

**Unit 2: Customer Service in Travel and Tourism (G721)**

**Checklist of Evidence**

1	State who the internal customers are.	AO1
2	State who the external customers are.	AO1
3	What are the needs/how are they met for both types of customers?	AO1
4	Compare the needs and how they are met, eg. similarities and differences such as health and safety, security, a need to know who to ask for information, a need to be recognised (uniform), training, a need to have a complaint dealt with quickly, a need to know the complaints procedure and how to deal with complaints etc.	AO1
5	What are the benefits to the organisation?	AO1
6	Provide a clear witness statement of how well the candidate has done with particular reference to the skills performed in each situation.	AO2
7	Ensure the different customer types are clear.	AO2
8	Do not use scripts as this is not evidence of effective customer service.	AO2
9	Any letters in reply to a complaint should be correctly formatted (business style) without errors and offer appropriate and realistic solutions.	AO2
10	Evaluation should be the candidates' own evaluation including recommendations for improvement.	AO2
11	Find out the methods used to assess customer service.	AO3
12	State – what the methods are to assess effectiveness of customer service by the organisation <ul style="list-style-type: none"> <li>- what the organisation's findings are</li> <li>- what action has been taken to improve customer service in the light of findings (measures)</li> <li>- what methods does the organisation use/do to assess effectiveness of customer service for internal customers as well as external</li> </ul> <b>NB.</b> The number of complaints and the nature of the complaint is a method often used to assess effectiveness of customer service.	AO3
13	An evaluation of customer service at the organisation, conclusions and recommendations.	AO4
14	Candidates need to show evidence of how they come up with the evaluation, eg. mystery shopper, research and observation etc.	AO4
15	If questionnaires have been used, only include one copy as an example in the work.	AO4

**Unit 3: Travel Destinations (G722)**

**Checklist of Evidence**

	Remember <u>contrasting destinations</u>	
1	Provide a world map with both destinations annotated.	AO1
2	Provide an annotated map of each destination, with surrounding areas, eg. Europe.	AO1
3	Provide a local map or a map of the island as appropriate.	AO1
4	Provide an internal map.	AO1

**Where do the 15 marks for AO1 come from?**

**Suggestions:**

- Clearly annotate maps.
- Provide a description with maps.
- Consider link to AO2 – features, attractions etc. could be marked on map and comment made on distribution.
- Ease of access in relation to where the accommodation is (which may enhance appeal) – easy to get around.
- Consider 'position in world' – latitude and longitude which link to climate and seasonality (AO2 and appeal – when it's appealing state why).
- Use maps to mark on accessibility (links to AO2) eg. airport, port, road links, mountain ranges.
- Comment on size of eg. island/destination – linked to maps.

5	This links to AO1. Consider customer types against appeal, but state why, as well as who the features of the destinations appeal to, eg. The city of Dubai can be more appealing for sightseeing in their winter months because it is too hot in summer but the bay is then more appealing. The ski resort in Arosa, Switzerland is more appealing in the winter months as it has five months of snow but the resort is open in summer and appeals to eco- and activity tourists due to the beautiful surroundings.	AO2
6	Remember that many of the destinations candidates study appeal to the business traveller which is a 'large slice of the market' (accommodation/conferences, etc).	AO2
7	Comment on appeal against 'short break'/ long holiday etc.	AO2
8	Reference sources in the work.	AO3
9	Provide a bibliography.	AO3
10	Analyse the sources – what was useful, what was not relevant etc?	AO3
11	Consider that the grading criteria asks for 'judged by visitor numbers' and thus not specifically from the UK.	AO4

## Unit 5 Tourist Attractions (G724)

### Hit-list of evidence

**2 contrasting visitor attractions in the UK**

**1 private sector**

**1 public or voluntary sector**

1	Compare/contrast- <ul style="list-style-type: none"> <li>• Ownership</li> <li>• Objectives</li> <li>• Values and attitudes</li> </ul>	AO1
2	Compare contrast <ul style="list-style-type: none"> <li>• Main sources of funding</li> <li>• Marketing and promoting</li> <li>• Guidance provided</li> <li>• Staffing</li> <li>• Health and Safety procedures</li> <li>• Location/land use/protection of environment</li> <li>• Availability of product and service</li> </ul>	AO1
3	Data sourced and referenced	AO1
4	Compare and contrast- <ul style="list-style-type: none"> <li>• Technological aspects used by attractions</li> <li>• Role of technology</li> </ul> Within attraction Used to promote attraction	AO2
5	Evaluation of technology features <ul style="list-style-type: none"> <li>• Changes made in technology</li> <li>• How suitable</li> <li>• How successful</li> </ul> Relate to increase in quality of customer service attractiveness, value of experience, better staff/public experience	AO2
6	Visitor Management Traffic Management Positive Impact Negative Impact Compare/contrast Sources	AO3
7	Evaluation <ul style="list-style-type: none"> <li>• Compare popularity of chosen destinations</li> <li>• Data sourced</li> <li>• Target market</li> <li>• Factors contributing to the popularity</li> <li>• Prediction/future trend</li> </ul>	AO4

## Unit 6-Organising Travel (G725)

### Hit-list of evidence

1	Identify <b>2</b> different types of travel organisers <ul style="list-style-type: none"> <li>• State type of organisation</li> </ul>	AO1
2	<b>Compare</b> products and services <ul style="list-style-type: none"> <li>• Ticketing methods</li> <li>• Methods of booking</li> <li>• Access such as parking/accommodation</li> <li>• Type of journey such as tailor made/package</li> <li>• Retail methods</li> <li>• Procedures used</li> <li>• Inter-relation with other sectors</li> <li>• Seasonality</li> <li>• Tangibility</li> <li>• Perishability</li> </ul>	AO1
3	Chain of distribution <ul style="list-style-type: none"> <li>• Where dos they lie in the chain</li> <li>• Their role in the chain</li> <li>• How they operate in chain</li> </ul>	AO1
4	Technology. State <ul style="list-style-type: none"> <li>• What new ways can customers arrange their travel?-rise in use of technology</li> <li>• How affects the chosen organisations?</li> <li>• What have the chosen orgs done about it?</li> <li>• How can the chosen orgs improve?</li> </ul>	AO2
5	Marketing techniques of 2 orgs-Record methods <ul style="list-style-type: none"> <li>• Visual such as posters leaflets etc.</li> <li>• Visual/verbal such as media/TV/DVD, interactive, press release</li> <li>• Active such as –events, web/internet search engines, teletext advertising</li> </ul> How used/distributed/executed Can provide examples	AO3
7	Analysis of methods <ul style="list-style-type: none"> <li>• Impact such as use of colour, lettering for effectiveness and success</li> <li>• Legal requirements-constraints</li> <li>• Effectiveness of execution-how good on interesting the customer-bringing customers in</li> <li>• Impact on prices</li> </ul>	AO3

8	<p>Produce 2 itineraries-<b>industry format</b></p> <ul style="list-style-type: none"><li>• Customer types,</li><li>• number of customers</li><li>• customer needs</li><li>• Dates</li><li>• Route</li><li>• Timings/length of time</li><li>• Arrival/departure points</li><li>• Type of travel</li><li>• Cost</li><li>• Special circumstances/needs</li><li>• Alternatives</li></ul> <p><b>Explain how itineraries meet needs</b></p>	AO4
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## Unit 7 Hospitality (G726)

### Hit-list of evidence

1	<p>Hospitality Industry</p> <ul style="list-style-type: none"> <li>• Types of providers</li> <li>• Examples local</li> <li>• Examples national</li> <li>• Their product and services</li> <li>• Trends</li> <li>• Seasonality/tangibility/perishability</li> <li>• Employment characteristics</li> <li>• Types of Co-operate hospitality</li> <li>• Examples for Co-operate hospitality</li> <li>• Grading systems</li> </ul>	AO1
2	<p>Investigation-one hospitality provider</p> <ul style="list-style-type: none"> <li>• Types of accommodation</li> <li>• Food and drink services</li> <li>• Values and attitudes</li> </ul>	AO2
3	<p>Review one co-operate hospitality package of another organisation</p> <ul style="list-style-type: none"> <li>• Type of package and components</li> <li>• Provision</li> <li>• How marketed</li> </ul>	AO2
4	<p>Customer services at chosen hospitality provider</p> <ul style="list-style-type: none"> <li>• Practices-practical skills, personal skills, organisational skills</li> <li>• Procedures</li> <li>• In-house services</li> <li>• Recommendations</li> </ul>	AO3
5	<p>One locality</p> <ul style="list-style-type: none"> <li>• Provision of hospitality in that location</li> <li>• Conclusion</li> <li>• Recommendations</li> </ul>	AO4

## Unit 8:-Working Overseas (G727)

### Hit list of evidence

1	<p>Different types of jobs available- Overseas Staff for</p> <ul style="list-style-type: none"> <li>• Tour operators</li> <li>• Representatives</li> <li>• Travel-service providers</li> <li>• Ancillary tourist services</li> </ul> <p>Seasonal nature of employment</p> <p>Personal qualities necessary for working overseas (the emphasis and skill requirements can differ)</p> <p>Companies that offer the job opportunities overseas</p> <p>Advantages/disadvantages of working overseas</p>	AO1
2	<p>Travel legislation Legal requirements Relate to examples</p>	AO2
3	<p>Administrative practices</p> <ul style="list-style-type: none"> <li>• Administrative duties</li> <li>• Reporting procedures</li> <li>• Instigating claims</li> <li>• Monitoring quality control</li> </ul> <p>Purpose and importance</p> <p>Sources referenced</p>	
4	<p>Operational Working practices Procedures Dealing with complicate/complex situations</p> <p>Sources referenced</p>	
5	<p>Plan/perform Welcome meeting Witness statement Evaluation of planning and performing</p> <ul style="list-style-type: none"> <li>• Support materials used</li> <li>• Skill performance</li> <li>• Justification</li> <li>• Recommendation for improvement</li> <li>• Examples highlighted</li> </ul>	

## Unit 10: Event Management (G729)

### Checklist of Evidence

1	State fully what the project/event idea is.	AO1
2	A Feasibility Study – research undertaken/sources used - alternatives - outcome as a result of research.	AO3
3	Aims and Objectives.	AO3
4	Risk Assessment/Health and Safety.	AO1/AO3
5	The Plan – Customers (who, type, how many etc.) - Human resourcing - the team, roles etc. - Resources needed – materials, venue, transport, etc. - Timescales - Marketing strategy - Contingency plan - Changes to plan (feasibility).	AO1/AO3
6	Financial Accounts – Profit and Loss. Refer to pages 67-74 of the Heinemann A2 Level for OCR Travel and Tourism publication.	AO1
7	Minutes and agendas of team meetings.	AO1/AO2
8	Individual Log Book – an account of your role, what you did (dates etc) as part of team and full team details/changes made (AO3).	AO2
9	Review – any problems/complaints etc, points of excellence, omissions, changes etc.	AO3/AO4
10	General Evaluation – (this should be about the process), what the team did, how well etc.	AO4
11	Evaluate own performance – how well did I do etc? Own values and attitudes.	AO4
12	Evaluation of Event – eg. feedback from customers.	AO4
13	Recommendations.	AO4



## Unit 11 Guided Tour (G730)

### Hit list of evidence

1	<p>4 Types</p> <ul style="list-style-type: none"> <li>• Tours</li> <li>• Written forms</li> <li>• Audio-guided</li> <li>• Virtual/computer based</li> </ul> <p>Examples</p> <p>Purposes</p> <ul style="list-style-type: none"> <li>• Implicit</li> <li>• Explicit</li> </ul> <p>Merits and deficiencies</p> <p>Impact of ICT</p>	AO1/AO3
2	<p>A plan of your tour</p> <ul style="list-style-type: none"> <li>• Type</li> <li>• Location</li> <li>• Aims</li> <li>• Purposes</li> <li>• Itinerary</li> <li>• Cost</li> <li>• Timings</li> <li>• Route plan</li> <li>• Target/potential customers</li> <li>• Needs of customers</li> <li>• Maximum number of customers (if applicable)</li> <li>• Health and Safety/risk</li> <li>• Procedures in place/resources</li> <li>• Contingency</li> </ul>	AO1/AO2
3	<p>Report of tour</p> <p>Witness statement from independent observer or participant</p> <p>Resources used</p>	AO2
4	<p>Research and sources referenced/bibliography</p> <p>Compare/contrast/analyze</p> <ul style="list-style-type: none"> <li>• Different types of guided tour</li> <li>• Give examples</li> <li>• Refer to variations/subdivisions</li> <li>• Advantages/disadvantages</li> <li>• Merits and deficiencies</li> </ul> <p>Include own guided tour as an example</p>	AO3
5	<p>Evaluation of plan/the guided tour</p> <ul style="list-style-type: none"> <li>• Delivery/procedure/problems</li> <li>• At least 2 methods used</li> <li>• Recommendation for changes</li> </ul>	AO4



RECOGNISING ACHIEVEMENT

## Unit 12: Ecotourism

The written and illustrated account of an eco-project provides the evidence necessary to support the underpinning knowledge taught through the 'What you need to learn' section of the syllabus.

Ecotourism projects are on the whole small operations and do not provide sufficient information in themselves to fulfill all the criteria necessary to pass the assignment. It is expected that candidates will relate to the generic aims and objectives of ecotourism together with their particular destinations aims, objectives, and principals related to ecotourism.

Your project could be anything from an eco-lodge in Honduras to a National Park in Africa; however the finished assignment should address both the project and the destination in which the project is based.

### Checklist of Evidence

1	State fully the aims and objectives of ecotourism in general terms using information from various sources.	AO1
2	Include evidence of research from private, public and voluntary sector organisations involved with ecotourism	AO1
3	State fully the aims and objectives of the chosen ecotourism project, why has the 'project' or a 'destination' been chosen to be eco-friendly and be classed as ecotourism	AO1
4	Explain how your chosen 'project' within a destination has had an impact on the environment within that destination.	AO2
5	Explain how your chosen 'project' within a destination has had an impact on social and cultural issues within that destination.	AO2
6	Compare the project/destination with other projects/destinations by using in depth research to analyse your project/destination fully. The use of illustrations/photos/leaflets/letters/communication with the project etc. will aid analysis	AO3
7	Future trends and appeal of project/destination Future trends and appeal worldwide of ecotourism	AO4 AO4
8	General conclusion and evaluation of trends/appeal based on research of ecotourism within chosen project and worldwide. This section must make reference to worldwide trends/statistics etc. to enable a detailed evaluation.	

## Eco Tourism Assessment Objective AO4

Provide an **evaluation of the future trends and appeal of worldwide ecotourism principles and projects** which relate to your chosen project destination.

AO4 is the evaluation task which carries the most marks. Students need to draw on their research evidence to make valid conclusions and judgements. They will need to support their evaluation and conclusions with reference to worldwide Trends and Statistics. This section wants students to make valid judgements on the future of ecotourism worldwide.

Three questions need to be addressed for both **Worldwide Ecotourism** and for their **Chosen Project**).

- What are the current trends for ET?
- What is Ecotourism's current appeal?
- What will be the future trends and appeal of ecotourism?

## Layout

- Re-address what the Eco Tourism Principles are.
- Identify the trends that have been found...

What is the public's reaction to Ecotourism? Is it popular with the appeal rising or is its appeal in decline? What evidence is there for the conclusions drawn?

- Explain how Ecotourism principles have **influenced** social/cultural and environmental issues.
- Explain how the concept of ecotourism **contributes** to the social/cultural and environmental issues and how it **draws attention** to these issues.
- Draw conclusions on what the future appeal and trends of ecotourism worldwide and in the chosen project area are.

Supporting evidence should be drawn from case studies and independent research. Conclusions should be valid and supported with realistic evidence.

## Note:

Mark Band 2&3 can only be achieved if evidence of independent investigation & research is included.

Mark band 3 requires the use of appropriate terminology and the evaluation of findings should be clear and understandable.

You must refer to 12.2.4 of the specification and include the areas of measurement detailed there.

Suggested task (from OCR Disk)

#### Task 4 (AO4)

Having analysed your own project and given examples of other ecotourism projects studied, you are able to **produce a detailed and comprehensive evaluation about the future of ecotourism issues worldwide and identify trends in relation to tourism demand for more considered development of destinations in terms of ecotourism.**

Your evaluation should be **supported by the use of existing examples of ecotourism projects** and will include **judgements reflecting the values and attitudes of organisations involved with ecotourism as well as your own personal values and attitudes.** Any **recommendations for the future management of ecotourism should be considered and justified.**

Alternative suggested task (for guidance)

Using the evidence from your previous investigations into ecotourism worldwide and in your chosen project area, evaluate the influence that the ecotourism principles have on social/cultural and environmental issues to worldwide destinations and your chosen project destination.

Draw conclusions on the current trends of ecotourism both worldwide and to your chosen project destination, and how these trends have an influence on social/cultural and environmental issues.

Make valid and justified predictions of the future trends of eco tourism both worldwide and to your chosen project destination. Draw conclusions on how the social/cultural and environmental issues may be affected.

Support you evaluation with evidence of your research. Include statistical data and justify your conclusions.

Note: Refer to section 12.2.4 of your unit specification. This details the ways in which you can measure the trends and appeal of ecotourism.

These include the following (taken from OCR specification 12.2.4 pg127)

- support of local, national and international organisations and stakeholders; development of specialised, proactive and volunteer holidays;
- provision of marketing and promotional techniques;
- management of visitor numbers;
- training and education of the host population;
- co-ordination of health and safety requirements;
- conservation and preservation programmes;
- foreign assistance and aid.

## Unit 13:-Adventure Tourism (G732)

### Hit list of evidence

The evidence for this unit will tend to be in 2 sections-parts 1 being theoretical but relating to 3 destinations, part 2 planning/performing/evaluating an ATA event/activity.

1	Define Adventure tourism Define ATA's	AO1
2	Clearly state the local region, another region in UK.overseas destination to be researched and evidenced. Reason for choice?	AO1
3	What are the ATA's at LR, Region, Overseas Destination?	AO1
4	<b>Reasons for growth at each destination</b> <ul style="list-style-type: none"> <li>• Environmental</li> <li>• Historical</li> <li>• Accessibility</li> <li>• Social factors and change</li> </ul>	AO1
5	Who are the <b>organisations</b> linked to the ATA's at each destination-Public- examples Private- examples Voluntary -examples	AO1
6	What are the organisations values and attitudes /aims/ perception in terms of ATA's? What input have they had at each destination? How affected growth of ATA's at each destination?	AO1
7	<b>Impact of ATA's at destination</b> <ul style="list-style-type: none"> <li>• Economic impact-Positive and/or negative</li> <li>• Environmental impact-Positive and/or negative</li> <li>• Socio-cultural impact-Positive and/or negative</li> </ul>	AO2
8	<b>Managing impact</b> <ul style="list-style-type: none"> <li>• Positive impact-how developed and made full use of (maximised)</li> <li>• Negative impact-how reduced to a minimum.</li> <li>• Recommendations to management strategies</li> </ul>	AO2
9	<b>Benefits of ATA,s to participants at each destination</b> <ul style="list-style-type: none"> <li>• Who are the participants at each destination</li> <li>• Reasons why participants take part in the ATA's at the destinations</li> <li>• <b>Benefits</b> to the participants in the activities</li> <li>• Do these differ for the same activity?</li> </ul>	AO2
10	<b>Planning one group ATA</b> <ul style="list-style-type: none"> <li>• Feasibility study (one/two options)</li> <li>• Sources used</li> <li>• Range of activities</li> <li>• Venues</li> <li>• Potential benefit</li> <li>• Risk assessment/hazards</li> </ul>	AO3

11	Produce a plan for running chosen ATA <ul style="list-style-type: none"> <li>• Objectives</li> <li>• Resources</li> <li>• Date/time/duration</li> <li>• Booking arrangements</li> <li>• Transport arrangements</li> <li>• Costs</li> <li>• Contingency</li> <li>• Health and safety-first aid procedures</li> </ul>	AO4
12	Log of individual contribution to planning	AO3
13	Witness statement by assessor/participant/ATA provider as to skills performed and how well in planning/performing	AO3
14	Evaluation <ul style="list-style-type: none"> <li>• Own contribution</li> <li>• Performance of group</li> <li>• Meeting objectives</li> <li>• Benefits of taking part</li> </ul>	AO4

## Unit 14:-Cultural Tourism (G733)

### Hit list of evidence

The evidence for this unit will be holistic and therefore assessment objectives will be linked depending on the cultural focus of each destination. As they are diverse in nature it might be that the main focus is on music/dance/food of one destination but religion/ tradition/different way of life of another.

1	State 2 <b>diverse</b> destinations Introduction –definitions of cultural tourism Introduction-Why 2 destinations diverse?	AO1
2	Internal features influencing cultural tourism	AO1
3	External factors influencing cultural tourism	AO1
4	Explain any movement of culture	AO1
5	Explain religion as an interest relating to cultural tourist. Festivals/events/pilgrimage	AO2
6	Tradition and customs-What does the cultural tourist need to know?	AO2
7	Include Heritage sites and their interest to the cultural tourist	AO2/3
8	Primary research such as cultural tours available, cooking days, music, dance etc. Growth of cultural tourism-What's on offer?	AO2/3
9	Compare destination in terms of diversity and interest to the cultural tourist. Own views and opinions as to e.g. suitability, availability etc	AO2
10	Maslow's hierarchy of needs and the cultural tourist relating to the destinations and importance Of cultural tourism/heritage.	AO3
11	How has tourism influenced established lifestyle at destinations? <ul style="list-style-type: none"> <li>• Redevelopment/restaging of traditional cultural/heritage sites</li> <li>• Change in product</li> <li>• Positive cultural impact on way of life</li> <li>• Negative cultural impact</li> <li>• Any statistical evidence and comment</li> <li>• Predictions and future trend</li> </ul>	AO4
12	Referencing Bibliography Analysis	AO3

## Unit 16:-Human Resources (G735)

### Hit list of evidence

It is important here to ensure the organisations will provide the information that students can work on.

1	Define Human Resource Management Short profile of two travel and tourism organisations to be studied.	AO1
2	Compare/contrast <ul style="list-style-type: none"> <li>• Products/services offered according to customer trend.</li> <li>• Relate to seasonality, perishability, tangibility, market demand</li> <li>• Organisational structure</li> <li>• Staff roles and responsibilities</li> <li>• Skills and expertise/job roles</li> <li>• Relate to employment trends, skills shortages and surplus, location issues</li> <li>• Motivation levels</li> <li>• Staff turnover</li> <li>• Sickness/absenteeism rates</li> <li>• Relate to competition, economy, current issues in T&amp;T</li> </ul>	AO1
3	Take a job role in <b>one</b> of the <b>chosen</b> organisations <ul style="list-style-type: none"> <li>• Needs analysis and skills and qualities</li> <li>• Job advertisement</li> <li>• Job description</li> <li>• Personal specification</li> <li>• Criteria to use to select best person for the job</li> </ul>	AO2
4	Participation in an interview- <b>not job for AO2</b> <ul style="list-style-type: none"> <li>• Research of requirements</li> <li>• Witness statement of performance</li> <li>• Analysis of performance and skills</li> <li>• Recommendation for improvement</li> </ul>	AO3
5	Take <b>one</b> of chosen organisations <b>Evaluate effectiveness of</b> <ul style="list-style-type: none"> <li>• Training procedures</li> <li>• Performance management</li> <li>• Appraisal/termination of staff</li> <li>• Promotion</li> </ul>	AO4
6	Effects of legislation	AO4
7	Conclusion and recommendations <ul style="list-style-type: none"> <li>• Legislation and restrictions /equal opportunities</li> <li>• The believes/thoughts of the stakeholders</li> </ul>	AO4