

Mark Scheme (Results)

Summer 2014

Pearson Edexcel GCE in
Travel and Tourism (6991)
Paper 01: Travelling Safely

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Question Number	Answer	Mark
1 (a)	<p>Up to 4 marks available for explanation. 2 marks for advantage. 2 marks for disadvantage</p> <p>Advantage</p> <p>e.g.</p> <ul style="list-style-type: none"> • It is covered by ABTA bonding scheme(1) which means if Crystal Tours gets into financial difficulties its clients will not suffer financial loss(1) • ABTA represents the travel industry(1) so Crystal Holidays has a powerful lobbying group behind it to help champion the industry <p>Disadvantage</p> <ul style="list-style-type: none"> • Being an ABTA member involves paying a fee(1) which means that some of the profit Crystal Holidays makes has to be put aside to pay membership fees(1) • ABTA insists on minimum standards of service that its members must provide to customers(1) so Crystal Holidays may have to spend money on training staff to ensure these are met(1) 	(4)

Question Number	Answer	Mark
1 (b)	<p>1 mark available for correct answer.</p> <p>e.g.</p> <ul style="list-style-type: none"> • Association of British Travel Agents(1) • ABTA (Ltd), The Travel Association (1) • Authority of British Travel Agents (0) • Association of British Travel Agencies (0) 	(1)

Question Number	Answer	Mark
1 (c)	<p>Up to 6 marks available for explanation. Max 3 marks for description only. e.g.</p> <ul style="list-style-type: none"> • IATA is responsible for the safe management of air travel (1). If an airline is a member it will have to meet the regulations and safety standards which IATA demands(1) • The membership would mean that IATA could liaise with governments (1) over issues affecting the operation of the airline(1) such as new security issues (1) which could have impacts of costs to airlines (1) and inconvenience to assengers(1). • IATA ensures very high safety standards across the industry(1) as it is its highest priority and that of the airline industry(1) and it means it will regulate all airlines across the world to ensure this and prevent poor practice being accepted anywhere(1) • IATA works to ensure harmonised security measures across the world(1) to help avoid repetitive checks of passengers and their documents and to ensure common airline standards(1) so it works with developments such as biometrics to ensure they are fit for purpose for all airlines(1) • They operate the IATA Clearing House (ICH)(1) which ensures all airlines can settle their accounts with other airlines efficiently(1) so ICH sorts out currency changes between airlines which would otherwise make passenger bookings and inter-airline accounting much more complex(1) • IATA works with national airlines in countries where there is less awareness of environmental responsibility (1). It works with the airlines so they become more effective (1) and help the environment through carbon off-set(1). • IATA works with ICAO (1) to set security measures and improve process (1)so that airlines and customers reduce security risks(1), especially in some of the more unsettled countries because of global unrest(1). 	(6)

Question Number	Answer	Mark
2(a)(i)	1 mark available for any of the following <ul style="list-style-type: none"> • Angola, Benin, Burkina Faso, Burundi, Cameroon, Central African Republic, Chad, Republic of Congo, Cote d'Ivoire, Democratic Republic of Congo, Equatorial Guinea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Kenya, Liberia, Mali, Mauritania, Niger, Nigeria, Rwanda, Senegal, Sierra Leone, South Sudan, Sudan, Togo, Uganda 	(1)

Question Number	Answer	Mark
2(a)(ii)	1 mark available for any of the following: <ul style="list-style-type: none"> • Bolivia, Brazil, Columbia, Ecuador, French Guiana, Guyana, Panama, Paraguay, Peru, Suriname, Venezuela 	(1)

Question Number	Answer	Mark
2(a)(iii)	Up to 3 marks available for description e.g. <ul style="list-style-type: none"> • Being bitten by a mosquito(1) • Contact with an infected person(1) • Virus introduced into bloodstream(1) via saliva of the mosquito (1) • A mosquito bites a person(1) who becomes infected(1) and then infects other people(1) 	(3)

Question Number	Answer	Mark
2(b)	Up to 4 marks available. No marks for information concerning double or multiple entry visas e.g. <ul style="list-style-type: none"> • All British passport holders need a visa(1) • Passport must have a validity of 3 months after the expiry date of the visa(1) • You must apply for a visa before travelling/ it cannot be obtained at the border(1) • Passport must have at least two blank pages for visas(1) • Need completed application form, photo and supporting documents(1) • £26.40 normal charge(1) • £33.60 for urgent application(1) • Only require single entry visa (1) 	(4)

Question Number		Indicative Content
* 2(c) QWC		Travel Agency <ul style="list-style-type: none"> • Cost to the travel agency as they will need to reimburse Anton and Isabelle for any costs incurred • Anton and Isabelle could sue if they don't receive the necessary advice • ABTA membership compromised as not following guidelines • EU Directive not being complied with so legislation broken
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	<p>Basic responses that are mainly descriptive. Possibly limited reasoning and application.</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 analysis/ application. Responses may have clear application and some analysis or clear analysis and some application</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>

Question Number	Answer	Mark
2cii)	<p>Up to 4 marks available for explanation e.g.</p> <ul style="list-style-type: none"> • The airline will incur costs if visa not checked (1) as they will be responsible for returning Anton and Isabelle to the UK as they will be unable to enter Russia(1) • There are security implications as visas are used to ensure people are acceptable to the country(1) and passport and visa checks are made to ensure people are not impersonating others(1) • Could be sued by Anton and Isabelle if they arrive without necessary documentation(1) as they are not upholding EU Directives(1) • Migration cards will not be checked by the airline when leaving UK (1) as these are issued at Russian passport control(1) 	(4)

Question Number	Answer	Mark
3(a)(i)	<ul style="list-style-type: none"> • Fair Trading Act(1) • Enterprise Act(1) • Fair Trade Act (0) 	(1)

Question Number	Indicative Content	
3(a)(ii)	<ul style="list-style-type: none"> • Increased profit as no/limited competition undercutting prices • Higher customer numbers for the organisation • Customers have no/limited choice • Harder for new organisations to enter the market and compete • Customers spending more than they need to 	
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	<p>Basic responses that are mainly descriptive. Possibly limited reasoning and application. Answers may concentrate on either organisations or customers</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 evaluation/ application. Responses may have clear application and some evaluation or clear evaluation and some application. Answers will cover both organisations and customers</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>

Question Number	Answer	Mark
3(b)	<p>Up to 3 marks available for suggestion. Up to 3 marks available for justification. e.g. Suggestion</p> <ul style="list-style-type: none"> The tour operator regularly reviews the quality of excursions it sells through a third party (1) and issues guidelines on the customer service and quality it will expect for its customers(1) If certain excursions prove popular with clients(1) the tour operator should employ people/run the event themselves(1) <p>Justification</p> <ul style="list-style-type: none"> This will mean the excursion operators know quality will be checked so they should maintain standards(1) and they are clear of the quality the tour operator expects for its customers(1) If they run the excursions themselves they will have more control(1) which means they can ensure that the standards expected are maintained(1) 	(4)

Question Number	Indicative Content	
* 3(c) QWC	<ul style="list-style-type: none"> Makes easyJet appear less competitive When compared with other airlines using 'drip feeding' their prices will appear expensive on first viewing Taking risk that customers will not pursue a booking if they think expensive at beginning Gives them less profit in the short term Fact people will not pursue booking if think expensive in first place They can't add lots of surcharges for using credit card which is where make money currently Provides better customer service which may increase profits in long term If publicise fact customers will understand new pricing policy Other competitor may need to follow their lead 	
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	Responses with some analysis/application. Responses may have clear application and some analysis or clear analysis and some application
2	4-6	Focused responses with sustained analysis and application

Question Number	Answer	Mark
3(d)	<p>Up to 4 marks available. Maximum 2 marks if theoretical responses/not applied. e.g.</p> <ul style="list-style-type: none"> • Personal data must be obtained fairly/lawfully(1) • Covers electronic and manual forms(1) • Personal data must be accurate/up to date(1) • Must not be held for longer than necessary(1) • Security measures must be in place to avoid loss/theft/misuse of data(1) so hotels must have a password protecting their reservation system(1) • An individual is allowed access to their personal data(1) • Hotels cannot tell enquirers who is staying at their hotel(1) 	(4)

Question Number	Answer	Mark
4(a)(i)	<p>Up to 4 marks available for outlining support e.g The Foreign Office</p> <ul style="list-style-type: none"> • The Locate information service (1) will allow relatives from the UK and the Foreign Office to know where British nationals are(1)) • The Foreign Office will post details of the disaster on their website(1) which will allow both travellers and relatives back home to keep track of what is happening(1) • They will also know of any plans the foreign office is involved in to evacuate them(1) 	(4)

Question Number	Answer	Mark
4(a)(ii)	<p>Up to 4 marks available for description The tour operator</p> <ul style="list-style-type: none"> • Give her advice (1) telephone numbers (1) arrange for a taxi to the hospital(1) give her emotional support(1) • The tour representative will speak the local language(1) he/she will be able to communicate with the hospital and Agnes when Bob goes there(1) and to help organise transfers home(1) 	(4)

Question Number	Answer	Mark
4(a)(iii)	<p>Up to 4 marks available for explanation. Max 2 for description only.</p> <p>e.g</p> <p>The insurance company</p> <ul style="list-style-type: none"> • The insurance company once contacted(1) will be able to tell the hospital that they will accept any bills for Bob's treatment(1) which means he should receive prompt, professional care(1) • If the insurance company thinks Agnes needs support at this time(1) they can authorize another relative to fly out to be with her(1) because they will pick up the cost of the flight and accommodation(1) • This insurance company can authorise a medical assistance company (1) to provide medical staff like a Dr or nurse(1) to fly back with the patient who is injured to the UK(1) and as it looks like Bob will need to be stretchered home this sort of company will be needed(1) 	(4)

Question Number	Answer	Mark
4(b)	<p>Up to 4 marks available for explanation. Max 2 marks for description only</p> <p>e.g</p> <p>Cancellation</p> <ul style="list-style-type: none"> • Cancellation means you do not go on any of the holiday(1) e.g. You fall ill before your holiday and cannot travel (1) • Cancellation occurs before you have departed(1) meaning that the whole trip/holiday does not take place(1) it could be because of a work emergency occurring just before you are due to travel (1) <p>Curtailment</p> <ul style="list-style-type: none"> • Curtailment happens once you have left(1) and means that the remaining amount of your holiday/trip cannot take place(1)perhaps 2 days after you arrive a relative at home falls very ill and you need to return home(1) 	(4)

Question Number	Answer	Mark
4(c)	<p>Up to 3 marks for explanation. Max 2 marks for description only</p> <p>e.g.</p> <ul style="list-style-type: none"> • A passport allows you access in and out of the country(1) because it shows in a legally required way that you are a British citizen(1) and your identity is confirmed with your photograph(1) • Without a passport you cannot leave the country(1) or return if you lose it abroad(1) as it is the means that border officials use to ensure you are legally entitled to enter the country(1) 	(3)

Question Number	Indicative Content	
5(a)	<ul style="list-style-type: none"> • Lack of staff training • Lack of health and safety procedures being followed – no evacuation drill undertaken • Lack of communication between staff and with customers • Do have some capable staff – officer able to work under own initiative • Crew members did try to help as lowered some lifeboats themselves 	
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	<p>Basic responses that are mainly descriptive. May refer to only negative issues. Possibly limited reasoning and application.</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. There may be reference to both positive and negative issues. Responses may have clear application and some evaluation or some application and clear evaluation.</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. There will be some reference to positive and negative issues</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
5(b)(i)	<p>Up to 4 marks available for recommendations. e.g.</p> <ul style="list-style-type: none"> • Regular training of staff(1) all staff should know the procedures they need to follow in any emergency(1) • Better communication(1) there should be a known chain of command that staff know how and when it is used(1) • Keep the staff on board during an emergency(1) they should all know the specific areas they need to go to(1) 	(4)

Question Number	Answer	Mark
5(b)(ii)	<p>Up to 4 marks available for explanation of recommendation in 5ai) e.g.</p> <ul style="list-style-type: none"> • If properly trained, staff gain confidence(1) they follow procedures quickly and easily(1) and their authority would keep the evacuation process under control(1) as customers would understand that they know what they are doing(1) • If staff are communicated with in an agreed fashion they understand the severity of the situation they are dealing with(1) they will not be confused and issue conflicting instructions(1) which means the evacuation procedure should occur more smoothly(1) as everyone understands exactly what is happening(1) 	(4)

Question Number	Answer	Mark
5(c)	<p>Up to 4 marks available for description of situation. Marks to be awarded for level of detail. Situations must be appropriate, realistic and to have occurred in the last five years Likely topics could be</p> <ul style="list-style-type: none"> • Uprisings in Egypt/Tunisia • Ash cloud • Japan earthquake/tsunami • Russian plane crash <p>Do not award marks for Costa Concordia disaster</p>	(4)

