

Edexcel GCE

Edexcel Advanced Subsidiary GCE in Travel and Tourism (Single Award) (8791)

Edexcel Advanced Subsidiary GCE in Travel and Tourism (Double Award) (8792)

Edexcel Advanced GCE in Travel and Tourism (Single Award) (9791)

Edexcel Advanced GCE in Travel and Tourism (Double Award) (9792)

For first teaching in autumn 2005

January 2005

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Specimen papers with mark schemes

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Read the information below before answering questions 1 to 3. The Discovery Museum is a fictitious organisation.

The Discovery Museum is a well-established attraction that has been in place for almost a hundred years. It is managed by the local authority. It is still in its original location, in the centre of the town of Oldcastle. It has three main exhibition rooms; one for exhibits relating to the industrial heritage of the town, one for natural history with exhibits of stuffed animals and one used for touring exhibitions such as ‘Creepy Crawlies’ and increasingly popular for hosting meetings, conferences and educational groups. The museum is planning to expand and has obtained European Union funding to build a further exhibition hall.

1. The Discovery Museum aim to increase the number of domestic and incoming tourists visiting the museum.

a) Explain what is meant by the term ‘incoming tourist’.

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(1)

b) Give an example of incoming tourism.

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(2)

Total 3 marks

Q1

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The travel and tourism industry has made extensive use of new technologies such as Information Communication Technology (ICT). The Discovery Museum intends to use ICT in their new exhibition hall.

2. Describe **two** ways that ICT could be used by the Discovery Museum in their new exhibition hall.

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2.....
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(6)
Total 6 marks

Q2

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3. The travel and tourism industry is vulnerable to external pressures. One of these external pressures is 'currency fluctuations'.

a) Assess how currency fluctuations could affect the Discovery Museum.

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(6)

b) Explain how the Discovery Museum could minimise the negative effects of and maximise the positive effects of currency fluctuation

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(6)

c) There are other external pressures that can affect the travel and tourism industry.

i) Describe **one** example of an external pressure, other than currency fluctuations, that you have researched.

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(3)

ii) Analyse the effect of this external pressure on the travel and tourism industry.

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(6)

Total 21 marks

Q3

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Read the following before answering questions 4 to 8. Universal Airlines is a fictitious organisation.

Universal Airlines are a scheduled airline. They fly to domestic, short haul and long haul destinations from London Heathrow, Cardiff, Glasgow and Belfast International airports. They have won several industry awards for top scheduled airline and have a reputation for providing high quality products and services on their flights. There are even plans for jacuzzis to be available in first class cabins on long haul flights.

4. Universal Airlines are a scheduled airline that flies to domestic, short haul and long haul destinations.

a) Explain what is meant by the term 'long haul destination'.

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(1)

b) Explain what is meant by the term 'scheduled airline'.

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(1)

c) Give an example of a scheduled airline in the UK.

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(1)

Total 3 marks

Q4

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5. The airline sector of the industry has seen significant product developments and innovation in recent years, particularly with the introduction of 'no frills' airlines.

a) Give the names of two 'no frills' airlines.

1.....
2.....

(2)

b) Describe the product of 'no frills' airlines.

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(3)

c) Explain how the development of 'no frills' airlines would have affected Universal Airlines. Support your answers with examples you have researched.

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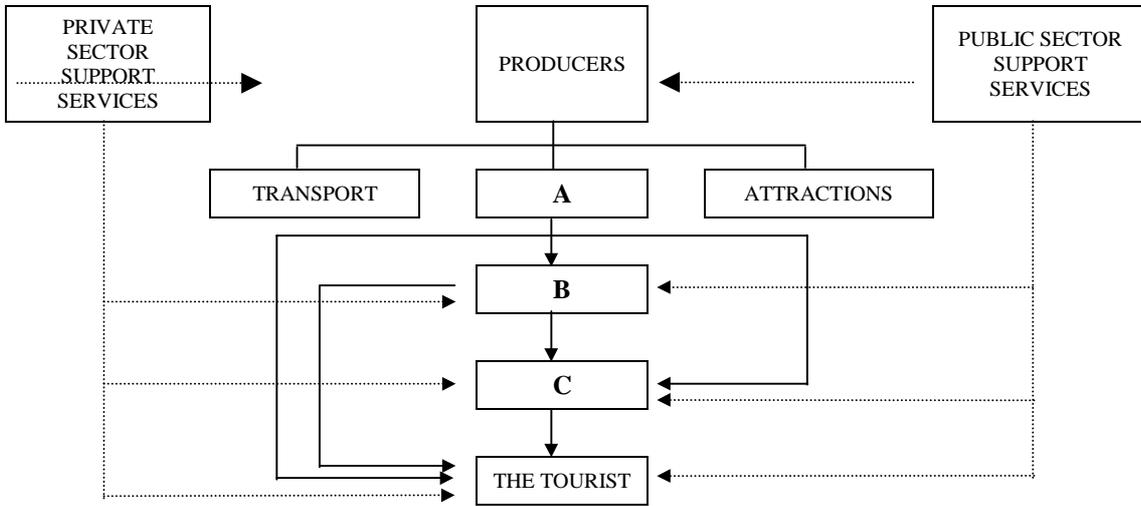
(8)

Total 13 marks

Q5

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7. The structure of the travel and tourism industry is often shown in the form of a diagram. The diagram below shows the chain of distribution for the travel and tourism industry. It is incomplete.



a) Complete the diagram by stating the type of organisation that should be included at A, B and C.

A

B

C

(3)

b) Explain the role of the type of organisation B.

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(2)

c) Give an example of an organisation in B.

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(1)

d) Describe the products and services provided by the type of organisation in B.

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(3)

Total 9 marks

Q7

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8. Within the travel and tourism industry there are many examples of vertical and horizontal integration.

a) Explain what is meant by the term ‘vertical integration’.

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(2)

b) Describe one example of vertical integration in the travel and tourism industry.

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(4)

c) Analyse the benefits to Universal Airlines of vertical integration.

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(6)

Total 12 marks

Q8

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9. Use the table below and graph on page 14, taken from the International Passenger Survey, to answer the following questions:

		Overseas residents' visits to the UK		UK residents' visits abroad	
		Visits (thousands)	Earnings (£millions)	Visits (thousands)	Expenditure (£millions)
<i>seasonally adjusted</i>					
2002	Jan	1,930	910	4,880	2,140
	Feb	1,830	930	5,020	2,260
	Mar	1,860	890	4,990	2,220
	Apr	2,250	970	4,990	2,300
	May	1,900	900	4,980	2,130
	Jun	2,060	980	5,180	2,380
<i>three months ending</i>					
2002	Mar	5,620	2,720	14,880	6,620
	Jun	6,210	2,850	15,150	6,810

a) Which month saw the greatest number of overseas residents' visits to the UK?

.....
(1)

b) Which month saw the greatest earnings from visits by overseas residents' visits to the UK.

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(1)

c) Explain why the number of overseas residents' visits to the UK in April and June increased over the figures for the previous months.

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(4)

d) Analyse the ratio between overseas residents' visits to the UK and the earnings from these visits for the three months ending March 2002 and June 2002.

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(4)

1. There are a number of organisations involved in the legislation or regulation of the travel and tourism industry. Two of these are:

- CAA
- ABTA.

a) Describe the roles and responsibilities of each organisation in the legislation and regulation of the travel and tourism industry.

i) CAA

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ii) ABTA

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(8)

Leave blank

b) Explain the difference between the two organisations.

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Q1

(4)

Total 12 marks

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2. Peter Minola is planning to open his own independent travel agency. Explain the benefits to his travel agency of becoming an ABTA member.

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Q2

(6)

Total 6 marks

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3. Colleen MacCarthy is planning a holiday to Malia, Crete with a group of friends next summer. She has been offered a package holiday by a travel agency but has also found flights and accommodation on the internet that works out cheaper. Explain the benefits to Colleen of booking through the travel agency rather than booking the flights and accommodation separately through the internet.

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(6)
Total 6 marks

Q3

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4. There are many laws that affect the operation of travel and tourism organisations. One of these is the Trade Descriptions Act.

a) Summarise the key requirements of this piece of legislation.

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(4)

Leave
blank

b) Analyse how the Trade Descriptions Act affects the operation of a tour operator.

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Q4

(6)

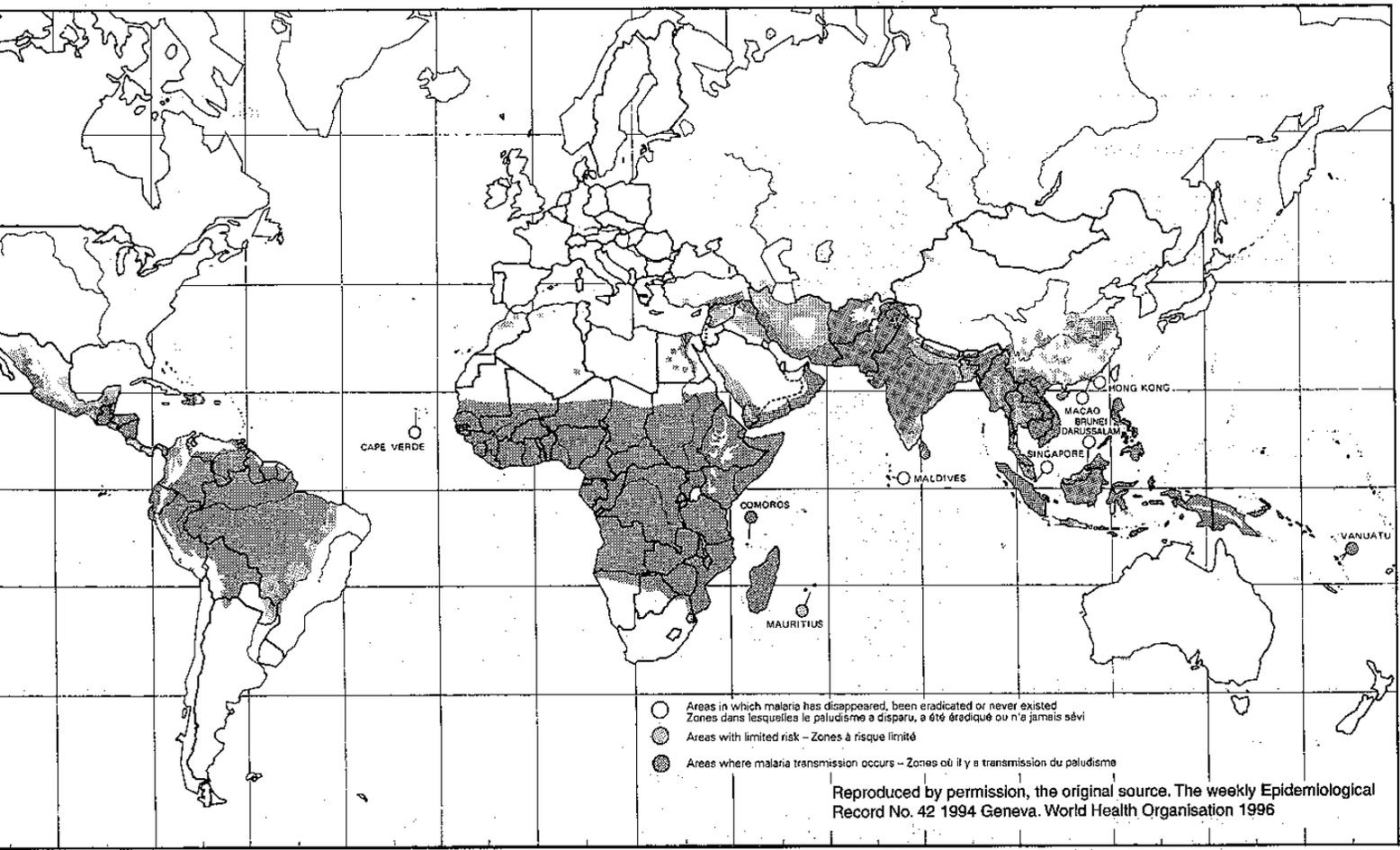
Total 10 marks

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Read the following information and the extract from the Guide to International Travel before answering question 5.

Leave blank

Areas of malarial risk



Zambia

General information

Map reference: pg M6, C6

Location: Southern Africa

Local time: GMT +2

Capital: Lusaka

Language: English, many tribal dialects

Electricity: 220/240V AC 50Hz

Int. direct dialling code: 260

BBC world service: KHz:(AM Lagos time) 17830, 7160, 6005.(PM Lagos time) 17830, 15400, 11835

Driving: International Driving Permit required

Currency: Kwacha (ZMK 1 = 100 Ngwee)
Notes: ZMK: 2, 5, 10, 20, 50, 100, 500, 1000, 5000, 10000
Coins: ZMK: 1. Ngwee: 1, 2, 5, 10, 20, 50

Business hours

Banks: 0815-1430 Mon-Fri

Offices: 0800-1300 & 1400-1700 Mon-Fri

Shops: 0800-1700 Mon-Fri, 0800-1300 Sat

Business/social hints

Appointments should be made in advance. Punctuality is appreciated, but relatively flexible outside urban areas. For business meetings, men should wear a lightweight or tropical suit and tie. Women a lightweight suit or equivalent. It is customary to shake hands on meeting and taking leave. Business cards are exchanged after introduction. Business is conducted in English. In business an informal attitude prevails. A service charge is added to bills.

Emergency services: Police, Fire & Ambulance: 999

Climate

In lowland areas the climate is tropical with no real cool season but with a hotter period between Oct-Feb which is also the rainy season when it can become particularly oppressive. In the upland areas temperatures are lower and are typical of a warm-temperate climate. In the higher regions frost is not uncommon especially during the dry period between Apr-Aug. Rainfall, mainly occurs during Oct-Mar and is at its height between Dec-Feb

Lusaka

	Temp °C		Temp °F		Humidity %		Rain (mm)
	Max	Min	Max	Min	am	pm	
Jan	26	17	78	62	84	71	231
Feb	26	17	78	62	85	70	191
Mar	26	17	78	62	83	56	142
Apr	26	15	78	59	71	47	18
May	25	12	77	53	59	37	3
Jun	23	10	73	50	56	32	0
Jul	23	9	73	48	54	28	0
Aug	25	12	77	53	46	26	0
Sep	29	15	84	59	41	19	0
Oct	31	18	87	64	39	23	10
Nov	29	18	84	64	57	46	91
Dec	27	17	80	62	76	61	150

Clothing: Lightweights or tropical with a warm wrap for cooler evenings and rainwear for the rainy season

Health

Compulsory vaccinations: none
Recommended immunisations: *diphtheria & TB, hepatitis A, *hepatitis B, malaria

*meningitis, polio, tetanus, typhoid, yellow fever
* recommended in some circumstances, seek further advice

Health risks: malaria exists all year throughout the country. Rabies

Passport & visas

Passports

Required, but NOT by the following:

1) Holders of United Nations Laissez- Passer
Passport validity: Passports must be valid 6 months from date of entry

Visas

Required, but NOT by the following:

1) Nationals of Zambia
2) Commonwealth citizens (except Ghana, India, Nigeria, Pakistan, Sri Lanka & United Kingdom)

Transit

Required by all except those as noted above and:
1) Persons continuing their journey to another country by the same or first connecting aircraft within 24 hours providing holding confirmed onward tickets and documents for their onward journey. A visa is required for an overnight stop

Customs

Currency

Limited acceptance of credit cards. All foreign currency must be exchanged through authorised banks and bureau de change

Import: Local-up to ZMK 100.
Foreign-unlimited, but must be declared at customs on arrival. Foreign exchange is only permitted through an authorized dealer approved by the Bank of Zambia

Export: Local-up to ZMK 100. Foreign-up to amount imported and declared

Import allowances

Alcohol & tobacco for persons of 18 years of age or older:

- 400 cigarettes or 0.5 kl of pipe tobacco or 0.5kl of cigars
- 1.5 lit of spirits, 2.5 lit of wine, 2.5 lit of beer
- Other goods to the value of USD 150

Mr and Mrs Lee booked a holiday to Livingstone in Zambia to see the Victoria Falls. During the stay, Mr Lee contracted malaria and had to have treatment at a local hospital. He had not been told that there was a risk of malaria and so had not taken any precautions. He had to pay the bill but assumed he would be able to claim on his insurance. On departure from Zambia, the couple had to pay a tax in US dollars which they were not aware of. Only US dollars are accepted and they did not have US dollars but fortunately, they had some local currency left that they were able to exchange. On their return, the couple tried to make a claim on their insurance for the cost of medical care but were told that as he had not taken medication in advance then he was not covered.

Mr Lee is unhappy with his holiday and feels the travel agent did not give them all the necessary information.

5. a) Describe the symptoms and causes of malaria.

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(4)

- b) Explain the precautions that travellers should take prior to and during a visit to a country in an area of malarial risk.

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(3)

c) Mr Lee wants to complain about the service received from his travel agent. Explain whether Mr Lee has any legal rights to complain about the service received from his travel agent.

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(6)

d) Describe the practices and procedures that should be introduced by the travel agency to ensure this type of situation does not happen again.

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(6)

Total 19 marks

Q5

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6. *Force majeure* is a term used by organisations in the travel and tourism to indicate emergency situations or events outside of their control.

One emergency situation or event that is considered as outside of their control is severe weather conditions such as hurricanes. The Caribbean is prone to hurricanes during September and October. There is nothing that can be done to prevent hurricanes.

a) Explain how a hotel company operating in the Caribbean can minimise the effect of hurricanes on its customers.

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(6)

b) Hurricanes are one example of *force majeure*. Give three other examples of *force majeure*.

1.....

2.....

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(3)

Leave blank

c) Describe an example of an emergency situation you have researched and analyse how it was dealt with by the industry.

i) Description of situation

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(3)

ii) Analysis of how it was dealt with by the industry

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(6)

Total 18 marks

Q6

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7. You are working as an overseas representative in Greece. One of your customers has lost his passport. Describe **one** organisation that could assist with this problem, explaining their role.

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(3)

Total 3 marks

Q7

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Read the following extract from the Guide to International Travel before answering question 8.

Congo

General information

Map reference: pg M6, C5
Location: West Africa
Local time: GMT +1
Capital: Brazzaville
Language: French, Munukutuba, Lingala
Electricity: 220/230V AC 50Hz
Int. direct dialling code: 242
BBC world service: KHz (AM Lagos time) 17830, 7160, 6005 (PM Lagos time) 17830, 15400, 11835

Driving: International Driving Permit required

Currency: CFA Franc (XAF 1 = 100 Centimes)
Notes: XAF: 500, 1000, 5000, 10000
Coins: XAF: 5, 10, 25, 50, 100, 500

Business hours:
Banks: 0620-1300 Mon-Sat
Offices: 0700-1400 Mon-Fri, 0700-1200 Sat
Shops: 0800-1200 & 1500-1800 Mon-Sat

Business/social hints:
 In business an informal attitude prevails. For business meetings with Government officials, men should wear a lightweight or tropical suit and tie. Women a lightweight suit or equivalent. Business is conducted in French, very few executives speak English. There are some restrictions on photography. Gratuities in restaurants are around 10%

Climate:
 Equatorial climate mainly hot all year. Rainfall is least in the south and on the coast and is well distributed throughout the year, although there is a distinct dry season between Jun-Sep

Brazzaville

	Temp °C		Temp °F		Humidity %		Rain (mm)
	Max	Min	Max	Min	am	pm	
Jan	30	20	86	68	85	65	160
Feb	32	22	89	71	85	65	125
Mar	34	22	93	71	85	65	188
Apr	33	22	91	71	86	65	178
May	32	20	89	68	88	68	109
Jun	29	18	84	64	87	67	15
Jul	28	17	82	62	86	69	0
Aug	29	18	84	64	79	56	0
Sep	30	20	86	68	77	55	56
Oct	32	22	89	71	81	61	137
Nov	31	20	87	68	86	68	292
Dec	31	21	87	69	86	70	213

Clothing: Lightweights with rainwear for rainy season

Health
Compulsory vaccinations: yellow fever certificate required by all. Exempt infants under 1 year
Recommended immunisations: *diphtheria & TB, hepatitis A, *hepatitis B, malaria, *meningitis, polio, tetanus, typhoid
 * recommended in some circumstances, seek further advice
Health risks: malaria all year throughout the country. Rabies

Passport & visas

Passports
 Required, but NOT by the following:
 1) Holders of United Nations Laissez-*Passer*
Passport validity: Please contact nearest Embassy/Consulate

Visas
 Required, but NOT by the following:
 1) Nationals of Congo
 2) Nationals of Benin, Burkina Faso, Cameroon, Central African Rep, Chad, Congo Dem Rep, Côte d'Ivoire, Equatorial Guinea, Gabon, Madagascar, Mauritania, Niger, Senegal & Togo provided holding onward or return tickets and documents for their next destination
 3) For a stay up to 15 days by nationals of France
 4) For tourist visits up to 15 days by nationals of Germany
 5) Holders of a re-entry permit
 6) Members of United Nations staff accredited to or travelling on duty to the Congo

Notes: 1) A Lodging Certificate provided by relatives in Congo and authorised by City Hall and the Immigration Authorities is required by visitors or evidence of hotel reservations by tourists or evidence of business invitation or documents proving profession required by business visitors

Transit
 Required by all except those as noted above and:
 1) Persons in direct transit by the same service and persons transferring to a connecting service on the same day holding travel documents (passport/tickets) valid for the onward journey

Re-entry permits
 Required by all alien residents to be obtained prior to departure (valid 6-18 months)

Customs

Currency
 Limited acceptance of credit cards
Import: Local-unlimited. Foreign-unlimited, provided declared on arrival
Export: Local-up to XAF 25000. Foreign-up to amounts imported and declared
Import allowances
 For persons of 18 years of age or older:
 a) 200 cigarettes or 1 box of cigars or tobacco (ladies cigarettes only)
 b) 1 bottle of alcoholic beverage
 c) A reasonable quantity of perfume (opened)

8. You work in ground handling at London Heathrow airport. You are checking in passengers for a flight to Brazzaville in Congo.

a) Describe the documentation you would expect to be given and what you would look for on the documentation.

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(4)

b) Analyse the implications of failing to fully check a passenger's documentation

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(6)

Read the information below before answering question 1. Brillington is a fictitious location in the UK.

Brillington Partnership heralds new tourism prospects for the city

Brillington is a city of 750,000 people, located in the North-West of England. Its early growth was centred around the River Brill marshes where it developed a thriving port in the 14th century. The port flourished for the next 400 years exporting wool and leather as well as importing wine and tobacco. It became a major port involved in the slave trade during the 18th century, sending ships to Africa for slaves then on to the Americas, returning laden with goods for the merchants of the city to sell. With the end of the slave trade the port focused on importing and exporting goods from around the world and its ship building industry into the 19th century.

In the 1980s a new modern port was built further down river, at the coast, to cope with large container ships and Brillington’s harbour soon fell into decline with thousands of job losses. The land around the harbour now consists of empty dockside buildings including large tobacco warehouses, large railway sheds and a listed harbour master’s building where slaves were reputedly sold on arrival. The rest of the harbour land is mainly railway sidings and derelict land used by the council as a large car park. There are a couple of old steam ships rusting away in a dry dock. The Brillington marshes are full of local birdlife with rare migratory birds coming each summer. However, the wildlife is increasingly under threat from planned developments in the city.

The city council is keen to regenerate the harbour area and sees tourism development as the key to success. In 2000 the Brillington Partnership was formed consisting of Brillington Local Authority, Brillington Hoteliers Association, Brillington Tourism Bureau, North-West Tourism, and an entertainment organisation called Maritime Worlds. The Brillington Partnership has put forward a tourism development plan to regenerate the harbour area. At this stage only the hotel accommodation developments have been released to the press but there is already concern from local people who have formed the ‘Save Brillington Marshes Action Group’. They are worried that the tourism development will affect the environment and not benefit local people in any way.

1. a) i) Name one public and one private sector agent in the Brillington Partnership.
 Public sector agent.....
 Private sector agent.....
 (2)
- ii) Describe one difference between the role of private sector and public sector agents of tourism development.

 (2)

iii) State one economic objective of tourism development Brillington Local Authority is likely to have.

Objective.....

.....

(2)

b) Brillington Partnership is keen to develop tourism that builds on the port's history and heritage.

i) Describe in detail **two** tourism developments that could take place on the harbourside of Brillington which would preserve its history and heritage.

Development one.....

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Development two.....

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(12)

ii) Select **one** of your developments in b) i) and give details of **two** agents of tourism development that could assist with this proposal and explain their role.

1. Agent.....

Explanation.....

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2. Agent.....

Explanation.....

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(6)

There is also a plan to develop an environmental Visitor Centre on the harbourside which will educate locals and tourists about the wildlife and environment of Brillington marshes.

iii) Explain how the Visitor Centre could be developed so that it follows the principles of 'responsible tourism'. Support your answers by making reference to real and appropriate examples you have studied.

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(8)

c) The Brillington Partnership has plans for the development of several large scale hotel complexes but even in a partnership there may be conflicts between agents of tourism development because of their different objectives.

i) Suggest two agents who may conflict over the part of the plan to develop hotel complexes in the area and explain the potential conflict between these agents because of their different objectives.

Agent 1.....Agent 2.....

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(7)

ii) Suggest how the Brillington Partnership could resolve the conflicts given in c) i) between the agents?

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(6)

Total 45 marks

Q1

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Read the following before answering question 2 below.

Calvia is a mass tourism ‘sun, sea and sand’ tourist destination on the Mediterranean Coast.

Of the fifty million plus tourists who go to Spain each year, many visit the Balearic islands and in particular Mallorca. The Calvia region is located in the west of Mallorca, just 20 minutes from the island's airport. Its mild, stable climate offers an average temperature of 27°C in summer and 14°C in winter with over 300 sunny days a year. There is a very rich archaeological heritage including prehistoric excavations, roman remains and Islamic influences from the Middle Ages. It has over 60kms of coastline with sandy beaches and lively resorts such as Palma Nova, Magalluf and Santa Ponca. With their clubs, bars, restaurants and shops, fun is guaranteed. During the day, the beach, water parks or boat trips are some of the best proposals. Every hour is a good time to visit the depths of the sea in a submarine, have fun playing mini-golf, enjoy the dolphinarium or burn up adrenaline on go-karts or mini-motorbikes. The night offers the island's only casino, night clubs, discotheques and even the opportunity to be thrown from a real human catapult. Inland there is peace and quiet, natural spaces of incomparable beauty, wooded slopes, olive and citrus groves.

The Calvia economy is based, above all, on tourism, receiving 1.4 million visitors each year but as a destination it has been through its ups and downs. In the fifties there were small numbers of holiday makers venturing to Calvia but it was in the sixties it experienced its first international tourist boom. This continued throughout the seventies and eighties and brought about unlimited tourism development with mass tourism dominating the landscape.

2. a) The development of a tourist destination like Calvia can be compared to the Tourist Area Life Cycle (TALC), a model which shows tourist numbers to a destination over time.

i) Identify the first stage of the tourist area life cycle (TALC) model.

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(1)

ii) Describe one of the characteristics of this stage.

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(2)

iii) Describe the positive impacts that tourism development can bring to destinations in the early stages of their development.

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(8)

b) By the end of the 1980s annual tourist numbers to Calvia were falling as a result of damage to the environment and landscape, poor quality of the infrastructure and low visitor satisfaction.

i) Identify the stage of the tourist area life cycle (TALC) Calvia had reached by the end of the 1980s.

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(1)

ii) Explain why Calvia was at this stage of the TALC by the end of the 1980s.

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(2)

Leave blank

iv) Assess to what extent your answers in iii) support the principles of responsible tourism.

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Q2

(4)

Total 45 marks

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TOTAL MARKS FOR PAPER: 90

Read the information below before answering questions 1 to 3. Discovery Holidays is a fictitious organisation.

Discovery Holidays are a direct sell tour operator that has been selling holidays since 1972. They sell package holidays to popular short haul destinations, mainly on the Mediterranean. In 2004 they sold over one million holidays. In 1999, Discovery Holidays became one of the first tour operators to offer package holidays that are fully bookable online. They now sell almost half their holidays online. The remainder are sold either through their call centre or one of their six 'Travel Shops' in Edinburgh, Glasgow, Newcastle, Carlisle, Manchester and Leeds. In 2005 they introduced holidays to Florida and Mexico to their brochures.

1. Almost 30% of Discovery Holidays are sold by their Telephone Sales Agents working in their call centre.

a) Describe **three** skills and qualities needed by staff working in telephone sales.

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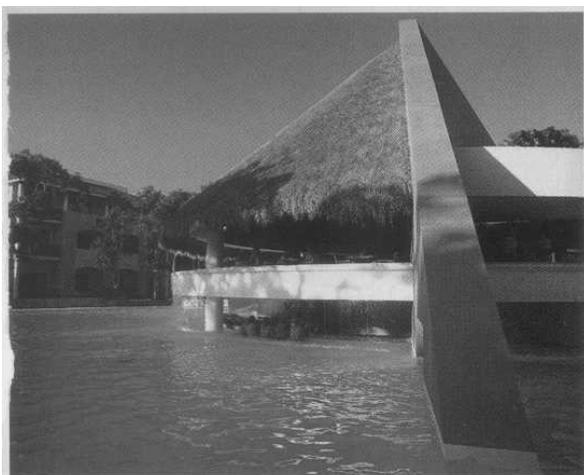
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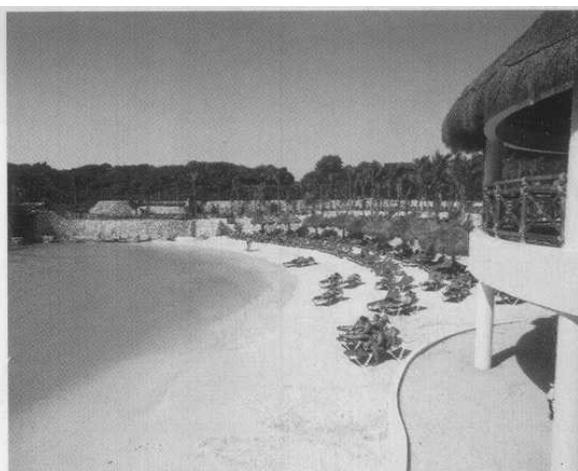
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(6)

Read the following extract from the Discovery Holidays brochure before answering the rest of question 1.



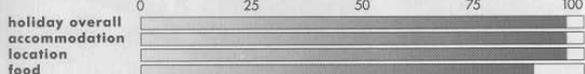
Pool area



The beach area

Occidental Grand Flamenco Xcaret AAAAA

YOUR SAY... % of customers who rated their holiday good or very good in summer 2003



Brimming with facilities for sport and leisure, this impressive hotel offers all you need for a truly relaxing and refreshing holiday - including a visit to Xcaret National Park to view the richest of Mexico's natural attractions. Lazy days, lively nights and a lovely setting with Mayan ruins scattered around the extensive grounds.

location 9 km from Playa del Carmen centre with a scattering of bars and restaurants. Direct access to a man-made sandy beach.

facilities Two outdoor interconnecting pools and one seawater pool, gardens and sun terraces with loungers and parasols, reception with money exchange, lounge, nine jacuzzis, mini train transport around the complex, fitness room, spa with sauna, steam room and whirlpool, massage*, beauty treatments*, boutique, tobacconist and handicraft shop, tennis, bicycles, table tennis and a daily programme including water/beach volleyball and archery.

food & drink Five à la carte dinner speciality restaurants (grill - steakhouse, Mediterranean, Mexican, Oriental and Seafood), Pacos Tacos Pizzeria Le Piazza, Le Buffet Restaurant (breakfast, lunch and dinner), the Beach Club restaurant (breakfast and lunch) and El Lago snack bar. There are also nine bars including one swim-up pool bar, sports bar and a disco bar (both adults only).

entertainment Spanish lessons, water aerobics and snorkelling. One entrance included per holiday to Xcaret National Park. Evening programme includes shows, disco and Band Fun Club.

families Children's splash pool, club activities, mini disco and special meals.

accommodation Deluxe rooms sleep up to 3 adults and feature two double beds, air-conditioning, satellite TV, mini bar, hairdryer, safety deposit box, iron and ironing board, shower and wc, plus a balcony or terrace.

size 769 rooms on 3 floors.

board basis All-inclusive.

child prices Applicable 2-12.

*Local charge payable.



Example of a standard room

ALL INCLUSIVE

In addition to the features mentioned on pages 214/215,  the following is also included

- Varied choice of speciality and local meals
- Some international drinks available for a minimum of 12 hours per day
- Choice of cocktails
- Selection of liqueurs
- Dance lessons
- Range of sporting activities

Please see your Customer Service Representative at your welcome meeting in resort for information on times, reservations, etc.

WEDDINGS

A perfect place for your big day  see pages 208/209 for details.

MAKE IT SPECIAL

- **Royal Club Rooms** £24.79 W04/05 & \$05 per person per night. Club Royal rooms also have ironing facilities, CD player, Coffee maker, internet connection, mini bar (replenished daily), hydro massage tube and 1 private pool exclusively for the use of Club Royal customers.

HONEYMOONS

A hint of luxury... a more intimate atmosphere... these hand-picked hotels are perfect for honeymooners see pages 208/209 for details.

EXTRA VALUE

- Included in your holiday price is a one day entrance ticket to Xcaret Park.

Adapted from Airtours Far and Away 2004-05 brochure

A young couple are interested in booking a holiday to the Occidental Grand Flamenco Xcaret. They want a relaxing break where they can enjoy some of the local culture.

When attempting to sell the holiday, it is important to highlight its features and benefits.

- b) Describe **two** features that could be presented to the couple to sell this holiday and explain how **each** would benefit the young couple.

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(6)

- c) The couple have expressed concern about the distance of the hotel from the main resort of Playa del Carmen. Explain how you would overcome their objections.

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(6)

Total 18 marks

Q1

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2. Discovery Holidays are in the process of evaluating the success of the promotional activities for their 2004 launch. They will undertake primary and secondary market research.

a) Explain the difference between primary and secondary market research.

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(4)

b) The market research planned will include postal questionnaires and telephone surveys. Analyse the market research methods used to measure the effectiveness of the promotional activities of Discovery Holidays.

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(6)

Discovery Holidays are currently finalising plans for the launch of their next brochure. In 2007 they aim to sell over 1.5 million holidays and attract a market that is more representative of AB socio-economic group.

- c) In preparing the promotional activities for the launch of the next brochure, the Marketing Department are made aware of the organisations objectives. Explain how promotional activities can assist Discovery Holidays to meet their objectives.

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(4)

- d) There are a number of economic factors that Discovery Holidays will need to consider when planning their promotional activities. Analyse the effect of economic factors on the promotional activities of Discovery Holidays.

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(8)

Total 22 marks

Q2

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3. There are many promotional techniques that could be used when launching the next brochure. These include:

- displays
- advertising
- public relations.

a) Describe **each** of these techniques.

Displays

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Advertising

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Public relations.....

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(6)

Read the following letter before answering question 3c).

Discovery

HOLIDAYS

Client No: 8273490

Mrs P Anon
Mystery Street
Imaginary Town
IT22 8XP

Dear Customer

I have pleasure enclosing the Discovery 2004 Early Booking Brochure. 2004 brings a new look brochure, new campsites, a new country destination and a tempting range of offers.

New resorts

I am pleased to introduce our very first resort in Croatia. Set on the Istrian peninsula in north-west Croatia, Pula has direct access to a glorious beach and is in an ideal location for exploring this beautiful country – see p47 for details. We also have new resorts in Majorca, Tenerife and Greece.

More choice for early bookers

We have a tempting range of offers tailored to those who book early. Book by 30 September and you can secure the holiday of your choice at the very best price. You can also take advantage of our free nights, two family discount and grandparents go free offer. See p131 for full details.

Voted No.1

We have always believed in providing a personal, caring service and I am delighted that, 30 years on, you tell us that this is still the case. I am also pleased to say that we have been voted, for the fourth time, the number one direct holiday company in the No Such Town Advertiser readers' poll. Thank you to all of you who took the time to vote.

If you would like further information about our 2005 programme please call our Reservations Team. Our lines are open 10am to 4pm from Monday to Friday.

I look forward to welcoming you in 2004.

Yours sincerely

Mr Elles
Managing Director

If you do not wish to receive further offers or information from Discovery and would prefer us not to pass on your details to third parties whose products may be of interest to you, please write to us at our main contact address.

Book before 30
September for
the best pick
of our holidays

- great savings
- early booking offers
- first choice
- lowest price guarantee

For full offer
details please
see brochure
page 131

Can we help
you plan and
book your
holiday?

 Please call
01234 567 890

- e) Discovery Holidays plan to introduce a Far and Away brochure for 2007. This will feature long haul destinations such as Florida, the Maldives, Thailand, Mexico, Jamaica and Cuba. They are offering £100 cash back for all online bookings and ‘Three Weeks for the Price of Two’ to certain destinations at certain times of year. Their aim is to attract couples, aged over 40, in ABC1 socio-economic groups. They are considering using a range of new techniques and have received the following information regarding potential costs:

Direct Mail

Postcards could be sent to each person who previously booked with the company. The cost of the postcards, postage and package would be 30p each.

Brochures could be sent direct to each person who previously booked with the company. The cost of brochures, postage and package would be £1.45 each.

Sponsorship

The cost of sponsoring a TV programme for six weeks across all ITV channels is £75,000. If additional voice-over then the cost is £100,000.

The cost of sponsoring a TV programme in Scotland for six weeks is £15,000. If additional voice-over then £20,000.

Local football team £250 per season.

Advertising

National newspaper quarter page £1000.

Regional newspaper quarter page £450 — colour add 20%.

Local newspaper quarter page £200.

Other

There are other techniques that could be used that have minimal costs attached.

- i) Produce a promotional plan that includes a description of the activities to be undertaken and the budget you require to implement your proposals.

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(8)

Leave blank

ii) Explain how your promotional plan will be an effective use of the money to be provided in achieving the objectives.

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(6)

Total 44 marks

Q3

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4. Analyse the effectiveness of one promotional campaign undertaken by a travel and tourism organisation that you have researched.

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(6)

Total 6 marks

Q4

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TOTAL MARKS FOR PAPER: 90

General guidance on marking

Examiners should look for qualities to reward rather than faults to penalise. This does NOT mean giving credit for incorrect or inadequate answers, but it does mean allowing candidates to be rewarded for answers showing correct application of principles and knowledge, and for critical and imaginative thinking. Examiners should therefore read carefully and consider every response; even if it is not what is expected it may be worthy of credit. The Principal Examiner or Team Leader should be consulted as necessary.

Applying the mark scheme

- 1 In the first column the question is identified.
- 2 The second column identifies the expected answers to the question. The expected answers are not necessarily exhaustive and so professional judgement should be applied by the marker.
- 3 For some of the expected answers, example answers have been supplied to give additional guidance, particularly where the question allows for a wide range of response from the candidate.
- 4 The third column identifies how the marks should be awarded.
- 5 **(1)** identifies the award of each mark.
- 6 1×4 **(4)** indicates that the mark (sub total) for that part of the question is made up of **four** one-mark answers or parts.
- 7 The **(6)** or similar mark in the third column is the sub total allocated to that part of the question and is the same as the sub total which appears on the question paper.
- 8 The total mark for each question is in **Bold** at the bottom of each full question.
- 9 Information in **Bold** which appears in the bottom of the second column for that question gives guidance on how to award a range of marks and must be followed for that specific question eg **low response (1) or detailed explanation (2)**.
- 10 The third column for straightforward responses basic information has been provided with the total mark available for the question enclosed in brackets.

Where more extended answers are required from the candidate, levels of response style instructions have been provided.

Unit 1: The Travel and Tourism Industry

Mark scheme

Question	Example answer	Mark allocation
1 (a)	Where tourist from overseas come into a country.	1 mark for correct description 1 mark
1 (b)	A French person visiting the UK.	Up to 2 marks for appropriate example that includes generating and receiving country 2 marks
2	Example: Use in exhibits (1) where historical developments of town can be shown (1) on a screen using images and sound (1).	Up to 3 marks for each way of using ICT described. Marks increase for level of detail given 6 marks
3 (a)	<p>Level 1</p> <p>If the pound goes up or down then the number of people coming to the museum might change.</p> <p>Level 2</p> <p>If the exchange rate goes up so that overseas visitors get less pounds for their currency it can make a visit to the UK expensive and they may choose not to go. It also means it is cheaper for UK residents when travelling overseas so the domestic tourists may also go down as they may prefer to take a short break overseas rather than in the UK.</p> <p>Level 3</p> <p>If the exchange rate goes up so that overseas visitors get less pounds for their currency it can make a visit to the UK expensive and they may choose not to go to certain attractions so Discovery Museum may find they do not achieve their objectives as less incoming tourists will visit. It also means it is cheaper for UK residents when travelling overseas so the domestic tourists may also go down as they may prefer to take a short break overseas rather than in the UK. When the exchange rate goes down then more people will stay in this country and even for short breaks which will encourage people to visit attractions like the Discovery Museum.</p>	<p>Level 1</p> <p>1–2 marks for basic responses that are theoretical and lack detail</p> <p>Level 2</p> <p>3–4 marks for some assessment with some link to Discovery Museum</p> <p>Level 3</p> <p>5–6 marks for detailed assessment clearly linked to Discovery Museum</p> <p>6 marks</p>

Question	Example answer	Mark allocation
3 (b)	<p>Level 1</p> <p>They could lower the prices if exchange rates go up so it is not so expensive and people will be able to afford to visit.</p> <p>Level 2</p> <p>They cannot affect exchange rates and one attraction is unlikely to encourage incoming tourists to visit if their overall experience is too expensive but they could offer special rates for overseas visitors to meet their objective. The main way to minimise is to offer low prices to keep visitor numbers high. This might affect profit but will meet objectives.</p>	<p>Level 1</p> <p>1–3 marks for some explanation or detailed description showing some link to Discovery Museum</p> <p>Level 2</p> <p>4–6 marks for detailed explanation clearly linked to Discovery Museum</p> <p style="text-align: right;">6 marks</p>
3 (c) i)	<p>Example:</p> <p>Government legislation</p> <p>Climatic changes</p> <p>War, civil unrest or terrorist attacks</p> <p>Economic climate</p> <p>Or any other realistic response.</p>	<p>Up to 3 marks for an appropriate external pressure. 1 mark for identifying and up to 2 marks for description. Marks to be increased for detail in description.</p> <p style="text-align: right;">3 marks</p>

Question	Example answer	Mark allocation
3 (c) ii)	<p>Level 1</p> <p>Economic climate will mean that if interest rates are low then people will have more money to spend and buy more tourism products (2).</p> <p>Level 2</p> <p>Economic climate may have an effect on the travel and tourism industry as if the economy is doing well people will spend more money on tourism so industry will sell more of their goods and services or they may decide to go to more exotic destinations or higher quality hotels or they might go on more than one holiday (3).</p> <p>Level 3</p> <p>There will be some parts of the industry that are affected by changes in the economic climate, particularly where the products and services need high levels of expenditure like long haul holidays. If the economy is growing people have more money to spend and they do spend more on holidays when they gain an increase in income but it may also mean that they prefer to spend on other goods such as kitchen extensions or a new car. It is unlikely that sectors of the industry such as coach travel or rail travel will be affected because if people have more money to spend they are more likely to spend it on the luxury side of the industry. It is also likely that many attractions like museums won't see the benefit as they are free entrance so don't depend on the economy. They may benefit from a downturn in the economy because if they are free then people might want to go there when they have little disposable income.</p>	<p>Level 1</p> <p>1–2 marks for basic answers that lacks detail and has some reasoning</p> <p>Level 2</p> <p>3–4 marks for some analysis</p> <p>Level 3</p> <p>5–6 marks for developed responses with detailed and sustained analysis</p> <p style="text-align: right;">6 marks</p>
4 (a)	A destination more than 5 hour flight away.	1 mark for correct answer 1 mark
4 (b)	Operates to a timetable.	1 mark for correct answer 1 mark
4 (c)	eg, British Airways, British Midland, Virgin or any other appropriate example	1 mark for correct answer 1 mark

Question	Example answer	Mark allocation
5 (a)	eg Ryanair, Easyjet, Bmibaby, Jet2 or any other appropriate answer	1 mark for each correct answer 2 marks
5 (b)	Flight is provided (1) but all other extras are charged for (1) such as food and drink (1) seats are not reserved (1) and there is no entertainment (1) and the luggage allowance is lower than other scheduled flights (1).	Up to 3 marks for description. Marks to be awarded for level of detail 3 marks
5 (c)	<p>Level 1</p> <p>There will be more competition (1).</p> <p>Level 2</p> <p>There will be more competition so they will need to look at ways of keeping their customers by reducing prices or introducing products and services so that they are either cheaper or have a much better service (3).</p> <p>Level 3</p> <p>The company are known for quality so it is difficult to reduce prices and keep that quality. They are looking at different customers. In the past they could have attracted customers at higher prices but now they can't. They could set up a separate airline that is 'no frills' like British Midland have done and they can be used for the type of destination where the customer is price sensitive. They could also focus on the quality of the service and really use that in their promotion (5) plus one for eg</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 some reasoning</p> <p>Level 3</p> <p>5–6 marks for detailed explanation</p> <p>Up to 2 marks available for appropriate examples that are used in support of their answers</p> <p>8 marks</p>
6 (a)	<p>Any appropriate example accepted. These could relate to socio-economic, technological, product development, changing customer needs.</p> <p>Eg Holiday camps have changed since Butlins as now there are Center Parcs and they are called holiday villages.</p>	Up to 2 marks for description of recent example. 1 mark for identification and 1 mark for description 2 marks

Question	Example answer	Mark allocation
6 (b)	<p>Level 1</p> <p>Butlins now have the same sorts of facilities as CenterParcs with indoor pools because they need to compete with them.</p> <p>Level 2</p> <p>There have been changes in holiday camps in the last 20 years. Companies like Butlins and Pontins started to really lose customers and eventually made a lot of changes and called themselves holiday villages and had new products like indoor swimming pools. They needed to do this because Center Parcs were becoming popular and they had similar products.</p> <p>Level 3</p> <p>The changes in the products and services available in holiday centres or holiday villages has been taking place for over 20 years and is not only a recent development, and it is unclear the extent to which any further changes are unlikely to be made. Although CenterParcs are planning to expand with new parks, Butlins is remaining static. The industry is already responding to changing customer needs by providing in the accommodation sector the level of quality people experience when they travel abroad but it is unlikely that holiday centres like Butlins can continue to compete with cheap flights offering similar experiences to all inclusive accommodation overseas. Many holiday villages continue to be more traditional to meet the needs of customers who want that traditional type.</p>	<p>Level 1</p> <p>1–2 marks for basic answers that lacks detail and has some reasoning</p> <p>Level 2</p> <p>3–4 marks for analysis</p> <p>Level 3</p> <p>5–6 marks for developed responses with detailed and sustained analysis</p> <p style="text-align: right;">6 marks</p>
7 (a)	<p>A Accommodation providers</p> <p>B Tour operators</p> <p>C Travel agents</p>	<p>1 mark for each correct answer</p> <p style="text-align: right;">3 marks</p>
7 (b)	<p>A tour operator packages together the elements of a holiday and sells them to the customer.</p>	<p>Up to 2 marks for description of role</p> <p style="text-align: right;">2 marks</p>
7 (c)	<p>eg Thomson, TUI, First Choice, Airtours, MyTravel, Thomas Cook or any other appropriate example</p>	<p>1 mark for correct answer</p> <p style="text-align: right;">1 mark</p>

Question	Example answer	Mark allocation
8 (c)	<p>Level 1</p> <p>They can increase their market share and sell more flights (1).</p> <p>Level 2</p> <p>They could set up a travel agents so that they are selling their flights rather than a competitor and can set up a tour operator which uses their flights for the package so they don't have to rely on people booking flight only.</p> <p>Level 3</p> <p>There are benefits to Universal as with the competition from no frills airlines they could find they are losing customers so they need to find new ways of selling their flights and having their own chain of travel agents means they could promote their flights and also gain commission on the sales of competitors. By having their own tour operator they can allocate so many seats on each flight for packages. There would be a market of people who want a quality holiday but it will mean their prices are probably more expensive than competitors so it would be essential to have the travel agents to effectively promote the new holidays. They do have to consider that there is a lot of competition that is well established in the tour operating sector and the lead in time is probably two years so it will be some time before they start to see any financial benefits but they would have lots of initial outlay. They might be better going for horizontal integration and setting up their own no frills airline or offering their seats to well established tour operators.</p>	<p>Level 1</p> <p>1–2 marks for basic answers that lacks detail and has some reasoning</p> <p>Level 2</p> <p>3–4 marks for analysis</p> <p>Level 3</p> <p>5–6 marks for developed responses with detailed and sustained analysis</p> <p style="text-align: right;">6 marks</p>

Question	Example answer	Mark allocation
9 (a)	April	1 mark for correct answer 1 mark
9 (b)	June	1 mark for correct answer 1 mark
9 (c)	<p>Level 1</p> <p>There are school holidays and Wimbledon (1).</p> <p>Level 2</p> <p>April is Easter so people stay longer because of holiday. June was Queens Jubilee so many events throughout the country to attract overseas visitors and royalty appealing to overseas visitors (3).</p>	<p>Level 1</p> <p>1–2 marks for basic responses or stating events</p> <p>Level 2</p> <p>3–4 marks for detailed explanation that links to overseas visitors</p> <p>4 marks</p>
9 (d)	<p>Level 1</p> <p>First quarter has lower visits than second quarter and lower earnings than second quarter but proportionately more earnings per visit (2).</p> <p>Level 2</p> <p>6210 overseas residents visits and 15150 UK residents visits in that period so nearly three times as many. Earnings are 2850 to 6810 which is not quite three times as much so although more UK residents visit they spend less per visit than overseas (3).</p>	<p>Level 1</p> <p>1-2 for basic responses</p> <p>Level 2</p> <p>3-4 for detailed explanation that links to specific calculations</p> <p>4 marks</p>
9 (e)	<p>Level 2</p> <p>Both ended with similar figures.</p> <p>Greatest variation throughout the year from Western Europe.</p> <p>North America showed fall after September — linked to September 11 but does not appear to be significant but was immediate.</p> <p>Western Europe had significant fall but much later and had high level of increase in April and June which contributed most significantly to overall figures. North America is further away and their figures are much less but they probably stay longer and although there are more European there are more countries and they probably don't stay as long.</p>	<p>Level 1</p> <p>1–2 marks for describing data extracted from tables</p> <p>Level 2</p> <p>3–5 marks for analysis relating to events and region from where visitor originated</p> <p>5 marks</p>

ASSESSMENT OBJECTIVES MARK ALLOCATION

Question	AO1	AO2	AO3	AO4	Total marks
1 (a)	1				1
1 (b)		2			2
2		6			6
3 (a)				6	6
3 (b)		6			6
3 (c) i)	3				3
3 (c) ii)			6		6
4 (a)	1				1
4 (b)	1				1
4 (c)	1				1
5 (a)	2				2
5 (b)	3				3
5 (c)		6	2		8
6 (a)		2			2
6 (b)			6		6
7 (a)	3				3
7 (b)	2				2
7 (c)		1			1
7 (d)	3				3
8 (a)	2				2
8 (b)	4				4
8 (d) (c)			6		6
9 (a)				1	1
9 (b)				1	1
9 (c)				4	4
9 (d)				4	4
9 (e)				5	5
Total	26	23	20	21	90
%	30	25	22	23	100

Unit 5: Travelling Safely

Mark scheme

Question	Example answer	Mark allocation
1 (a) i)	Civil Aviation Authority (1) public sector (1) established by CAA Act 1971 (1) licences aircraft, airlines and crew (1), responsible for governing the skies over UK (1) issues ATOLs (1).	1 mark for each relevant statements up to 4 marks 4 mark
1 (a) ii)	Association of British Travel Agents (1) trade association (1) travel agents and tour operators can be members (1) set minimum standards of performance (1) through Codes of Conduct (1) also bonding system (1).	1 mark for each relevant statements up to 4 marks 4 mark
1 (b)	<p>Level 1</p> <p>One looks after air travel and the other is travel agents.</p> <p>Level 2</p> <p>The CAA is public sector and regulates any organisation involved in air travel whereas ABTA is a trade association so only those travel agents and tour operators that choose to be members are regulated by ABTA. Both organisations have a bonding system.</p>	<p>Level 1</p> <p>1–2 marks for basic statements or similarities and differences unclear</p> <p>Level 2</p> <p>3–4 marks where similarities and differences clearly stated</p> <p>4 marks</p>
2	<p>Level 1</p> <p>ABTA is well recognised.</p> <p>Level 2</p> <p>ABTA is well known among the public and people will want to book with an agent that is an ABTA member because programmes like Holiday tell them to look out for this.</p> <p>Level 3</p> <p>ABTA is a trade association for travel agents so by joining he will be part of a ‘club’ where members look after their own interests. ABTA is well established and has a reputation for quality and also for financial protection. The bonding system will assure people their money is safe and they are getting a good service. As an independent they can offer services such as training that would be too expensive.</p>	<p>Level 1</p> <p>1–2 marks for basic responses that are descriptive and theoretical</p> <p>Level 2</p> <p>3–4 marks for some explanation and link to scenario</p> <p>Level 3</p> <p>5–6 marks for detailed explanation and clear link to scenario</p> <p>6 marks</p>

Question	Example answer	Mark allocation
3	<p>Level 1</p> <p>There is someone there they can discuss things with to make sure it is the right holiday.</p> <p>Level 2</p> <p>They will get a good service from a travel agents and the agents will spend the time looking for the right deal. Also if the travel agent is an ABTA member the agent will be bonded.</p> <p>Level 3</p> <p>When you book a holiday over the internet but flights separate to accommodation you have not booked a package so you have no financial protection if the airline or hotel goes bust. If you book through an agent it is likely to be a package and as it will be by air the tour operator will have an ATOL so you are financially protected.</p>	<p>Level 1</p> <p>1–2 marks for basic responses that are descriptive and theoretical</p> <p>Level 2</p> <p>3–4 marks for some explanation and link to scenario</p> <p>Level 3</p> <p>5–6 marks for detailed explanation and clear link to scenario</p> <p style="text-align: right;">6 marks</p>
4 (a)	<p>Cannot give false or misleading information about nature, quality or value (1) of goods or services (1). It is about false descriptions or supply of goods with a false description (1).</p>	<p>1 mark for each relevant statement up to 4 marks</p> <p style="text-align: right;">4 marks</p>

Question	Example answer	Mark allocation
4 (b)	<p>Level 1</p> <p>There brochures have the correct information and staff must not give out information that isn't accurate.</p> <p>Level 2</p> <p>They have to train all staff so that they understand what it means to give out incorrect information and how it can happen, especially when trying to sell a holiday. This also applies with advertising which they have to make sure is accurate.</p> <p>Level 3</p> <p>All information they use must be accurate or they will be illegal not only might they be taken to court but they will get bad publicity which could stop people booking with them. They will check the information provided by hotels and airlines and others they contact services from. Reps complete hotel checklists to confirm information in the brochure is accurate. This way they know they are not giving false information knowingly, although this can't be a defence in law. They also have to ensure if any changes occur after brochures are issued, that customers are advised. This is either through letters to customers who have already booked or messages made at the time of booking. With this they are depending on the travel agent passing on the message but it is really all they can do.</p>	<p>Level 1</p> <p>1–2 marks for basic responses that are descriptive and theoretical</p> <p>Level 2</p> <p>3–4 marks for some analysis and link to scenario</p> <p>Level 3</p> <p>5–6 marks for sustained analysis and clear link to scenario</p> <p style="text-align: right;">6 marks</p>
5 (a)	<p><i>Disease:</i> from mosquito bites (1) usually between sunset and sunrise (1) symptoms include fever (1).</p>	<p>Up to 4 marks for description of malaria</p> <p style="text-align: right;">4 marks</p>
5 (b)	<p><i>Precaution:</i> tablets (1) taken in advance and during stay (1) use nets and insect repellent (1).</p>	<p>Up to 3 marks for description of prevention</p> <p style="text-align: right;">3 marks</p>

Question	Example answer	Mark allocation
5 (c)	<p>Level 1</p> <p>The travel agent should have told them about the visas so he can sue them.</p> <p>Level 2</p> <p>The EU Directive says that the agent should give information on passports, visas and health requirements so legally he can sue the travel agents.</p> <p>Level 3</p> <p>The EC Directive says that passengers should be advised of passport, visa and health requirements. The tour operators should have done this. It could be the passenger did not read the relevant part of the brochure. The travel agents should have pointed this out. If it was in the brochure the travel agent could argue that the customer signed the booking form.</p>	<p>Level 1</p> <p>1–2 marks for basic responses that are descriptive and theoretical</p> <p>Level 2</p> <p>3–4 marks for some explanation and link to scenario</p> <p>Level 3</p> <p>5–6 marks for detailed explanation and clear link to scenario</p> <p style="text-align: right;">6 marks</p>
5 (d)	<p>Level 1</p> <p>They should make sure all their staff give the right information to the customer.</p> <p>Level 2</p> <p>They should make sure all staff are trained on the information they are expected to give to customers and where they can find the information so that a customer doesn't have to suffer.</p> <p>Level 3</p> <p>They should establish a system that ensures all required information is passed onto a passenger and that this is documented. There should be a checklist where they can record the information that has been given and the passenger asked to sign it. Staff may need to be trained on the importance of this and where to obtain information.</p>	<p>Level 1</p> <p>1–2 marks for basic responses that are descriptive and theoretical</p> <p>Level 2</p> <p>3–4 marks for some explanation and link to scenario</p> <p>Level 3</p> <p>5–6 marks for detailed explanation and clear link to scenario</p> <p style="text-align: right;">6 marks</p>

Question	Example answer	Mark allocation
6 (a)	<p>Level 1</p> <p>Move people out of the hotel.</p> <p>Level 2</p> <p>Arrange transport to be able to move people away from the hotel to safe accommodation.</p> <p>Level 3</p> <p>It depends on the time available and alternative accommodation available. It may be that the hotel has to make people secure in the premises. This will mean contacting them individually and advising them to stay in their rooms. It may be providing them with a hamper or food and drink for their room. Those on high floors might have to be moved to public ground floor rooms. If moving people out they will have to find alternative accommodation and transport. That might be difficult to get.</p>	<p>Level 1</p> <p>1–2 marks for basic responses that are descriptive and theoretical</p> <p>Level 2</p> <p>3–4 marks for some explanation and link to scenario</p> <p>Level 3</p> <p>5–6 marks for detailed explanation and clear link to scenario</p> <p style="text-align: right;">6 marks</p>
6 (b)	Eg wars, strikes, civil unrest, terrorist attacks, natural disasters.	<p>1 mark for each correct answer</p> <p style="text-align: right;">3 marks</p>
6 (c)	<p>Situation must be appropriate and realistic.</p> <p>How industry dealt with situation must be appropriate and realistic.</p>	<p>Up to 3 marks for description of situation. Marks to be awarded for level of detail</p> <p>Up to 6 marks for analysis of how situation dealt with</p> <p>Level 1</p> <p>1–2 marks for basic responses that are descriptive and theoretical</p> <p>Level 2</p> <p>3–4 marks for some analysis and some link to emergency situations</p> <p>Level 3</p> <p>5–6 marks for detailed analysis and clear link to emergency situation</p> <p style="text-align: right;">9 marks</p>

Question	Example answer	Mark allocation
7	<p>Eg British Consulate (1).</p> <p>Can issue new passports (1) arrange finance if need to stay longer (1).</p>	<p>1 mark for appropriate organisation</p> <p>Up to 2 marks for details of organisation</p> <p style="text-align: right;">3 marks</p>
8 (a)	<p>A passport (1) with six months validity (1) a visa (1) for an appropriate duration and validity (1) yellow fever certificate (1).</p>	<p>1 mark for each correct statement up to a maximum 4 marks</p> <p style="text-align: right;">4 marks</p>
8 (b)	<p>Level 1</p> <p>If they don't check it properly someone will get on the flight without the right documentation.</p> <p>Level 2</p> <p>They might get stopped from getting on the flight or they might be stopped getting into the other country and they will complain.</p> <p>Level 3</p> <p>It is the responsibility of the airline to check all documentation and if someone gets on the flight without the correct passport and visa the airline will be fined and have to pay the passengers return flight. As the agent of the airline, the ground handling agency is likely to be in breach of contract and ultimately may lose the contract.</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 some analysis</p> <p>Level 3</p> <p>5–6 marks for detailed and sustained analysis</p> <p style="text-align: right;">6 marks</p>

Question	Example answer	Mark allocation
8 (c)	<p>Level 1</p> <p>They can't get on the plane without a boarding card and they cant get through security.</p> <p>Level 2</p> <p>The boarding card gives them access airside. Only those with a boarding card get through so it is a good form of security. It protects all passengers as people cant get through that haven't got one.</p> <p>Level 3</p> <p>In order to get a boarding card you have to show a passport and visa and have a ticket. You already have gone through security checks which means you are secure in knowing you won't have a problem getting on your plane. It also protects others as it restricts where people can go in an airport and certain places only those with a boarding card can go and as these have already had some security checks at check in it is safer for everyone.</p>	<p>Level 1</p> <p>1–2 marks for basic answers that are mainly accurate</p> <p>Level 2</p> <p>3–4 marks for accurate information with some assessment</p> <p>Level 3</p> <p>5–6 marks for developed responses with detailed assessment</p> <p style="text-align: right;">6 marks</p>

ASSESSMENT OBJECTIVES MARK ALLOCATION

Question	AO1	AO2	AO3	AO4	Total marks
1 (a)	8				8
1 (b)	4				4
2		6			6
3		6			6
4 (a)	4				4
4 (b)		3	3		6
5 (a)	4				4
5 (b)	3				3
5 (c)				6	6
5 (d)				6	6
6 (a)		6			6
6 (b)	3				3
6 (c)			9		9
7	3				3
8 (a)		4			4
8 (b)			6		6
8 (c)				6	6
Total	29	25	18	18	90
%	33	27	20	20	100

Unit 7: Responsible Tourism

Mark scheme

Question	Example answer	Mark allocation
1 (a) i)	<p>Public sector — one from: Local Authority, Brillington Tourism Bureau or North-West Tourism (1).</p> <p>Private Sector — one from: Tourism Bureau, Brillington Hoteliers Association, Brillington, entertainment organisation called ‘Maritime Worlds’.</p>	<p>1 mark for one correct organisation</p> <p>1 mark for one correct organisation</p> <p style="text-align: right;">2 marks</p>
1 (a) ii)	<p>Private sector organisations operate primarily for a profit to invest in the company (1) whereas public sector organisations support tourism through provision of grants (2).</p>	<p>1 mark for each basic comment made</p> <p>2 marks where both sectors discussed and a clear difference identified</p> <p style="text-align: right;">2 marks</p>
1 (a) iii)	<p>To provide jobs (1).</p> <p>Make money (1).</p> <p>Improve the economy (1).</p> <p>To create local employment (2).</p> <p>To create inward investment in local economy (2).</p>	<p>1 mark for one suitable economic objective</p> <p>2 marks if clearly worded as an objective and/or terminology used</p> <p style="text-align: right;">2 marks</p>
1 (b) i)	<p>Level 1</p> <p>Develop a nature reserve on the marshes (1).</p> <p>Level 2</p> <p>Develop a museum of the port’s history and turn the old ships into floating attractions which could have educational tours (3).</p> <p>Level 3</p> <p>Develop a museum based on the development of the city as a port. The museum could have different exhibitions including an interactive display on the story of the slave trade, model boats and images of the shipbuilding industry and the import/export of goods. Former dock workers could be employed to dress up in costume or give guided tours as they would be knowledgeable about the area (6).</p> <p>Other suitable examples: guided tours of the harbour visiting different buildings, turning the ships into a visitor attraction or living museum.</p>	<p>Up to 6 marks for each development proposal.</p> <p>Level 1</p> <p>1–2 marks for basic descriptions that are theoretical and lack detail/no clear link to the port’s history and heritage</p> <p>Level 2</p> <p>3–4 marks detailed descriptions and some link to port’s history and heritage</p> <p>Level 3</p> <p>5–6 marks detailed descriptions clearly linked to Maritime heritage theme</p> <p style="text-align: right;">12 marks</p>

Question	Example answer	Mark allocation
1 (b) ii)	<p>Local Authority (1) will provide planning permission and possible small grant towards the tourism development (1).</p> <p>The voluntary sector group the ‘Save Brillington Marshes Action Group’ (1) will lobby the Local Authority to make sure that the Partnership designs and develops the tourism development in an environmentally friendly way. They will come to public meetings to voice any concerns they have to the developers (2).</p>	<p>For each agent (max 3 marks) identified up to 3 marks</p> <p>1 mark for agent and up to 2 marks for role</p> <p>1 mark for basic and 2 marks for detailed explanation of role</p> <p style="text-align: right;">6 marks</p>
1 (b) iii)	<p>Level 1</p> <p>Visitor centre will be made out of materials in keeping with harbour and locals employed (2).</p> <p>Level 2</p> <p>The visitor centre will be constructed out of local materials that means the development blends in with the marshes so minimising negative environmental impacts. Local unemployed people will be given training to become guides so that their earnings stay in the local area (5).</p> <p>Level 3</p> <p>Existing buildings like the railway sheds could be turned into the visitor centre so that existing structures are reused to limit environmental impact. In Bristol’s harbourside regeneration project this was the case also with the old railway shed becoming a hand-on science museum but within the existing structure. This development fully supports the principles of responsible tourism as the impact on the environment is minimal and with landscaping around buildings it is enhanced. Local people will be given training as guides so that they are able to apply for employment at the centre — their earnings will stay in the local area so minimising negative economic impacts (8) — one detailed example.</p>	<p>Level 1</p> <p>1–3 marks</p> <p>Basic explanation made to support development</p> <p>Level 2</p> <p>4–6 marks</p> <p>Detailed explanation clearly linked to development, examples may be referred to</p> <p>Level 3</p> <p>7–8 marks</p> <p>A number of detailed explanations clearly linked to development, Evaluative comment in relation to responsible tourism, use of examples are supportive</p> <p>Can only access Level 3 with supportive example/s</p> <p style="text-align: right;">8 marks</p>

Question	Example answer	Mark allocation
1 (c) i)	<p>Example:</p> <p>Agents: friends of Brillington marshes’ and Hoteliers Association (1).</p> <p>Level 1</p> <p>The ‘friends of Brillington marshes’ will not want the hotels to be built near by as these could destroy the wildlife (1) but the hotel company wants to locate here so that they can build accommodation and make profit from visitors staying there (3).</p> <p>Level 2</p> <p>Whereas the Brillington Hoteliers Association is seeking to make a profit by locating its hotels near the Marshes — this objective conflicts with the ‘friends of Brillington marshes’ because their objective is environmental rather than commercial — they wish to see there remain in its natural state so that wildlife habitats are unaffected by developments (5).</p>	<p>1 mark for stating two appropriate agents</p> <p>Level 1</p> <p>1–3 marks for basic explanations that are theoretical and lack detail or simply relate to conflict</p> <p>Level 2</p> <p>4–6 marks for detailed explanation that relates to case study and conflicting objectives between appropriate agents</p> <p style="text-align: right;">7 marks</p>
1 (c) ii)	<p>Level 1</p> <p>If the two agents sat down at a meeting to come up with a plan (1).</p> <p>Before any development could occur the two agents would need to meet to discuss how both could have their objectives met and therefore by working together they could resolve their differences (3).</p> <p>Level 2</p> <p>If the two agents had a joint planning meeting where the ‘friends of Brillington marshes’ had their points heard then the Hoteliers Association could respond to theses and incorporate them in their plans eg use screening, landscaping to hide hotel, construction out of migrations season eg (5).</p> <p>Full marks where reference to resolving conflicting objectives — this then means that both agents are satisfied because the Hoteliers Association still get the go ahead and opportunity for profit and ‘friends of Brillington marshes’ see their environmental concerns addressed and the marshes being preserved (6).</p>	<p>Level 1</p> <p>1–3 marks for basic suggestions that are theoretical and lack detail. Resolves conflict rather than relates to different objectives.</p> <p>Level 2</p> <p>4–6 marks for detailed suggestions clearly linked to Brillington Marshes and the two agents involved and the resolution of having conflicting objectives</p> <p style="text-align: right;">6 marks</p>

Question	Example answer	Mark allocation
2 (a) i)	Exploration stage (1).	1 mark for correct stage identified 1 mark
2 (a) ii)	Attitudes of local people are positive towards tourism (1). Small number of visitors arrive (1). Seeking ‘unspoiled’ destinations (2). Small number of visitors arrive (1) creating few negative impacts (2).	1 mark for basic comment 2 marks for detailed comment or two basic comments 2 marks
2 (a) iii)	Level 1 Local people could get jobs in the tourism industry and make money from this (1) money from tourism could be put back into the local economy (2). Level 2 A positive economic impact would local people renting out rooms in their homes or as time goes on employment for local people in tourism, eg building hotels. This could also be indirect eg farmers being able to sell their produce to hotels and set up stalls to sell direct to tourists who are self-catering (5). Level 3 A positive economic impact would be direct employment for local people in tourism, eg hotel and infrastructure construction and a range of jobs within hotels and indirect employment eg local farmers being able to sell their produce to hotels and set up stalls to sell direct to tourists who are self-catering. A socio-cultural impact would be the positive sharing of cultural contact eg learning about different traditions in the destination.	Level 1 1–3 marks Basic descriptions of positive impacts, may be all one type Level 2 4–6 marks Detailed description of positive impacts Can get full marks for all one type eg economic Level 3 7–8 marks Detailed descriptions for more than one type of impact ie economic and socio-cultural 8 marks
2 (b) i)	Decline stage (1).	1 mark for correct stage identified 1 mark
2 (b) ii)	Tourist numbers declining (1) due to poor state of environment which puts them off coming (2). May be antagonism between locals and tourists. Significant environmental impact has led to a decline in tourist numbers (2).	1 mark for basic reason 2 marks for detailed reason or clearly linked to decline stage 2 marks

Question	Example answer	Mark allocation
2 (b) iii)	<p>Level 1</p> <p>Negative impacts on the environment include pollution — such as visual pollution of the landscape from tall concrete hotel development blocking out the skyline (2).</p> <p>Level 2</p> <p>Negative environmental impacts that result from tourism development include various forms of pollution. Increased hotel development along the coast such as in Calvia, can often cause water pollution from the sewage outflows and tourists' litter getting into the sea making it potentially a health problem for bathers. Landscapes are affected by the building of large scale hotel developments which are visually unattractive and use up land that was previously open space leading to sprawling developments eg Costa Brava (4).</p> <p>Level 3</p> <p>Tourism can affect both the environment and the people who live there. Precious resources such as water may be used up by large hotels with the frequent showering of tourists and to replenish swimming pools. Where there are golf courses in hot destinations like Mallorca this also uses up water, eg Golf tourism has increased in recent years all over places like Spain, eg Costa del Sol trying to change the image of these areas but they are environmentally damaging in many cases (eg).</p> <p>Local people may be affected by tourists who have different values and attitudes and this can problems in families where the younger generation want similar lifestyles to the tourists and may start to dress differently and question their family's values eg in relation to religious practices.</p> <p>(8) (7 + 1 eg =8)</p>	<p>Level 1</p> <p>1–3 marks for basic responses, may be all environmental, economic or all socio-cultural or one detailed description</p> <p>Level 2</p> <p>4–6 marks for some analysis but could focus on one type of tourism</p> <p>Level 3</p> <p>7–8 marks for sustained analysis which covers at least two of environmental, economic and socio-cultural impacts</p> <p>Examples:</p> <p>2 marks for appropriate examples used to support answer</p> <p style="text-align: right;">10 marks</p>
2 (c) i)	Rejuvenation stage	<p>1 mark for correct identification of stage</p> <p style="text-align: right;">1 mark</p>
2 (c) ii)	<p>Minimises negative economic impacts (1).</p> <p>Minimises negative environmental, economic and socio-cultural impacts (2).</p> <p>Creates economic benefits for local people and improves their quality of life (2).</p>	<p>Up to 2 marks for each principle</p> <p>1 mark for basic description</p> <p>2 marks for detailed description</p> <p style="text-align: right;">4 marks</p>

Question	Example answer	Mark allocation
2 (c) iii)	<p>Level 1</p> <p>Old hotels are refurbished and repainted so that the environment is improved — this will help to attract back tourists and raise numbers again after the decline stage (2).</p> <p>Level 2</p> <p>Resorts in the Spanish costas and in Mallorca, have had some older hotels pulled down and only 4* and above are allowed to be built now. Also any new hotels have to be low-rise with a certain amount of landscaping required per bed space. An environmental impact assessment can be carried out to assess the potential negative effects of any new hotel developments. This is so that the developers can incorporate into the design features which mean the environmental impact is minimised (5).</p> <p>Level 3</p> <p>The Calvia region of Mallorca like other tourist destinations facing the decline stage of the life cycle model used the principles of responsible tourism to support their rejuvenation programmes. One approach has been strict planning control. No more frontline (Beach) development is allowed in some resorts and older hotels have been pulled down and not replaced, instead community facilities eg playgrounds, parks and landscaped areas have replaced the ugly hotel tower blocks. Eg Palma Nova had its Play Palma Nova hotel blown up and in its place a playground built (eg). This is not only enhancing the environment but also helping to improve the quality of life for local people through by investing in public projects through the provision of public amenities, both support more responsible forms of tourism planning compared with the unplanned developments of the 1970s. Like investment into public projects another way of maximising the positive effects is through tourism education of visitors and explain about their effect on the environment is a way forward eg reusing towels in hotels, stickers reminding tourists to be energy efficient (9).</p> <p>(8 +1 eg)</p>	<p>Level 1</p> <p>1–3 marks</p> <p>Basic explanation — basic points are made to show how tourist destination could try to reduce negative effects of tourism or maximising positive — one sided and may be theoretical</p> <p>Level 2</p> <p>4–6 marks</p> <p>Detailed explanation of either minimising negative effects or maximising positive effects</p> <p>Level 3</p> <p>7–8 marks</p> <p>A detailed explanation clearly linked to both minimising and maximising effects of tourism — a balanced answer</p> <p>Examples:</p> <p>4 marks for appropriate examples used to support answer</p> <p style="text-align: right;">12marks</p>

Question	Example answer	Mark allocation
2 (c) iv)	<p>Level 1</p> <p>By investing in local projects this helps to improve the quality of life of local people (1).</p> <p>Level 2</p> <p>One of the principles of responsible tourism is to 'improve the life of local people' in destinations. Where hotels have been demolished and parks put in their place this clearly helps the local people who can enjoy these amenities (3).</p>	<p>Level 1</p> <p>1–2 marks</p> <p>Basic assessment — not clearly linked</p> <p>Level 2</p> <p>3–4 marks</p> <p>Clear link to principle demonstrated and justifies</p> <p>4 marks</p>

ASSESSMENT OBJECTIVES MARK ALLOCATION

Question	AO1	AO2	AO3	AO4	Total marks
1 (a) i)	2				2
1 (a) ii)	2				2
1 (a) iii)		2			2
1 (b) i)		6	6		12
1 (b) ii)	2	4			6
1 (b) iii)			2	6	8
1 (c) i)	1			6	7
1 (c) ii)		2		4	6
2 (a) i)	1				1
2 (a) ii)	2				2
2 (a) iii)		4	4		8
2 (b) i)	1				1
2 (b) ii)	2				2
2 (b) iii)			6	4	10
2 (c) i)	1				1
2 (c) ii)	4				4
2 (c) iii)			8	4	12
2 (c) iv)				4	4
Total	18	18	26	28	90
%	20	20	29	31	100

Unit 10: Promotion and Sales in Travel and Tourism

Mark scheme

Question	Example answer	Mark allocation
1 (a)	<p>Oral communication — clear enunciation (2).</p> <p>Questioning techniques such as using open questions (2).</p> <p>Listening (1).</p> <p>Patience (1).</p>	<p>Up to 2 marks for each skill described</p> <p style="text-align: right;">6 marks</p>
1 (b)	<p>Gardens, sun terraces, mini train, transport, Jacuzzi, spa and sauna, massage, All Inclusive</p> <p>eg</p> <p>All Inclusive so they don't have to worry about what and where to eat or cooking and cleaning up so will be relaxing (2).</p> <p>Spanish lessons so can enjoy culture (1).</p>	<p>1 mark for each feature described and up to 2 marks for explanation</p> <p style="text-align: right;">6 marks</p>
1 (c)	<p>Level 1</p> <p>Remind them of the features and benefits in the hotel.</p> <p>Level 2</p> <p>Tell them that it isn't far and there is plenty to do in the hotel.</p> <p>Level 3</p> <p>Remind them of the purpose of their visit. Explain that All Inclusive so won't need to go to the resort and also that staying where they are will be relaxing.</p>	<p>Level 1</p> <p>1–2 marks for basic responses with little reasoning</p> <p>Level 2</p> <p>3–4 marks for some explanation</p> <p>Level 3</p> <p>5–6 marks for detailed explanation clearly linked to customers</p> <p style="text-align: right;">6 marks</p>
2 (a)	<p>Level 1</p> <p>Primary research is also field research and goes direct to the customer such as questionnaires. Secondary research is also desk research such as internet or statistics.</p> <p>Level 2</p> <p>Primary research is set up by the organisation whereas the organisation uses research set up by others with secondary research.</p>	<p>Level 1</p> <p>1–2 marks for basic description of each type or examples provided</p> <p>Level 2</p> <p>3–4 marks for detailed response that clearly differentiates between the two</p> <p style="text-align: right;">4 marks</p>

Question	Example answer	Mark allocation
2 (b)	<p>Level 1</p> <p>They are both expensive ways. Postal questionnaires have poor response. Telephone questionnaires have better response.</p> <p>Level 2</p> <p>The company have a million customers so lots of contact details they can use for postal questionnaires but it will be expensive to post all out and response is poor. Also don't get feedback on non-customers.</p> <p>Level 3</p> <p>The company have a million customers so lots of contact details they can use for postal questionnaires but it will be expensive to post all out and response is poor. Also will only target existing customers so don't get feedback on non-customers and their perception of the promotion. The postal questionnaires are costly but they do not need staff. Telephone questionnaires, the phone call is cheap but have to pay staff but if quiet times of year such as off peak season good use of staff.</p>	<p>Level 1</p> <p>1–2 marks for basic responses that are theoretical and descriptive</p> <p>Level 2</p> <p>3–4 marks for basic analysis and some link to scenario</p> <p>Level 3</p> <p>5–6 marks for clear analysis using information from case study</p> <p style="text-align: right;">6 marks</p>
2 (c)	<p>Level 1</p> <p>They can do advertising so that more people know about it and sell more holidays to make a profit.</p> <p>Level 2</p> <p>They can target promotional activities towards the AB socio economic group by choosing appropriate media and written information. They can also use promotion to get the message across to a wider range of people to increase sales to attract a half million new customers by choosing an approach that is more mass market.</p>	<p>Level 1</p> <p>1–2 marks for basic answers that lacks detail and has some reasoning</p> <p>Level 2</p> <p>3–4 marks for clear explanation</p> <p style="text-align: right;">4 marks</p>

Question	Example answer	Mark allocation
2 (d)	<p>Level 1</p> <p>Interest rates going up will limit people booking holidays as they won't have money to spend.</p> <p>Level 2</p> <p>Interest rates are still relatively low but have been increasing slightly in recent years so potential customers may have limited disposable income so promotional activities may need to focus on sales promotions as holidays are price sensitive and ways of reducing price may encourage people to book, particularly if introduced when interest rate changes announced.</p> <p>Level 3</p> <p>As above with other factors analysed.</p>	<p>Level 1</p> <p>1–3 marks for basic responses that are descriptive and theoretical</p> <p>Level 2</p> <p>4–6 marks for some analysis</p> <p>Level 3</p> <p>7–8 marks for detailed analysis clearly linked to scenario</p> <p style="text-align: right;">8 marks</p>
3 (a)	<p>Displays — where promotional materials presented in interesting way such as an exhibition stand or brochure rack.</p> <p>Advertising — where another organisation is paid to promote products and services through a range of media such as TV and radio.</p> <p>Public relations — where free publicity is received to promote the organisation in a positive way through press releases or special events.</p>	<p>2 marks for each technique described</p> <p style="text-align: right;">6 marks</p>
3 (b)	<p>Level 1</p> <p>They have used different techniques. They have used sponsorship in Scotland.</p> <p>Level 2</p> <p>They have used sponsorship but only Scottish TV so not across the country and may not be appropriate to target market or attract another half million</p> <p>Level 3</p> <p>It encourages early bookers so they can take deposit or payment so they can earn money and improve their cash flow. Scotland is boosted with TV is good as there are two office but not whole country which is objective. Scotland TV is not raising awareness of brochure only operator.</p>	<p>Level 1</p> <p>1–3 marks for basic answers mainly descriptive</p> <p>Level 2</p> <p>4–6 marks for some evaluation</p> <p>Level 3</p> <p>7–8 marks for detailed evaluation clearly linked to objectives</p> <p style="text-align: right;">8 marks</p>

Question	Example answer	Mark allocation
3 (c)	<p>Level 1</p> <p>There are no images, no colour, lacks information, no contact details.</p> <p>Level 2</p> <p>There are no images so doesn't stimulate interest. There are no contact details so nobody interested can make a booking.</p> <p>Level 3</p> <p>As above with reasons for each weakness. Positive aspects are well structured, good layout, highlights key benefits, reference number which they can use for market research in the future.</p>	<p>Level 1</p> <p>1–3 marks for basic answers mainly descriptive</p> <p>Level 2</p> <p>4–6 marks for some evaluation</p> <p>Level 3</p> <p>7–8 marks for detailed evaluation considering positive and negative</p> <p style="text-align: right;">8 marks</p>
3 (d)	<p>Company name</p> <p>Personalised</p> <p>Contact details</p>	<p>1 mark for each point included in the postcard to max 4</p> <p>Up to 2 marks for format</p> <p>Up to 2 marks for style and link to target market</p> <p style="text-align: right;">8 marks</p>
3 (e) i)	<p>Level 1</p> <p>Postcards to all who have booked before. Sponsorship of TV programme. Advert in newspaper.</p> <p>Level 2</p> <p>Postcard to all who have booked before. Sponsorship of TV programme in Scotland with voiceover. Advert in regional newspaper.</p> <p>Level 3</p> <p>Postcards but not to each person but each couple that spent more than x amount. Advertise in two national newspapers in colour on two Sundays at start of the launch. Promote on website. Information with tickets and invoices. Press release to quality newspapers and some lifestyle magazines. Posters for windows of Travel Shops. Staff mention when making bookings. Costs to be specified and totalled. No cost for items from promote on website.</p>	<p>Level 1</p> <p>1–3 marks for basic responses with little detail or many omissions</p> <p>Level 2</p> <p>4–6 marks for some detail with some inaccuracies</p> <p>Level 3</p> <p>7–8 marks for detailed and accurate descriptions and calculations</p> <p style="text-align: right;">8 marks</p>

Question	Example answer	Mark allocation
3 (e) ii)	<p>Level 1</p> <p>Postcard to all who have booked before as they know about the company. Sponsorship of TV programme in Scotland with voiceover so they know about the brochure. Advert in regional newspaper.</p> <p>Level 2</p> <p>Postcard to all who have booked before as they know about the company and have had a good time so will be interested in booking again. Sponsorship of TV programme in Scotland with voiceover as can specify the brochure and where they can get it so people have the information they need. Advert in regional newspaper but will need to be in different papers to cover all regions but mainly those where there is a Travel Shop to encourage people who live near to book.</p> <p>Level 3</p> <p>If postcards sent to everyone then it is lots of money that is wasted as not everyone will be in the target market so by choosing couple who have spent over a certain amount they are likely to be in socio-economic group. National newspapers on Sundays are popular with socio economic group as others advertise there. Useful to have two weeks to reinforce message and capture those that don't read first week and at start of campaign introduces them to the idea. Colour will make it stand out from others that always appear there so worth the extra money etc.</p>	<p>Level 1</p> <p>1–2 marks for basic responses mainly descriptive</p> <p>Level 2</p> <p>3–4 marks for some explanation but with omissions</p> <p>Level 3</p> <p>5–6 marks for detailed explanation covering all aspects of plan</p> <p style="text-align: right;">6 marks</p>

Question	Example answer	Mark allocation
4	<p>Level 1</p> <p>Alton Towers had a campaign for the new ride Oblivion. There was TV and radio advertising and leaflets just for that ride. This meant lots of people found out about it.</p> <p>Level 2</p> <p>Alton Towers had a campaign for the new ride Oblivion. They used a range of techniques and materials and had a large budget to work with so included TV advertising. It may seem like a large budget but they were also launching the beginning of the season so they would have had a similar sort of budget anyway.</p> <p>Level 3</p> <p>As above with further analysis related to specific activities.</p>	<p>Level 1</p> <p>1–2 marks for basic answers that lacks detail and has some reasoning</p> <p>Level 2</p> <p>3–4 marks for analysis</p> <p>Level 3</p> <p>5–6 marks for developed responses with detailed and sustained analysis</p> <p style="text-align: right;">6 marks</p>

ASSESSMENT OBJECTIVES MARK ALLOCATION

Question	AO1	AO2	AO3	AO4	Total marks
1 (a)	6				6
1 (b)		6			6
1 (c)		6			6
2 (a)	4				4
2 (b)			6		6
2 (c)	4				4
2 (d)			8		8
3 (a)	6				6
3 (b)				8	8
3 (c)		8			8
3 (d)				8	8
3 (e) i)				8	8
3 (e) ii)		6			6
4			6		6
Total	20	26	20	24	90
%	22	29	22	27	100

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