should also be considered. Positive Eg <ul style="list-style-type: none"> • More overnight stays (1) • More jobs/money/income (1) • Improved all year round tourism potential (1) • More jobs in the hotels (1) as cleaners, bar staff etc (1) • More tourists to the area (0) so more income for local shops/pubs etc (1) • More money to upgrade local facilities (1) • Planning regulations in National parks may limit their size (1) and ensure they are built of local materials (1) and thus their visual impact may be good(1) 	(4)

Question Number	Answer	Mark
2(b)(ii)	Up to four marks for description of negative impacts Marks may be awarded for additional detail. Must be applied to National Park location for full marks. Scale and size should also be considered. Negative <ul style="list-style-type: none"> • Visual eyesore (1) • Jobs may be low paid/seasonal (1) • Spoiling the landscape of the area (1) which may currently be fields, cottages (1) • Additional tourists to Travelodge may take away custom from local accommodation providers (1) e.g. B&B's, guesthouses or farms (1) • Environmental impacts of additional tourists e.g. congestion, pollution, scaring wildlife, litter, footpath erosion, noise – (Max 2 only) – Scale and size would make this unlikely 	(4)

Question Number	Answer	Mark
2(c)	<p>Up to three marks for each suggestion, marks increase with detail in suggestion. Marketing type answer max 2 each objective.</p> <p><u>Objective 1 (whole year income)</u></p> <ul style="list-style-type: none"> • Change the campsite into a caravan site, (1) with hard standings (1) so that it can be used in spring and autumn too (1) • Open cottages all year round (1) • Build more cottages (1) • Open a café/restaurant (1) • Add static caravans or timber lodges to the site (1) these could be rented or privately owned (1) the farm would then get rental income and/or annual charges(1) • Offer short breaks in the cottages, not just whole weeks (1) attracting visitors for Bank holiday weekends, Easter, Christmas etc (1) when prices can be high to meet demand (1) • Introduce glamping or yurts or upmarket camping (1) these usually have heating (1) and are more expensive than just tents increasing their income (1) <p><u>Objective 2 (day visitors)</u></p> <ul style="list-style-type: none"> • add activities (0) • Design/grow a “Maize Maze” (1) • Add pony trekking (1) • Open a farm shop (1) selling vegetables, milk, cheese etc made on farm or locally (1) this will get local people to call in to buy food as there is no town nearby (1) • Open the farm as an attraction with tractor tours, milking demonstrations, guided walks, feeding lambs etc (2) which will attract families maybe holidaying on the coast to visit for the day (1) • Add exciting outdoor activities (1) such as quad biking, sphering, rope courses etc (1) which may attract younger tourists and even local people/families to try it out and it could be done all year round (1) <p>Any other suggestions suitable for a farm may be credited.</p>	(12)

Question Number	Answer	Mark
2(d)	Up to four marks for a description. For more than two marks must clearly show research and be linked to off peak season. Deals and offers max 2 marks. e.g. Blackpool (or any other seaside) illuminations e.g. Alton Towers/Thorpe Park – Fright night in October e.g. Air shows e.g. Southport in September e.g. Christmas Attractions and events in early December such as Longleat/Christmas markets, parades, festivals.	(4)

Total for Question 2 = 25 marks

Question Number	Answer	Mark
3(a)(i)	Up to one mark may be awarded for each correct answer. Answers may be either a tourism type or customer type. Eg <ul style="list-style-type: none"> • Domestic tourists (1) • Business/conference travellers (1) • Coach Tours (1) • Weekend breaks (1) • Leisure travellers (1) • Incoming (1) • Education / School/college students (1) • Outgoing/adventure/vfr (0) Any other suitable visitor type may also be credited, e.g. descendents of Titanic passengers...	(2)

Question Number	Answer	Mark
3(a)(ii)	Up to four marks for explanation. Descriptive responses, maximum 2 marks. Explanation must be related to type of tourist chosen for max marks. May consider facilities such as... <ul style="list-style-type: none"> • Business - Size of function room – conferences need large spaces • leisure tourists - Waterfront location, may like to see views etc • Historical significance- ancestry etc – good information • School children - features of the attraction e.g. interactive exhibits, suitable for • College history students - Historical information 	(4)

Question Number	Answer	Mark
3(b)	<p>One mark for each of two historical examples. Types of attractions not named = no marks. May be in the UK or overseas. Named World Heritage sites may also be credited.</p> <ul style="list-style-type: none"> • Castles (0) • Museums (0) • Edinburgh Castle (1) • Stonehenge (1) • Tower of London (1) • Shakespeare's house (1) • Longleat House (1) • Mary Rose (1) • Chatsworth House (1) • Buckingham Palace (1) • The Royal Museums Greenwich(1) • Museum of Science and industry, Manchester (1) • Natural History Museum (1) <p>Any other suitable named historical attraction may also be credited.</p>	(2)

Question Number		Indicative Content
* 3(c)		<p>Answers should consider the following points:</p> <p>Communication with customers e.g. internet sites for advertising, booking tickets, mobile phone apps, email, online review sites</p> <p>Interactive experiences e.g. sights and smells, computerisation, robots, video links, cameras</p> <p>Day to day operation e.g. computerised filing, electronic barriers, stop and search, security cameras, ebookings, leaflet design, ride technology</p> <p>Answers should assess how the attractions have used these technologies to help them or how the customers benefit. Examples may be used to support answers.</p>
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	<p>Basic responses that are mainly theoretical/descriptive. Possibly limited reasoning/application to visitor attractions. May only have considered one of the points, or in little detail.</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 assessment/application. Responses may have clear application and some assessment or some application and clear assessment. Will be linked to visitor attractions, and consider two or more points with 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 assessment and application of all points in detail with specific reference to attractions and their customers/operations.</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
3(d)	<p>Up to three marks may be awarded for a description of interdependence. Examples may be credited if given, but maximum marks can also be awarded if no example given.</p> <p>Answers which simply repeat the word "depend" maximum 1 mark.</p> <p>Eg</p> <ul style="list-style-type: none"> • Where an attraction depends on another company to sell its tickets (1) • When an organisation cannot really operate without another organisation (1) in the chain of distribution (1) • An attraction may be dependent on a TIC to distribute its leaflets in a local area to hotels (1) and to display them in the centre (1) • Interdependence is when one organisation cannot really operate effectively without the help of another or others. (2) An example of this may be Alton Towers which is in the countryside and depends on local coach companies (1) to bring people there from the nearest train station (1) (MAX 3) 	(3)

Total for Question 3 = 19 marks

Question Number	Answer	Mark
4(a)	<p>Up to two marks may be awarded for a definition of an enabling factor, marks increase with detail and/or clarity, and for 2 marks should be linked to the travel and tourism industry.</p> <ul style="list-style-type: none"> • Factors which allow you to do something (1) • Having enough money to go somewhere (1) • The factors which make it possible for people to travel (1) or go on holiday (1) • Factors such as increased income which gives you the ability to book and pay for a holiday or flight (2) <p>Answers which just repeat the word "enable" should not be credited.</p>	(2)

Question Number	Answer	Mark
4(b)	<p>Award 1 mark for each factor: For example</p> <ul style="list-style-type: none"> • More disposable income/money(1) • More holidays/free time (1) • Holidays with Pay Act (1) • Increased mobility (1) • Passing driving test (1) • Changes in family circumstances (1) • Children grown up and left home (1) <p>Other transport developments may also be credited (NOT JETS)</p>	(2)

Question Number	Answer	Mark
4(c)	<p>Up to 8 marks available for explanation. These may be for single points made or for extended points. Examples may be credited if they enhance the explanation. Must relate to sectors not customers. Descriptive responses, max 4 marks. Eg</p> <ul style="list-style-type: none"> • More people can travel so the industry will make more money (1) • Sectors will increase revenue/income/profit (1) • The introduction of the first jet the 707 in 1957 enabled flights to get to destinations (1) mainly in Europe, much faster than by sea. • This led to charter flights (1) and the development of the package holiday (1) • More tour operators were formed (1) and then travel agents were needed to sell the holidays (1) • The development of larger planes helped more people would travel to destinations abroad (1) and this led to more hotels being built (1) • The introduction of the jumbo jet in 1969 led to the increase in distance that people could fly (1) and made flights faster and more economical (1) as they would be able to hold more passengers (1) and this led to the growth of more long haul holiday destinations (1) e.g. Florida (1). This led to the development of big theme parks there like Disneyworld and Universal Studios (1) 	(8)

Question Number		Indicative Content
* 4(d) QWC		<p>Answers may analyse the following advantages:</p> <p>Passengers:</p> <ul style="list-style-type: none"> • More comfortable journey • Less jetlag • Quieter • Bigger windows • Larger lockers • Cheaper fares <p>Airlines:</p> <ul style="list-style-type: none"> • More fuel efficient • Easier to fill • Opportunity for new routes • Environmentally more efficient <p>Responses can also consider effects on other airlines, e.g. competition.</p> <p>Answers will show assessment of these features, not just repeat the information from the paper.</p>
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	<p>Basic responses that are mainly theoretical/descriptive. Possibly limited reasoning/application. May only have considered one of the point, or in little detail. Lifted information from case study material, with little analysis.</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 assessment or some application and clear assessment. Will consider both airlines and passengers with 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 to both passengers and airline in detail with specific reference to the Dreamliner's features.</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>

Total for Question 4 = 20 marks

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