



GCE MARKING SCHEME

TRAVEL & TOURISM AS/Advanced

SUMMER 2012

INTRODUCTION

The marking schemes which follow were those used by WJEC for the Summer 2012 examination in GCE TRAVEL & TOURISM. They were finalised after detailed discussion at examiners' conferences by all the examiners involved in the assessment. The conferences were held shortly after the papers were taken so that reference could be made to the full range of candidates' responses, with photocopied scripts forming the basis of discussion. The aim of the conferences was to ensure that the marking schemes were interpreted and applied in the same way by all examiners.

It is hoped that this information will be of assistance to centres but it is recognised at the same time that, without the benefit of participation in the examiners' conferences, teachers may have different views on certain matters of detail or interpretation.

WJEC regrets that it cannot enter into any discussion or correspondence about these marking schemes.

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Question	Answer	Mark allocation	Assessment objective
3. (a)	<p>Possible answers:</p> <ul style="list-style-type: none"> - Accommodation - Transfer - Flight - Resort representative - Excursions. <p>Permutations: 2 marks for a detailed answer. 1 mark for a basic answer.</p>	0 - 2	AO1 - 2
(b)	<p>Possible answers:</p> <ul style="list-style-type: none"> - Availability of suitable aircraft - jet aircraft - People had more leisure time - People had paid holidays / longer holidays - People had more disposable income - The development of mass tourism destinations - Welcoming attitude of governments - e.g. Spain <p>Any 2 appropriate answers.</p>	0 - 2	AO1 - 2
(c)	<p>Possible answers:</p> <ul style="list-style-type: none"> - Less hassle - most of the arrangements are carried out by a travel agent - Often cheaper - family deals. - Flights, transfer and accommodation all included - All-inclusive package deals appeal. <p>Levels marked</p> <p>Level 1 - answers are likely to be basic and include only one or two reasons. 1 - 2</p> <p>Level 2 - answers are likely to be more detailed and include at least 2 reasons. 3 - 4</p>	0 - 4	AO1 - 4
(d) (i)	<p>Possible answers: - Risk Factor - ABTA</p> <ul style="list-style-type: none"> - They can be more expensive - They can take longer to organise - No support from a travel agent if plans go wrong. <p>Permutations: 2 marks for a detailed answer - some understanding. 1 mark for a basic answer - little understanding.</p>	0 - 2	AO2 - 2
(d) (ii)	<p>Possible answers:</p> <ul style="list-style-type: none"> - They can be cheaper - They suit the individual / family / group needs - flight times, accommodation - There is more flexibility - People feel more secure. <p>Levels marked</p> <p>Level 1 - answers are likely to be basic and include only one or two advantages. 1 - 3</p> <p>Level 2 - answers are likely to be more detailed and include at least 2 advantages. 4 - 6</p>	0 - 6	AO2 - 6
		Total = 16	

Question	Answer	Mark allocation	Assessment objective
5. (a)	<p>Possible answers: Economic - seasonal / low paid jobs, leakage. Environmental - litter, erosion of paths, damage to flora / fauna habitats, pollution, overcrowding. Socio-cultural - increase in traffic, parking problems, loss of traditions (crafts, language, food/drink), overcrowding.</p>	0 - 3	AO1 -3
(b)	<p>Possible answers: 'Sustainable tourism is about managing tourism's impacts on the environment, communities and the economy to make sure that the effects are positive rather than negative, for the benefit of future generations'. Permutation: 2 marks for a detailed answer - some understanding. 1 mark for a basic answer - little understanding.</p>	0 - 2	AO1 -2
(c)	<p>Possible answers:</p> <ul style="list-style-type: none"> - It employs local people. - It interrelates with other local businesses - It uses local produce - It is a good base for activities such as walking and cycling - It has an eco cottage - It uses solar panels - It recycles materials - It has used local materials in its buildings. <p>Levels marked</p> <p>Level 1 - answers are likely to be basic and include only one or two reasons. Little or no evaluation.</p> <p>Level 2 - answers are likely to be more detailed and include at least 2 reasons. Some evaluation.</p>	<p>0 - 6</p> <p>1 - 3</p> <p>4 - 6</p>	<p>AO2 - 2</p> <p>AO4 - 4</p>
(d)	<p>Possible answers:</p> <ul style="list-style-type: none"> - Eat local - local pubs, cafes, restaurants - Stay local - local inns, cottages, camp sites - Buy local - local suppliers, shops. - Environmentally aware. - Behaving responsibly. <p>Levels marked</p> <p>Level 1 - answers are likely to be basic and include only one or two reasons.</p> <p>Level 2 - answers are likely to be more detailed and include at least 2 reasons. Some evaluation.</p>	<p>0 - 6</p> <p>0 - 3</p> <p>4 - 6</p>	AO2 -6
		Total = 17	
		Grand total = 80	

UNIT 3
MARKETING IN TRAVEL & TOURISM

Question	Answer	Mark allocation	Assessment objective
1. (a)	<p>Accept any appropriate example for public sector organisation e.g. increase use of park and ride facility by 30% for visitors to city during July and August.</p> <p>Accept any appropriate example for private sector organisation e.g. increase next month's profit by 10%.</p> <p>Accept any appropriate example for a voluntary sector organisation e.g. increase membership by 5%.</p> <p>One mark for each.</p>	3	AO2
(b)	<p>Travel and tourism organisations need to know what they are trying to achieve and do this by setting themselves targets which can be short, medium or long term. Using SMART criteria means that objectives are specific, measurable, achievable, realistic and have a time limit which allows organisations to monitor progress and know when they have achieved their aim.</p> <ul style="list-style-type: none"> • Specific, objectives are usually linked to an area of the operation; • means of measuring progress are established at or before the time the objective is set; • achievement of the objective should be within the organisation's control; • it should be realistic given the size and scope of the organisation's business; • objectives should have a preset time scale for monitoring progress. <p>Levels marked</p> <p>Level 1 Mention made of some of the SMART criteria with some definitions but little or no explanation of the reason why they are used in setting objectives.</p> <p>Level 2 Most of the SMART criteria given with explanation as to why their use in expressing objectives is effective.</p>	4	AO1
(c)	A mission statement is used to inform all stakeholders of what the organisation is trying to achieve and how it intends to do so.	2	AO1
	Total	9 marks	

Question	Answer	Mark allocation	Assessment objective															
2. (a)	<p>Accept any suitable example for the first point; justification required for second point.</p> <table border="1" data-bbox="363 383 1018 1059"> <thead> <tr> <th data-bbox="363 383 580 510">Market segment</th> <th data-bbox="580 383 798 510">Suitable product or service</th> <th data-bbox="798 383 1018 510">Reason for suitability for named target market</th> </tr> </thead> <tbody> <tr> <td data-bbox="363 510 580 696">Family with pre school children</td> <td data-bbox="580 510 798 696">Creche provided during the day.</td> <td data-bbox="798 510 1018 696">Safe environment for children under 4 so parents can enjoy time on their own</td> </tr> <tr> <td data-bbox="363 696 580 757">Business woman</td> <td data-bbox="580 696 798 757">Women only corridor in hotel</td> <td data-bbox="798 696 1018 757">Gives a feeling of security</td> </tr> <tr> <td data-bbox="363 757 580 880">couple</td> <td data-bbox="580 757 798 880">Complimentary bottle of champagne for honeymooners</td> <td data-bbox="798 757 1018 880">Acknowledges celebratory reason for stay</td> </tr> <tr> <td data-bbox="363 880 580 1059">School group</td> <td data-bbox="580 880 798 1059">Educational talk on customer service</td> <td data-bbox="798 880 1018 1059">Provides educational input as part of a visit to a tourist attraction</td> </tr> </tbody> </table>	Market segment	Suitable product or service	Reason for suitability for named target market	Family with pre school children	Creche provided during the day.	Safe environment for children under 4 so parents can enjoy time on their own	Business woman	Women only corridor in hotel	Gives a feeling of security	couple	Complimentary bottle of champagne for honeymooners	Acknowledges celebratory reason for stay	School group	Educational talk on customer service	Provides educational input as part of a visit to a tourist attraction	8	AO1 (4) AO2 (4)
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(b)	<p>Named organisation must be given.</p> <p>Levels marked</p> <p>Level 1 Basic outline of 1 or 2 methods of market segmentation given but little or no comment on how the business was increased.</p> <p>Level 2 Clear outline of 3 or more methods used by the named organisation with comment on how this has increased the organisation's business.</p> <p>Maximum level 1 mark must be awarded if no reference to named organisation.</p>	<p>4</p> <p>0 - 2</p> <p>3 - 4</p>	AO1 (2) AO2 (2)															
	Total	12 marks																

Question	Answer	Mark allocation	Assessment objective
3. (b) (ii)	<p>Results of market research used by named travel and tourism organisation</p> <ul style="list-style-type: none"> • to identify target audience, • to modify or refine product or service offered or • to lead to introduction of new product or service as gap identified in market. • May be used to select type of marketing communication to use and where and when to place the marketing materials. <p>Levels marked</p> <p>Level 1 Basic explanation of 1 or 2 uses of the market research with little reference to the marketing strategy.</p> <p>Level 2 Clear explanation of how the results of the market research can affect the organisation's marketing strategy and make it effective.</p>	<p>4</p> <p>0 - 2</p> <p>3 - 4</p>	<p>AO2 (2) AO4 (2)</p>
(c)	<p>Technology may be used in quantitative research:</p> <ul style="list-style-type: none"> • to count visitor numbers • collating sales; • type of customer; • ticket type • length of stay etc • process questionnaires and surveys • administer online surveys • record web site hits • gather unsolicited customer comments <p>Levels marked</p> <p>Level 1 Up to 3 types of primary research outlined briefly.</p> <p>Level 2 3 or more types of primary research outlined but some detail has been given.</p>	<p>4</p> <p>0 - 2</p> <p>3 - 4</p>	<p>AO1</p>
	Total	16 marks	

Question	Answer	Mark allocation	Assessment objective
4. (a) (i)	<p>Named travel and tourism organisation</p> <p>Opportunities described</p> <p>Levels marked</p> <p>Level 1 Brief description of one or two opportunities</p> <p>Level 2 Clear description of two or more opportunities has been given.</p> <p>Maximum of level 1 if no named organisation given.</p>	<p>6</p> <p>0 - 3</p> <p>4 - 6</p>	AO2 (4)
(a) (ii)	<p>Two factors of the political, economic, social and technological analysis have been given for the named organisation used in (a) (i).</p> <p>Levels marked</p> <p>Level 1 Basic explanation of one or two of the factors of the PEST analysis of named organisation.</p> <p>Level 2 Clear explanation of two of the factors of the PEST analysis of the named organisation.</p> <p>Maximum of level 1 if organisation named is not that used in (a) (i).</p>	<p>6</p> <p>0 - 3</p> <p>4 - 6</p>	AO1 (4) AO2 (4)
	Total	12 marks	

Question	Answer	Mark allocation	Assessment objective
5. (a)	<p>Accept any two sales promotions which have been outlined from</p> <ul style="list-style-type: none"> • discounting/price reduction • free gifts and incentives • special offers • competitions • loyalty incentives • extra products • trade targeted incentives e.g. commission, allowances, press passes, invites to trade shows familiarisation visits <p>Allow one mark for naming type of promotion and one mark for development.</p>	4	AO1
(b) (i)	<p>Accept any two from</p> <ul style="list-style-type: none"> • order brochure on line • order brochure over telephone • order brochure over internet • make a booking 	2	AO2
(b) (ii)	Save up to 50%	1	AO2
(b) (iii)	Adult only hotel environment	1	AO2
(b) (iv)	<p>Accept any comment from</p> <ul style="list-style-type: none"> • Picture chosen is colourful • Picture shows both genders • Picture shows smiling, happy faces • Picture shows safety is taken care of as all are wearing safety headgear and life jackets <p>Levels marked</p> <p>Level 1 Basic description with little or no evaluation.</p> <p>Level 2 Clear evaluation of the content of the advertisement.</p>	<p>4</p> <p>0 - 2</p> <p>3 - 4</p>	AO2

Question	Answer	Mark allocation	Assessment objective
6. (a)	<ul style="list-style-type: none"> • Budget • Type of product or service • Target audience • Geographical area • Type of media used <p>One mark for each.</p>	3	AO1
(b)	Direct marketing targets the potential customer directly through a variety of methods, one of which is direct mailing which is addressed to a specific person. Name of person obtained either from existing customer database or from database purchased from outside organisation.	2	AO1
(c)	<p>Product</p> <ul style="list-style-type: none"> • Feed the ducks from all over the world • Welly boot land • Canoe safari • Handle amphibians • Water otters • Watch wildlife from a hide • Land Rover safari • Hatching ducklings • Different types of birds • Natural environment - trees and flowers, sunsets • Duck herding • Swan feeds • Walks and talks • Education programmes • Wheelchair access • Corporate and private venue hire <p>Price</p> <ul style="list-style-type: none"> • Special rates for group visits • Free seasonal walks and talks • Potential customer would need to contact Slimbridge either directly or via website to find out ticket prices • Having no prices on the leaflets allows the organisation to still use them if the entrance price changes <p>Place</p> <ul style="list-style-type: none"> • Easy access from M5 by road • Rail stations nearby at Cam and Dursley • By bike on sustrans route 41 • Leaflets distributed within an hour's drive of Slimbridge • Location map included 	8	AO1 (4) AO4 (4)

Question	Answer	Mark allocation	Assessment objective
6. (c) (cont'd)	<p>Promotion</p> <ul style="list-style-type: none"> • Leaflet gives seasonal information on aspects of attraction • Events and activities summarised • Illustrations focus on wildlife and lake environment together with featuring children on the cover suggesting main target audience • Additional information available on website both general site and specific one for group visits • Information available on Twitter • Telephone contact given • Reference to television promotion • Leaflets distributed in motorway service centres and TICs in a forty mile radius of Slimbridge <p>Level 1 Little or no attempt at evaluation. Only some elements of the marketing mix identified.</p> <p>Level 2 Some attempt at evaluation of the use of the elements of the marketing mix. Most of the elements of the marketing mix explained in relation to the leaflet.</p> <p>Level 3 Clear evaluation made of the use of all the elements of the marketing mix within the leaflet to attract visitors to Slimbridge. All elements of the marketing mix effectively identified and related to the leaflet.</p>	<p>0 - 3</p> <p>4 - 6</p> <p>7 - 8</p>	
	Total	13 marks	
	Total for paper	80 marks	
	AO1	39	
	AO2	31	
	AO3	10	

**UNIT 5
MARKETING IN TRAVEL & TOURISM**

Question	Answer	Mark allocation	Assessment objective
1. (a) (i)	<p>The destination must from the MEDW. Levels marked</p> <p>Level 1 - answers are likely to be basic and include only 1 or 2 reasons. Little or no reference to different visitor types. Generic / list type answers.</p> <p>Level 2 - answers are likely to be more detailed and include at least 2 reasons. Some reference to different visitor types.</p>	<p>0 - 6</p> <p>1 - 3</p> <p>4 - 6</p>	<p>AO1 - 2 AO2 - 4</p>
(a) (ii)	<p>Levels marked</p> <p>Level 1 - answers are likely to be basic and include only 1 or 2 developments. Little or no exemplification. Generic / list type answers.</p> <p>Level 2 - answers are likely to be detailed and include at least 2 developments. Some exemplification.</p>	<p>0 - 6</p> <p>1 - 3</p> <p>4 - 6</p>	<p>AO2 - 6</p>
(b)	<p>Possible answers:</p> <ul style="list-style-type: none"> — Creation of jobs — Creation of wealth / income / profit — Multiplier effect — Attracts investment — Foreign currency earnings — Seasonal impact — Some low paid jobs — Employment of workers from outside the destination — Leakage. <p>Levels marked</p> <p>Level 1 - answers are likely to be basic and include only one or two impacts. Little or no exemplification and assessment. Generic / list type answers.</p> <p>Level 2 - answers are likely to be more detailed and include at least 2 or 3 impacts. Some exemplification and assessment.</p> <p>Level 3 - answers are likely to be well developed and include at least 3 or 4 impacts. Clear exemplification and assessment.</p>	<p>0 - 10</p> <p>1 - 4</p> <p>5 - 7</p> <p>8 - 10</p>	<p>AO1 - 3 AO4 - 7</p>

Question	Answer	Mark allocation	Assessment objective
2. (b) (i)	<p>Possible answers: Public sector - local authorities, National Parks, regional / national governments, tourist boards. Private sector - accommodation providers, transport providers, catering outlets, attractions. Voluntary sector - National Trust, YHA, RSPB, Ramblers. Other - local authorities / people. Tourists.</p> <p>Levels marked</p> <p>Level 1 - answers are likely to be basic and include only 1 or 2 agents of tourism development.</p> <p>Level 2 - answers are likely to be more detailed and include at least 2 or 3 agents of tourism development. Maximum of 4 for list type answers.</p>	<p>0 - 6</p> <p>1 - 3</p> <p>4 - 6</p>	AO1 - 6
(b) (ii)	<p>Possible answers: Public sector - protecting the environment / community. Creating /protecting jobs. Private sector - opportunities investment / profit. Farmers protecting their land and livestock. Voluntary sector - protection of flora, fauna and the environment generally. Other - to maintain or enhance the communities way of life. Tourists.</p> <p>Conflict - jobs / way of life versus tourism versus profit. Tourism development = jobs, income, wealth, environmental impact.</p> <p>Levels marked</p> <p>Level 1 - answers are likely to be basic and include only 1 or 2 objectives. Little or no reference to conflicts. Generic / list type answers.</p> <p>Level 2 - answers are likely to be more detailed and include at least 2 or 3 objectives. Some reference to conflicts.</p> <p>Level 3 - answers are likely to be well developed and include at least 3 objectives. Clear reference to conflicts.</p>	<p>0 - 8</p> <p>1 - 3</p> <p>4 - 6</p> <p>7 - 8</p>	AO1 - 3 AO2 - 5
		Total = 30	

Question	Answer	Mark allocation	Assessment objective
3. (c)	<p>Possible answers:</p> <ul style="list-style-type: none"> – New hotels – New infrastructure – Regeneration of an area – Refurbishment of attractions, accommodation providers, bars etc. – Souvenir production and selling – Merchandise <p>Levels marked</p> <p>Level 1 - answers are likely to be basic and include only 1 or 2 examples. List type of answers.</p> <p>Level 2 - answers are likely to be more detailed and include at least 2 or 3 examples.</p> <p>Level 3 - answers are likely to be well developed and include at least 3 or 4 examples.</p>	<p>0 - 8</p> <p>1 - 3</p> <p>4 - 6</p> <p>7 - 8</p>	AO4 - 8
(d)	<p>Possible answers:</p> <ul style="list-style-type: none"> – Behavioural problems - football fans – Alcohol related problems – Religion - lack of respect / knowledge – Overcrowding - local people feel alienated. <p>Levels marked</p> <p>Level 1 - answers are likely to be basic and include only 1 or 2 conflicts. List type answers.</p> <p>Level 2 - answers are likely to be more detailed and include at least 2 or 3 conflicts.</p> <p>Level 3 - answers are likely to be well developed and include at least 3 or 4 conflicts.</p>	<p>0 - 8</p> <p>1 - 3</p> <p>4 - 6</p> <p>7 - 8</p>	AO2 - 8

UNIT 7
MANAGING TRAVEL AND TOURISM ORGANISATIONS

Question	Possible Answer	Mark Allocation	Assessment Objective
1. (a)	<p>Outline of three examples of different management styles from:</p> <ul style="list-style-type: none"> • Autocratic management • Democratic management • Motivational management • Committee management • Administrative management • Passive management • Aggressive management <p>For each of the three examples given, award one mark for naming the style and one mark for development</p>	6	AO1 (6)
(b)	<p>Range of motivation techniques which could be introduced are described from</p> <ul style="list-style-type: none"> • Financial incentives <ul style="list-style-type: none"> • Profit related and share option • Bonuses • Commission payments • Performance related pay • Non-financial incentives <ul style="list-style-type: none"> • Formal recognition awards • Vouchers for goods or services • Extra holidays • Gifts • Company cars • Career development training schemes <p>Levels marked</p> <p>Level 1 Basic description of 1 to 3 motivational techniques that could be introduced with little comment on how they would lead to improved performance of staff.</p> <p>Level 2 Clear description of 3 or more motivational techniques that could be introduced with brief comment on how they could lead to improved staff performance with one or two generic examples given.</p>	10	AO1 (5) AO2 (5)

Question	Possible Answer	Mark Allocation	Assessment Objective
	<p>Level 3 Well developed description of 3 or more motivational techniques which could be introduced with detailed comment on how they would improve the performance of staff illustrated by examples from different named travel and tourism organisations.</p>	8-10	
(c)	<p>Benefits of having motivated staff on travel and tourism organisations could include</p> <ul style="list-style-type: none"> • Better staff morale • Good working environment • Better teamwork • Lower staff turnover • Reduced training budget • Better productivity from satisfied staff • More targets achieved • Higher productivity levels • Improved levels of customer service • Higher levels of repeat business 	8	AO4 (8)
	<p>Levels marked</p> <p>Level 1 One or two benefits of motivated staff suggested but little or no attempt at assessment of the effect on the business operation.</p> <p>Level 2 Three or more of the benefits brought by motivated staff described with attempt made at assessment of the effect on the business operation of the organisation.</p> <p>Level 3 Well developed assessment of the effect on the travel and tourism organisation of having motivated staff.</p>	<p>0-3</p> <p>4-6</p> <p>7-8</p>	AO4 (8)
	Total	24 marks	

Question	Possible Answer	Mark Allocation	Assessment Objective
2. (a) (i)	<p>The range of customer service quality standards that could be discussed include:</p> <ul style="list-style-type: none"> • Consistency of service levels • Accuracy of information • Reliability and response times • Price or perceived value for money • Accessibility of organisation • Availability of product or service • Staffing levels • Qualities of staff • Provision for special needs • Health and safety • Cleanliness and hygiene • Enjoyment of experience 	8	AO1 (8)
(a) (ii)	<p>Levels marked</p> <p>Level 1 One or two customer service quality standards that could be set by travel and tourism organisations are briefly discussed. No named examples given.</p> <p>Level 2 Three or more customer service quality standards that have been set by named travel and tourism organisations are clearly given.</p> <p>Level 3 Well developed discussion of three or more customer service quality standards set by named travel and tourism organisations showing understanding of their purpose.</p> <p>Explanation given of the</p> <ul style="list-style-type: none"> • staff handbook • staff training procedures to include <ul style="list-style-type: none"> • training in the ethos of the organisation • induction procedures • its mission statement • specific departmental customer service quality standards that are in place • supervision of performance • appraisal systems 	<p>0-3</p> <p>4-6</p> <p>7-8</p> <p>8</p>	<p>AO1 (3)</p> <p>AO2 (3)</p>

Question	Possible Answer	Mark Allocation	Assessment Objective
	<ul style="list-style-type: none"> • internal memos and emails produced if procedures are changed • ongoing training in house 		
(b)	<p>Levels marked</p> <p>Level 1 Brief explanation of one or two methods of ensuring staff are aware of customer service quality standards but generic examples only are given.</p> <p>Level 2 Clear explanation of two or more methods of ensuring staff of named travel and tourism organisations are aware of the organisation's customer service quality standards</p> <p>Communication channels which could be described include</p> <ul style="list-style-type: none"> • Web site • Brochures • Advertising leaflets • Posters • Email communication • Stationery e.g. <ul style="list-style-type: none"> • Strap line on letter paper • Strap line on menus • Information on feedback questionnaires <p>Levels marked</p> <p>Level 1 1 o4 2 communication channels described briefly.</p> <p>Level 2 Three or more communication channels described clearly.</p>	<p>0-3</p> <p>4-6</p> <p>6</p> <p>0-3</p> <p>4-6</p>	<p>AO1 (6)</p>

Question	Possible Answer	Mark Allocation	Assessment Objective
(c) (i)	<p>Technical data identified could include:</p> <ul style="list-style-type: none"> • Booking data <ul style="list-style-type: none"> • Visitor numbers • Types of ticket/product sold • Reservation patterns • Web site hits • Complaints received by number and type • Response times <ul style="list-style-type: none"> • to customer complaints • to telephone rings • to email requests • to service requests • Footfall • Occupancy levels • Sales figures • Breakdown of equipment • Customer database records <ul style="list-style-type: none"> • Customer preferences for hotel room facilities • Corporate clients function room layouts and services required <p>One mark for each different form identified to a maximum of four marks.</p>	4	AO1
(c) (ii)	<p>Assessment should be made of how travel and tourism organisations use the technical data they collect to monitor their delivery of set customer service quality standards.</p> <p>Technical data which could be used by travel and tourism organisations include</p> <ul style="list-style-type: none"> • Booking data – <ul style="list-style-type: none"> • Visitor numbers • Types of ticket/ product sold • Reservation patterns • Website hits • Complaints received by number and type • Response times <ul style="list-style-type: none"> • to customer complaints • to telephone rings • to email requests • to service requests • Footfall • Occupancy levels • Sales figures • Breakdown of equipment 	6	AO1(3) AO4(3)

Question	Possible Answer	Mark Allocation	Assessment Objective
	<p>Levels marked</p> <p>Level 1 One or two types of technical data briefly given with little or no assessment made.</p> <p>Level 2 Three or more uses of technical data given with some assessment of their usefulness in monitoring customer service quality standards.</p>	<p>0-3</p> <p>4-6</p>	
	TOTAL	28 marks	

Question	Possible Answer	Mark Allocation	Assessment Objective
3. (a) (i)	<p>Candidates ideally should refer to the <u>Equality Act 2010</u> which now governs disability discrimination. However some candidates may refer to the key intentions of the Disability Discrimination Act 1995 and 2005 named in the A2 specifications.</p> <p>Under both the Equality Act and the Disability Discrimination Act the protected characteristic of disability applies to a person who has a physical or mental impairment that has a substantial and long-term adverse effect on their ability to carry out normal day to day activities (Accepted definition).</p> <p>The Equality Act required employers to have policies in place which are designed to prevent both direct and indirect discrimination in relation to disability in:</p> <ul style="list-style-type: none"> • provision of goods and services • recruitment and selection • determining pay • training and development • selection for promotion • discipline and grievances • countering bullying and harassment. <p>Employers under the Equality Act:</p> <ul style="list-style-type: none"> • must not directly discriminate against disabled persons • must not have procedures, policies or practices which disadvantage those who share a particular disability • must make reasonable adjustments to assist in the recruitment and employment of disabled people • must not treat an employee unfairly who has made or supported a complaint about discrimination because of disability <p>Service providers under the Equality Act have a legal requirement to accommodate those with disabilities to make reasonable changes to:</p> <ul style="list-style-type: none"> • the way things are done (such as changing a policy) • the built environment (such as making changes to the structure of a building to improve access) • provide auxiliary aids and services (such as providing information in an accessible format, an induction loop for customers with hearing aids, special computer software or additional staff support when using a service). 	6	AO1 (6)

Question	Possible Answer	Mark Allocation	Assessment Objective
	<p>The key intentions of the Disability Discrimination Act 1995 and 2005 are</p> <ul style="list-style-type: none"> • to ensure all disabled people are treated equally in terms of employment <ul style="list-style-type: none"> • employment • access and • services. • to promote positive attitudes towards disabled people • to encourage good practice in the treatment of disabled people • to encourage disabled persons to participate in public life • to promote equal opportunities • to eliminate disability related harassment • to eliminate unlawful discrimination <p>Under the terms of the Disability Discrimination Act public bodies should have a Disability Equality Scheme in place to ensure they are able to meet the terms of the act.</p> <p style="text-align: center;">.....</p> <p>Whichever act is referred to in the answer, one mark should be given for a definition of disability;</p> <p>One mark should be given for referring to equal treatment of disable people in each of employment, access and service provision (3 marks available)</p> <p>Up to two marks should be given for showing knowledge of the specific law named by the candidate according to the content given in the relevant bullet points outlined above for either possible act.</p> <p>Total of six marks available for the question.</p>		

Question	Possible Answer	Mark Allocation	Assessment Objective
(a) (ii)	<p>Named organisation given.</p> <p>Description of facilities provided by the named organisation which could include:</p> <ul style="list-style-type: none"> • ramped access for wheelchair users • lower sections of counters or display shelves for wheelchair users • arranging products at different heights for a range of users • automatic doors for wheelchair or other mobility impaired users • lifts provided for access to higher floors or alternative methods of access provided where this is not possible e.g. computer screens, digitised 360 degrees views of rooms on higher floors etc • reducing obstacles within the premises to allow easy wheelchair access • hands on sessions for visually impaired users of museums • adequate lighting in areas to assist partially sighted customers • signs in Braille; using larger fonts for written information or audio tapes for visually impaired customers • sign language available for auditory impaired customers • keeping glazed screens clear of notices etc to assist customers who need to lip read • providing induction loops to enhance sound for those with hearing impairments • providing subtitles for video displays or signed performances/talks where appropriate • providing accessible toilets • keeping exit routes clear of obstructions and where appropriate evacu chairs at upper floor fire exits • having staff trained to assist customers with different disabilities • for best practice providing services that allow for learning disabilities and those who have mental health issues. 	10	AO2(4) AO4 (6)

Question	Possible Answer	Mark Allocation	Assessment Objective
	Named travel and tourism organisation given.		
	<p>Levels marked</p> <p>Level 1 Up to three adaptations to facilities that have been introduced by a travel and tourism organisation are briefly described tending to concentrate on one type of disability. Little or no comment on the effectiveness of the adaptations.</p>	0-3	
	<p>Level 2 Three or more adaptations that have been clearly introduced by a named organisation are clearly described covering two or more types of disability. Some evaluation of the effectiveness of the adaptations.</p> <p>Level 3 Well developed description of four or more adaptations introduced by a named travel and tourism organisation to ensure its accessibility for three or more types of disability. Evaluation shows understanding of their effectiveness in ensuring accessibility of the organisation.</p>	4-7 8-10	
(b)	<p>The responsibilities of employers under the terms of the Health and Safety at Work Act 1974 are:</p> <ul style="list-style-type: none"> • to maintain the workplace ensuring it is safe and healthy for all employees and visitors • to carry out risk assessments • to include all regulations and directives affecting their specific business operation in the health and safety policy and procedures • to select employees who are competent to do their job • to provide and maintain proper equipment and protective clothing where necessary • to provide training for the safe operation, handling and storage of equipment and dangerous substances • to produce a health and safety policy document which is known by the employees and names those responsible for carrying out the policy • to provide adequate welfare arrangements for the employees • to maintain an effective system of supervision to ensure employees perform their jobs safely • to take reasonable steps to ensure that persons are not injured by any of the employer's actions or omissions 	10	AO1(5) AO2(5)

Question	Possible Answer	Mark Allocation	Assessment Objective
	<p>The responsibility of the employees under the terms of the act are to</p> <ul style="list-style-type: none"> • take reasonable care for their own health and safety and the safety of others by carrying out their job in a safe manner • follow company policies and procedures correctly according to the training that has been given to ensure workplace safety • not interfere or misuse anything provided by the employer in the interests of health, safety and welfare • to report any problems or dangers which could affect their own, their colleagues or their customers' health and safety 		
	<p>Levels marked</p> <p>Level 1 Brief explanation of a few responsibilities of both the employer and employees under the terms of the act with little if any comment on how this creates a safe environment for customers.</p>	0-3	
	<p>Level 2 Clear explanation of at least two of the responsibilities of each of the employer and employees under the terms of the act with some comment on how this creates a safe environment for customers</p> <p>Level 3 Well developed explanation of how at least three responsibilities for each of the employer and the employees help to create a safe environment for the customer. Mention should be made of the consequences to the business if this is not achieved in order to gain the maximum mark</p>	<p>4-7</p> <p>8-10</p>	
	TOTAL	26 marks	

Question	Possible Answer	Mark Allocation	Assessment Objective
4. (a)	<p>Feedback processes which could be used include</p> <ul style="list-style-type: none"> • Formal <ul style="list-style-type: none"> • Questionnaires • Comment cards • Online surveys • Face to face interviews • Focus groups • Mystery shoppers • Appraisal systems • Departmental reviews • Staff meetings • Informal <ul style="list-style-type: none"> • Observation • Passing conversations with customers or departmental managers <p>One named organisation must be given.</p>	10	AO2(5) AO4(5)
	<p>Levels marked</p> <p>Level 1 Up to 3 different types of feedback are described but there is little or no evaluation of the process.</p> <p>If there is no reference to a named organisation then a maximum of 2 marks can be given.</p>	0-4	
	<p>Level 2 Clear explanation of all stages of complaints procedure acknowledging hierarchy of complaints and persons responsible for handling them. Some evaluative comments made.</p> <p>Level 3 Well developed explanation of procedures in place within the named organisation. Evaluation made of all parts of the process. Detailed examples may be referred to in both description and evaluation to illustrate complexity of complaint handled by management.</p> <p>To achieve the top end of the mark scale mention must be made briefly of staff complaints and the grievance procedures in place to deal with them.</p>	5-7 8-10	
	TOTAL	20 marks	
	TOTAL FOR PAPER	100 marks	
	AO1	40	
	AO2	30	
	AO4	30	



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