



# **GCE MARKING SCHEME**

**TRAVEL & TOURISM  
AS/Advanced**

**JANUARY 2012**

## **INTRODUCTION**

The marking schemes which follow were those used by WJEC for the January 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
2. (a)	<p><b>Possible answers:</b></p> <ul style="list-style-type: none"> <li>• VFR</li> <li>• short breaks</li> <li>• main holiday</li> <li>• sports tourism</li> <li>• festivals</li> <li>• age</li> <li>• events/exhibitions</li> <li>• easier to organise</li> <li>• cheaper than abroad</li> <li>• no language, currency problems</li> </ul> <p><b>Levels marked:</b></p> <p><b>Level 1</b> Answers are likely to be basic. Only one or two reasons</p> <p><b>Level 2</b> Answers are likely to be detailed and include at least two reasons.</p>	<p>0-6</p> <p>1-3</p> <p>4-6</p>	AO1-6
(b)	<p><b>Possible answers:</b></p> <ul style="list-style-type: none"> <li>• they can learn from the information</li> <li>• helps future planning/development</li> <li>• provide more wet weather facilities</li> <li>• improve wet weather facilities</li> <li>• improve the infrastructure – roads, rail</li> <li>• promotion of transport deals</li> <li>• promote out of season breaks with offers</li> </ul> <p><b>Levels Marked:</b></p> <p><b>Level 1</b> Answers are likely to be basic. Little or no reference to TT sectors. Maximum of 3 marks for generic/list-type answers.</p> <p><b>Level 2</b> Answers are likely to be detailed and include some exemplification and reference to the TT</p>	<p>0-4</p> <p>1-2</p> <p>3-4</p>	AO2-4





Question	Answer	Mark Allocation	Assessment Objective
4. (a)	<p><b>Possible answers:</b></p> <ul style="list-style-type: none"> <li>• exchange rates</li> <li>• global recession</li> <li>• Euro crisis</li> <li>• increased taxes</li> <li>• unemployment rates</li> <li>• specialist staff</li> <li>• cost of oil/fuel</li> </ul> <p>Any <b>two</b> appropriate answers.</p>	0-2	AO1-2
(b)	<p><b>Possible answers:</b></p> <ul style="list-style-type: none"> <li>• exchange rates – positive/negatives</li> <li>• increased taxes – less travel/tourists</li> <li>• unemployment rate increases or decreases</li> <li>• cost of oil/fuel – fall or rise – increase or decrease in tourist numbers</li> <li>• recession</li> <li>• Euro crisis</li> </ul> <p><b>Levels marked:</b></p> <p><b>Level 1</b> Answers are likely to be basic. Little or no exemplification or impacts.</p> <p><b>Level 2</b> Answers are likely to be detailed. Some exemplification and impacts.</p>	<p>0-6</p> <p>1-3</p> <p>4-6</p>	AO1-6
	<b>Total</b>	<b>8</b>	



Question	Answer	Mark Allocation	Assessment Objective
5. (a)	<p><b>Possible answers:</b></p> <ul style="list-style-type: none"> <li>• internet access</li> <li>• internet websites/brochure</li> <li>• computer reservation systems (CRS)</li> <li>• global distribution systems (GDS)</li> <li>• home computers (PCs)</li> <li>• laptops/notebooks</li> <li>• online check-in</li> <li>• security technology</li> </ul> <p><b>Permutations:</b> 2x2 marks.  <b>One mark</b> for an example and <b>one mark</b> for an acceptable description.</p>	0-4	AO1-4
(b)	<p><b>Possible answers:</b></p> <ul style="list-style-type: none"> <li>• less staff – less costs</li> <li>• increased profits</li> <li>• 'real time' access to flights, hotels</li> <li>• time saving, e.g. online check-ins</li> <li>• less paperwork – bureaucracy</li> <li>• immediate bookings</li> <li>• better security</li> </ul> <p><b>Permutations:</b> 2x2 marks.  <b>One mark</b> for an example and <b>one mark</b> for an acceptable description.</p>	0-4  0-2 3-4	AO4-4
(c)	<p><b>Possible answers: Positives/negatives</b></p> <ul style="list-style-type: none"> <li>• can be done in the comfort of the home</li> <li>• 24-hour availability</li> <li>• 'real time' response</li> <li>• wide choice</li> <li>• review sites (TripAdvisor)</li> <li>• less advice from experts</li> <li>• reliability of review sites</li> <li>• threat of fraud</li> </ul> <p><b>Levels marked:</b></p> <p><b>Level 1</b>  Answers are likely to be basic. Little exemplification or assessment.</p> <p><b>Level 2</b>  Answers are likely to be detailed. Some exemplification and assessment.</p>	0-6  0-3 4-6	AO2-2 AO4-4
	<b>Total</b>	<b>14</b>	



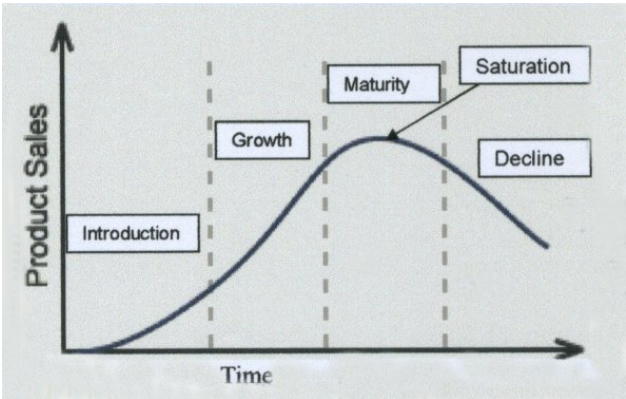
Question	Answer	Mark Allocation	Assessment Objective
	<p><b>Levels marked:</b></p> <p><b>Level 1</b> Answers are likely to be basic and include only one or two examples. Little evaluation/knowledge of the chosen destination. Maximum of 3 marks for generic/list-type answers.</p> <p><b>Level 2</b> Answers are likely to be detailed and include at least two or three examples. Some evaluation/knowledge of the chosen destination.</p> <p><b>Level 3</b> Answers are likely to be developed and include at least three or four examples. Clear evaluation/knowledge of the chosen destination.</p>	<p>1-3</p> <p>4-6</p> <p>7-8</p>	
	<b>Total</b>	<b>20</b>	

### UNIT 3

Question	Possible Answer	Mark Allocated	Assessment Objective
1. (a) (i)	Primary research or market research	1	AO1 (1)
(ii)	<p>1 mark for listing 2 different types:</p> <ul style="list-style-type: none"> <li>• interviews</li> <li>• questionnaires</li> <li>• surveys - postal, telephone, internet, email or face to face</li> <li>• focus groups</li> <li>• observation</li> </ul> <p>1 mark for development of description of each type. N.B. Accept only <b>one</b> type of survey.</p>	2 x 2	AO1 (4)
(b)	<ul style="list-style-type: none"> <li>• Constantly changing expectations of customers</li> <li>• Large number of providers offering similar products</li> <li>• Very competitive industry</li> </ul> <p>Levels marked</p> <p>Level 1 Basic answer with no, or limited, explanation of the importance of understanding customer needs</p> <p>Level 2 Clear explanation of importance of understanding customer needs</p>	6  0 - 3  4 - 6	AO1 (6)
(c)	<p>Named organisation given</p> <p>Quantitative: Use of computer to record sales figures, site hits, enquiries, customer data of varying kinds;</p> <p>Qualitative: comments forms, surveys, email requests for products and services, complaints handling</p> <p>Levels marked</p> <p>Level 1 Basic description of 1 or 2 methods using technology;</p> <p>Level 2 Clear description showing understanding of a range of uses of technology to collect information.</p>	6  0 - 3  4 - 6	AO1 (2) AO2 (4)
<b>Total</b>		<b>17</b>	

Question	Possible Answer	Mark Allocated	Assessment Objective										
2. (a) (i)	To ensure that the organisation knows what it is trying to achieve and how it is going to achieve them.	2	AO1 (2)										
(ii)	<table border="1" data-bbox="363 409 770 622"> <tr> <td data-bbox="363 409 518 450"><b>S</b></td> <td data-bbox="518 409 770 450"><b>1</b></td> </tr> <tr> <td data-bbox="363 450 518 490"><b>M</b></td> <td data-bbox="518 450 770 490"><b>3</b></td> </tr> <tr> <td data-bbox="363 490 518 530"><b>A</b></td> <td data-bbox="518 490 770 530"><b>4 or 5</b></td> </tr> <tr> <td data-bbox="363 530 518 571"><b>R</b></td> <td data-bbox="518 530 770 571"><b>5 or 4</b></td> </tr> <tr> <td data-bbox="363 571 518 611"><b>T</b></td> <td data-bbox="518 571 770 611"><b>2</b></td> </tr> </table>	<b>S</b>	<b>1</b>	<b>M</b>	<b>3</b>	<b>A</b>	<b>4 or 5</b>	<b>R</b>	<b>5 or 4</b>	<b>T</b>	<b>2</b>	5	AO1 (5)
<b>S</b>	<b>1</b>												
<b>M</b>	<b>3</b>												
<b>A</b>	<b>4 or 5</b>												
<b>R</b>	<b>5 or 4</b>												
<b>T</b>	<b>2</b>												
(b)	<p data-bbox="363 640 1054 741">Main strengths and major weaknesses identified, realistic opportunities suggested and significant threats listed for a named organisation.</p> <p data-bbox="363 775 560 808">Levels marked</p> <p data-bbox="363 808 459 842">Level 1</p> <p data-bbox="363 842 1054 909">Brief listing of some of the SWOT factors for the named organisation.</p> <p data-bbox="363 943 464 976">Level 2</p> <p data-bbox="363 976 1054 1043">Clear listing of most of the SWOT analysis for the named organisation</p> <p data-bbox="363 1077 464 1111">Level 3</p> <p data-bbox="363 1111 1054 1178">Well developed listing of all the factors of the SWOT analysis for the named organisation</p>	<p data-bbox="1134 640 1166 674">8</p> <p data-bbox="1134 775 1190 808">0 - 3</p> <p data-bbox="1134 943 1190 976">4 - 6</p> <p data-bbox="1134 1111 1190 1144">7 - 8</p>	AO2 (8)										
	<b>Total</b>	<b>15</b>											

Question	Possible Answer	Mark Allocated	Assessment Objective
3. (a)	Accept any <b>three</b> from: <ul style="list-style-type: none"> <li>• Age,</li> <li>• gender,</li> <li>• lifestyle,</li> <li>• lifecycle,</li> <li>• socio-economic group,</li> <li>• shared interest,</li> <li>• psychographic.</li> <li>• geographic.</li> </ul>	3	AO1 (3)
(b)	Benefits might include: <ul style="list-style-type: none"> <li>• Effective promotion in media associated with market segment;</li> <li>• ability to develop and enhance product for that segment;</li> <li>• development of brand association with market segment;</li> <li>• cost effective;</li> <li>• specialism developed gaining market position</li> </ul> Award 1 mark for identifying a benefit with second mark for clear explanation.	2	AO2 (2)
(c)	Named organisation given.  Description of product with clear indication of target market for the product and how its provision meets the needs of the market e.g. children's early evening meal time in a hotel restaurant meets the needs of a family with young children who have an early bedtime.  Levels marked  Level 1 Basic description of products and services provided for different target markets. Little or no assessment of how this meets the needs of the target markets.  Level 2 Clear description and with some assessment of how products and services provided by the named organisation meets the needs of different target markets.  Level 3 Detailed description and developed assessment of how products and services provided by the named organisation meet the needs of different target markets.  Maximum of level 1 if no organisation is named.	8      0 - 3      4 - 6      7 - 8	AO1 (2) AO4 (6)
	<b>Total</b>	<b>13</b>	

Question Number	Possible Answer	Mark Allocated	Assessment Objective
4. (a) (i)	Specific things about the product that the customer sees as important and which attract him or her to buy or use the product e.g. the specific resort, hotel, board basis and flight time that comprise a package holiday.	2	AO1 (1) AO2 (1)
(ii)	An intangible product is something that cannot be touched e.g. the atmosphere created by a brochure picture 1 mark for definition; 1 for suitable example	2	AO1 (1) AO2 (1)
(b) (i)	 <p>Give 1 mark for each label.</p>	4	AO1 (4)
(ii)	<p>Points marked</p> <p>One for identifying each travel product with appropriate stage of product life cycle.</p> <p>Second mark for developed explanation of stage.</p>	4  2x2	AO1 (2) AO2 (2)
(c)	<p>Accept any from</p> <ul style="list-style-type: none"> <li>• cost plus pricing</li> <li>• competitive pricing</li> <li>• odd (psychological) pricing</li> <li>• discount pricing</li> <li>• variable or differential pricing that have been explained and exemplified.</li> </ul> <p>Levels marked</p> <p>Level 1 Basic description of 1 or 2 pricing policies with little or no explanation of how they could be used by travel and tourism organisations at the saturation stage of the product life cycle.</p> <p>Level 2 Clear discussion of two or more pricing policies and explanation of how they would be used by travel and tourism organisations at the saturation stage of the product life cycle.</p>	6  0 - 3  4 - 6	AO1 (2) AO2 (4)
	<b>Total</b>	<b>18</b>	

Question Number	Possible Answer	Mark Allocated	Assessment Objective
5. (a) (i)	<ul style="list-style-type: none"> <li>• People interested in Russian culture, history and landscape:</li> <li>• those wishing to experience river cruising in a relatively new environment.</li> </ul> <p>Accept a particular socio-economic group if it is justified from source.</p>	1	AO2 (1)
(ii)	<ul style="list-style-type: none"> <li>• Interest stimulated by feature article which makes objective comments and reinforces message in advert;</li> <li>• same location gives opportunity for those whose interest has been attracted to that type of holiday to find out immediately relative cost and availability of such a trip.</li> </ul>	2	AO2 (2)
(iii)	<p>Accept any <b>two</b> media from</p> <ul style="list-style-type: none"> <li>• television,</li> <li>• internet,</li> <li>• poster,</li> <li>• leaflet,</li> <li>• brochure</li> </ul>	2	AO1 (2)
(iv)	<p>Product:</p> <ul style="list-style-type: none"> <li>• Deluxe stateroom with en-suite;</li> <li>• relaxing travel by boat as floating hotel;</li> <li>• cultural and historical scenery;</li> <li>• comprehensive excursion programme;</li> <li>• experienced organisation used to operating in Russia; return flights from the UK;</li> <li>• all transfers;</li> <li>• all meals onboard ship;</li> <li>• complimentary house wine with dinner;</li> <li>• ABTA and PSA endorsement.</li> </ul> <p>Price:</p> <ul style="list-style-type: none"> <li>• Fully inclusive from £2195 per person for 13 days</li> </ul> <p>Place:</p> <ul style="list-style-type: none"> <li>• river system of Russia and the Ukraine;</li> <li>• national newspaper travel supplement within national cruise week feature</li> </ul> <p>Levels marked</p> <p>Level 1 The use of one or two out of product, place and price have been explained briefly.</p> <p>Level 2 The use of all three of product, place and price have been clearly explained.</p>	6	AO1 (2) AO4 (4)
		0 - 3	
		4 - 6	

























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