



GCE MARKING SCHEME

TRAVEL AND TOURISM AS/Advanced

SUMMER 2013

INTRODUCTION

The marking schemes which follow were those used by WJEC for the Summer 2013 examination in GCE TRAVEL AND 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.

Question	Answer	Mark allocation	Assessment objective
	<p>(ii) Possible answers:</p> <ul style="list-style-type: none"> • Signs • Leaflets • Visitor centres • Bus services • Speed restrictions • Wardens <p>Level 1 - the answer is likely to be basic outline and include only 1 method.</p> <p>Level 2 - the answer is likely to be detailed outline and include at least 2 methods.</p>	<p>0 - 4</p> <p>1 - 2</p> <p>3 - 4</p>	<p>AO1 - 2</p>
	Total for Question 1	16	

Question	Answer	Mark allocation	Assessment objective
2. (a)	<p>Possible answer:</p> <ul style="list-style-type: none"> • Inbound tourism - people travelling into a different country from where they usually live. • Any appropriate answer. 	0 - 1	AO1 - 1
(b)	<p>Possible answers:</p> <ul style="list-style-type: none"> • Money/affordability • Leisure time • Paid holidays • More holidays • Car ownership • Better transport provision - Channel Tunnel • motorways • Cheaper air travel - the rise of budget airlines • The development of package holidays • The provision of hotels, restaurants and bars to cater for the UK market <p>Level 1 - the answer is likely to be basic outline and include only one or two enabling factors. List-type answers.</p> <p>Level 2 - the answer is likely to be detailed outline and include at least two or three enabling factors.</p>	<p>0 - 4</p> <p>1 - 2</p> <p>3 - 4</p>	AO1 - 4
(c)	<p>(i) Possible answer:</p> <ul style="list-style-type: none"> • Mass tourism is the large scale tourism usually found in coastal destinations/resorts • Most mass tourism is promoted by tour operators providing package holidays • Hotel based • Seasonal • Beach resorts <p>Permutations: 2 marks for a detailed answer. 1 mark for a basic answer.</p> <p>(ii) Possible answers:</p> <ul style="list-style-type: none"> • The Costa Brava • The Costa del Sol • Benidorm • Fuengirola • The Algarve • Balearics • Canary Islands • Appropriate Greek Island • Amalfi Coast <p>Any two appropriate answers. Accept a coastal region or individual resorts.</p>	0 - 2	AO1 - 2

Question	Answer	Mark allocation	Assessment objective
(d)	<p>Possible answers:</p> <ul style="list-style-type: none"> • Rise in everyday prices, e.g. food • Rise in property price • Loss of culture - food, language, customs • Depopulation or rural areas • Staged events, e.g. music, dance <p>Permutations: 2 x 2 marks. 1 mark for a socio-cultural impact.. 1 mark for clear development.</p>	0 - 4	AO2 - 4
Total for Question 2		13	

Question	Answer	Mark allocation	Assessment objective
3. (a)	<p>Possible answers:</p> <ul style="list-style-type: none"> • True • False • False • False 	0 - 4	AO2 - 4
(b)	<p>Possible answer: The candidates' answer should focus on SMEs and not large national/international chains.</p> <p>Examples include:</p> <ul style="list-style-type: none"> • Pubs • Cafes • Guest houses • Attractions • Leisure facilities <p>Levels marked</p> <p>Level 1 - the answer is likely to be a basic outline and include only two or three SMEs.</p> <p>Level 2 - the answer is likely to be a detailed outline and include at least three or four SMEs.</p>	<p>0 - 4</p> <p>1 - 2</p> <p>3 - 4</p>	<p>AO1 - 2</p> <p>AO2 - 2</p>
(c)	<p>Possible answers:</p> <ul style="list-style-type: none"> • Tower of London • Cardiff Castle • Winchester Cathedral • Fountains Abbey • The appeal to people from N. America as they do not have as much heritage/history • The UK is steeped in history • The UK has a wide range of heritage attractions • The UK has many UNESCO heritage sites • Royal family <p>Levels marked</p> <p>Level 1 - the answer is likely to be a basic discussion and include only one or two examples. Little or no reference of the appeal to overseas visitors. Generic/list-type answer.</p> <p>Level 2 - the answer is likely to be a detailed discussion and include at least three examples. Some reference of the appeal to overseas visitors.</p>	<p>0 - 6</p> <p>1 - 3</p> <p>4 - 6</p>	<p>AO1 - 3</p> <p>AO4 - 3</p>

Question	Answer	Mark allocation	Assessment objective
4. (a)	<p>Possible answers:</p> <ul style="list-style-type: none"> • Flights • Transfers • Accommodation 	0 - 3	AO1 - 3
(b)	<p>Possible answer:</p> <ul style="list-style-type: none"> • An all-inclusive holidays usually includes the main components of a package holiday but with all/some food and drink included. • The food and drink may be restricted to certain types and times. 	0 - 1	AO1 - 1
(c) (i)	<p>Possible answers:</p> <ul style="list-style-type: none"> • Increased income • Increased profit • All-inclusive guests are more likely to stay within the hotel complex/resort and spend • Less money is spend outside the hotel/resort complex 	0 - 2	AO1 - 2
(ii)	<p>Possible answers:</p> <ul style="list-style-type: none"> • It might be cheaper as food and drink is included • It is easier for them to budget • They do not have to leave a hotel complex to find a bar or restaurant <p>Any other appropriate answer.</p>	0 - 2	AO1 - 1 AO2 - 3
(d)	<p>Possible answers:</p> <ul style="list-style-type: none"> • Little money is spend in the local community. • All-inclusive resorts may employ staff from outside the community • Leakage • Little or no multiplier effect • Little improvement in the community's way of life - education, health, transport • Little involvement/consultation with the local community <p>Levels marked</p> <p>Level 1 - the answer is likely to be a basic explanation and include only one negative impact.</p> <p>Level 2 - the answer is likely to be a detailed explanation and include at least two negative impacts.</p>	0 - 4 0 - 4	AO1 - 1 AO2 - 3 AO1 - 1 AO2 - 3

Question	Answer	Mark allocation	Assessment objective
(e)	<p>Possible answers:</p> <p>Advantages for tourists:</p> <ul style="list-style-type: none"> • More flexibility - when planning itineraries • Can be cheaper - accommodation, flights • Suitability - the accommodation, transport options and schedule can be planned to suit those concerned <p>Disadvantages for tourists:</p> <ul style="list-style-type: none"> • Can be more expensive • Less support if things go wrong - no tour operator representative • More work/planning involved <p>Levels marked</p> <p>Level 1 - the answer is likely to be a basic discussion including only one or two advantages/disadvantages. List-type answer.</p> <p>Level 2 - the answer is likely to be a detailed discussion and include at least two or three advantages/disadvantages. A balanced answer is required for 5 or 6 marks.</p>	0 - 6	AO1 - 2 AO4 - 4
	Total for Question 4	?	

GCE TRAVEL & TOURISM

UNIT 3: MARKETING IN TRAVEL AND TOURISM

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Question	Possible Answer	Mark Allocation	Assessment Objective
1 (a)	Award 1 mark for basic explanation of suitability of Merlin Entertainment Group mission statement for Alton Towers; second mark for clear explanation.	2	AO1 (1) AO2 (1)
(b) (i)	A marketing objective is a statement of what a travel and tourism organisation is trying to achieve and how it intends to do this. Award 1 mark for each part.	2	AO1
(ii)	Accept any two appropriate examples for a private sector organisation, e.g. increase next month's profit by 10%; achieve 80% occupancy in August; increase market share by the end of the year.	2	AO1
(c) (i)	Marketing objectives must be measurable in order to monitor if they have been effective, e.g. to increase footfall by 10%. 1 mark for explanation, 1 mark for example.	2	AO1
(ii)	Marketing objectives must be time-bound in order to provide deadlines for review, e.g. occupancy levels must increase by 5% between the beginning of December and the end of February. 1 mark for explanation, 1 mark for example.	2	AO1
	Total for Question 1	10	

Question	Possible Answer	Mark Allocation	Assessment Objective
2 (a)	<p>Primary market research is devised and carried out by the organisation which collects data directly from its customers.</p> <p>Secondary market research analyses second-hand data that has already been published and is usually desk based.</p>	2	AO2 (2)
(b)	<p>Primary research data is original, up-to-date, focuses on the specific requirements of the organisation's research and targets the specific population in which the organisation is interested.</p> <p>Award 1 mark for each advantage given, second mark for clear explanation of each advantage.</p>	2+2	AO1
(c)	<p>Named organisation should be given.</p> <p>Market research techniques used could include:</p> <ul style="list-style-type: none"> • Primary <ul style="list-style-type: none"> - questionnaires – pre or post use of product or service - surveys – face-to-face; over the telephone; using internet or e-mail - Focus groups - Mystery shopper - Observation - Suggestion boxes - Comment cards - Procedures for gathering responses of internal customers <p>Levels marked:</p> <p>Level 1 Basic description of one or two market research techniques used by named organisation with little or no attempt at assessment of effectiveness.</p> <p>Level 2 Clear description of three or more market research techniques used by named organisation with some attempt at assessment of effectiveness.</p> <p>Maximum of Level 1 if no named organisation is given.</p>	<p>0-3</p> <p>4-6</p>	

Question	Possible Answer	Mark Allocation	Assessment Objective
3 (a)	<ul style="list-style-type: none"> • Singles • Couples • Groups • Education groups • family with pre-school children • Family with primary school age children • Family with teenage children • Empty-nesters • Retirees <p>Accept any two subdivisions of market.</p>	2	AO1
(b) (i)	<p>Possible target markets from Figure 2:</p> <ul style="list-style-type: none"> • Independent travellers • Physically active tourists 	2	AO2 (2)
(ii)	<p>Comments made on choice of images, content of advertising copy, visual impact, use of colour, opportunities for follow up, incentive of prize to encourage interaction and possible take up.</p> <p>Levels marked:</p> <p>Level 1 Basic comments made that are largely descriptive on the images and content of the advertisement with little or no attempt at evaluation.</p> <p>Level 2 Clear comments on the content of the advertisement with some attempt at evaluation by analysing choice of images, colours and textual content of the resource.</p>	6	AO2 (4) AO4 (4)
	Total for Question 3	10	

Question	Possible Answer	Mark Allocation	Assessment Objective
4 (a)	<p>Levels marked:</p> <p>Level 1 Basic identification of the influence that one of the factors given has on the price of a travel and tourism product.</p> <p>Level 2 Clear explanation of how two of the factors given influence the price of a travel and tourism product.</p>	<p>4</p> <p>0-2</p> <p>3-4</p>	AO1
(b)	Market skimming is the term for relatively high prices charged for products to maintain its exclusivity, e.g. for high quality products such as first-class air travel or five star hotels. It may also be used for the introduction of new products to recoup costs.	2	AO1
(c) (i)	Accept any two of direct marketing, advertising or sales promotion.	2	AO1
(ii)	<ul style="list-style-type: none"> • 30% off • Ferry travel to Isle of Wight included if book before 31 March 2012. <p>1 mark for each point.</p>	2	AO2
(iii)	<p>Product</p> <ul style="list-style-type: none"> • Beach holiday • 2-bed caravan • Gas/electric • Entertainment • Facilities such as pools, sports and kids clubs • Fairground rides shown in advertisement <p>Place</p> <ul style="list-style-type: none"> • Park resorts • Isle of Wight • Sandy beach <p>Levels marked:</p> <p>Level 1 Basic description of the use of product and place within Figure 3 but little or no attempt at evaluation of their effectiveness.</p> <p>Level 2 clear attempt at evaluation of the effectiveness of product and place in Figure 3 including reference to limited amount of specific detail given in the advertisement for the top mark.</p>	<p>6</p> <p>0-3</p> <p>4-6</p>	
	Total for Question 4	16	

Question	Possible Answer	Mark Allocation	Assessment Objective
(b)	<p>Political, economic, social and technological analysis evaluated for named organisation.</p> <p>Levels marked:</p> <p>Level 1 Brief explanation of some elements of PEST analysis of named organisation but little or no attempt at evaluation.</p> <p>Level 2 Some attempt at an evaluation of a PEST analysis for the named organisation.</p> <p>Level 3 Well developed evaluation of the main elements of the PEST analysis of the named organisation.</p>	<p>8</p> <p>0-3</p> <p>4-6</p> <p>7-8</p>	<p>AO2 (4) AO4 (4)</p>
	Total for Question 5	14	

UNIT 5: MANAGING TRAVEL AND TOURISM ORGANISATIONS

SUMMER 2013

MARK SCHEME

Question	Possible Answer	Mark Allocation	Assessment Objective
1. (a)(i)	<p>Answers:</p> <p>Public sector: University of Exeter Visit Devon Dartmoor National Park Authority Visit Cornwall Somerset County Council Plymouth University</p> <p>Private sector: The Bed and Breakfast Association Blue Chip Holidays Premier Cottages</p> <p>Any 2 from each sector</p>	0-4	AO1 - 4
(ii)	<p>Possible answers:</p> <ul style="list-style-type: none"> • Promoting the area – Visit Devon • Positive economic impacts - Somerset County Council • Conservation / preservation - Dartmoor National Park Authority • Cornwall County Council, Somerset County Council. • Increase in profits – private sector. • Increase in visitor numbers – both sectors. <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include only one or 2 objectives. List type answers.</p> <p>Level 2 Answers are likely to be detailed and include at least two objectives.</p>	0-6	AO1 - 6
		1-3	
		4-6	

Question	Possible Answer	Mark Allocation	Assessment Objective
	<p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include only one or two examples. Little knowledge or understanding. List type answers.</p> <p>Level 2 Answers are likely to be more detailed and include at least two or three examples. Some knowledge and understanding. Some assessment.</p> <p>Level 3 Answers are likely to be well developed and include at least three or four examples. Clear knowledge and understanding.</p>	<p>1-3</p> <p>4-7</p> <p>8-10</p>	
	Total	28 marks	

Question	Possible Answer	Mark Allocation	Assessment Objective
2.(a)	<p>The destinations appeal will depend on the destination chosen. However, possible visitor types include:</p> <ul style="list-style-type: none"> • Families. • Beach bums. • Adrenaline junkies. • Culture vultures • Special interest groups • Sports fans. • 18 – 25s • Business tourists. <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include only one or two visitor types. Little knowledge or understanding of the chosen destination. Generic / list type answers.</p> <p>Level 2 Answers are likely to be more detailed and include at least two or three visitor types. Some knowledge and understanding of the chosen destination.</p> <p>Level 3 Answers are likely to be well-developed and include at least three or four visitor types. Clear knowledge and understanding of the chosen destination.</p>	<p>0-8</p> <p>1-3</p> <p>4-6</p> <p>7-8</p>	AO2 - 8
(b)(i)	<p>Possible answers: Several projects from the same destination may be used.</p> <ul style="list-style-type: none"> • The development of a new airport or other infrastructure improvements at a destination, e.g. extending a runway at Birmingham Airport. • Building new hotels / resorts, e.g. Bluestone, Pembs • Regenerating disused industrial areas, perhaps developing new attractions, e.g. Cardiff Bay, Eden Project • Conservation / preservation, e.g. Cardigan Castle • Establishing annual festivals to promote local arts and culture, e.g. Harrogate Music Festival. • Hosting a major sporting event, e.g. London Olympics. • 	0-8	AO1 - 8

Question	Possible Answer	Mark Allocation	Assessment Objective
	<p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include only one or two projects. Little knowledge or understanding. Little exemplification. List type answers.</p> <p>Level 2 Answers are likely to be more detailed and include at least two or three projects. Some knowledge and understanding. Some exemplification.</p> <p>Level 3 Answers are likely to be well-developed and include at least three or four projects. Clear knowledge and understanding. Clear exemplification.</p>	<p>1-3</p> <p>4-6</p> <p>7-8</p>	
(ii)	<p>Possible answers:</p> <ul style="list-style-type: none"> • Job creation – hotels, transport providers. • Increase in income / profit – bars, attractions • Multiplier effect – shops, markets • Attracts further investment – new hotels, attractions • Foreign currency. <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include only one or two positive economic impacts. Little knowledge or understanding of the chosen destination. Little exemplification. Generic / list type answers.</p> <p>Level 2 Answers are likely to be more detailed and include at least two or three positive economic impacts. Some knowledge and understanding of the chosen destination. Some exemplification.</p> <p>Level 3 Answers are likely to be well-developed and include at least three or four positive economic impacts. Clear knowledge and understanding of the chosen destination. Clear exemplification.</p>	<p>0-8</p> <p>1-3</p> <p>4-6</p> <p>7-8</p>	AO2 - 8
	Total	24 marks	

Question	Possible Answer	Mark Allocation	Assessment Objective
	<p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include only one or two examples. Little knowledge or understanding. List type answers.</p> <p>Level 2 Answers are likely to be more detailed and include at least two or three examples. Some knowledge and understanding.</p>	<p>1-3</p> <p>4-6</p>	
(b)	<p>The positive environmental impacts will depend on the destinations chosen.</p> <p>Possible answers:</p> <ul style="list-style-type: none"> • Regeneration. • Conservation. • Renovation. • Sustainable projects. • Preservation. <p>Levels marked</p> <p>Level 1 Answers are likely to be basic and include only one or two positive environmental impacts. Little knowledge or understanding of the chosen destinations. Little or no assessment. Generic / list type answers.</p> <p>Level 2 Answers are likely to be more detailed and include at least two or three positive environmental impacts. Some knowledge and understanding of the chosen destinations. Some assessment.</p> <p>Level 3 Answers are likely to be well-developed and include at least three or four positive environmental impacts. Clear knowledge and understanding of the chosen destination. Clear assessment.</p>	<p>0-10</p> <p>1-3</p> <p>4-7</p> <p>8-10</p>	AO1 - 10
	Total	24 marks	

Question	Possible Answer	Mark Allocation	Assessment Objective
(c)	<p>Description of compensation culture included within assessment including the importance of staff training in appropriate levels of compensation to be given for specific complaints. Avoidance of publicity situations occurring which could increase claims made on the company.</p> <p>Levels marked</p> <p>Level 1 Basic explanation of the term compensation culture with little or no mention of its impact on complaint handling procedures in travel and tourism organisations.</p> <p>Level 2 Clear explanation of the term compensation culture with some assessment of its impact on complaint handling procedures within travel and tourism organisations.</p> <p>Level 3 Well-developed explanation of the term compensation culture with assessment of the impact of this trend on complaint handling procedures within travel and tourism organisations. This should include comment on the importance of having procedures in place and staff training in appropriate compensation for different levels of complaint for those gaining the highest mark.</p>	<p>8</p> <p>0-3</p> <p>4-6</p> <p>7-8</p>	<p>AO2(3) AO4 (5)</p>

Question	Possible Answer	Mark Allocation	Assessment Objective
(b)	<p>Range of approaches that might be used to motivate staff is given for a named travel and tourism organisation. These could include the introduction of organisational targets and objectives that are rewarded by the use of incentives to form an attractive element of the employment package. The incentives could include:</p> <ul style="list-style-type: none"> ● enhancing the quality of working life by introducing flexi time or other shift patterns ● rewarding staff efforts with financial or non-financial benefits such as <ul style="list-style-type: none"> - profit-related and share option schemes - bonuses - commission - formal recognition/awards - vouchers - extra holidays - gifts - company cars - subsidised health care - childcare vouchers <p style="margin-left: 20px;">thus adding value to the employment contract</p> ● introducing performance related pay scales 	10	AO2 (3) AO4 (7)
	<p>Levels marked</p> <p>Level 1 One or two approaches and techniques used by named travel and tourism organisations are described briefly with little or no evaluation of how these help to motivate staff.</p> <p>Level 2 Two or more approaches and techniques of motivation are clearly given for named travel and tourism organisations with some attempt at evaluation of their effectiveness on staff motivation.</p> <p>Level 3 A range of three or more techniques used by named travel and tourism organisations to motivate staff are well-developed with clear evaluation made of their effectiveness for staff motivation.</p>	0-3 4-7 8-10	

Question	Possible Answer	Mark Allocation	Assessment Objective
(c)	Accept any management styles described from: <ul style="list-style-type: none"> • Autocratic • Democratic • Motivational • Committee • Paternalistic • Administrative or bureaucratic • Passive • Aggressive 	9	AO1 (9)
	Levels marked Level 1 One or two management styles briefly described with little or no comment on their effect on staff performance. Level 2 Two or more management styles clearly described with some comment on their effect on staff performance. Level 3 Well-developed descriptions of three or more management styles with detailed comment on their effect on staff performance.	0-3 4-6 7-8	
	Total	25 marks	

Question	Possible Answer	Mark Allocation	Assessment Objective
4.(a)	<p>Key intentions and requirements of each of the two directives chosen should be given</p> <p>Personal Protective Equipment at Work Regulations 1992: require employers to provide appropriate protective clothing and equipment for their employees together with necessary training in the use of the equipment.</p> <p>Reporting of Injuries, Diseases and Dangerous Occurrences Regulations 1995 (RIDDOR): require employers to notify certain occupational injuries, diseases and dangerous events; to keep an accident book and to monitor frequency of accidents having provided risk assessments initially on all aspects of the workplace environment.</p> <p>Control of Substances Hazardous to Health Regulations 2002 (COSHH): require employers to assess the risks from hazardous substances and take appropriate precautions including training of staff.</p> <p>The European Working Time Directive 2003 is a directive from the Council of Europe to protect the health and safety of workers in the European Union. It lays down minimum requirements in relation to working hours, rest periods, annual leave and working arrangements for night workers. The Directive was enacted into UK law as the Working Time Regulations (Amendment 2003), which limits the working week to 48 hours averaged over 17 weeks for anyone over 18 unless the individual has opted out of this right in writing to his/her employer.</p>	8	AO1 (8)
	<p>Levels marked</p> <p>Level 1 Basic outline of the key intentions of one or two of the chosen European Directives.</p> <p>Level 2 Clear outline of the key intentions of the two chosen European Directives. Answer may favour one of the two directives even though two are attempted.</p>	<p>0-4</p> <p>5-8</p>	

Question	Possible Answer	Mark Allocation	Assessment Objective
(b)	Relevant procedures described for named travel and tourism organisations should include reference to personnel responsible for security, stages of response and reporting structures.	4 + 4	AO2 (8)
	<p>Levels marked for each of the two security hazards chosen.</p> <p>Level 1 Basic description given of procedures in place for dealing with one or both hazards but answers do not relate to a named organisation and responses may be skewed to one of the hazards.</p> <p>Level 2 Clear description of procedures in place in a named organisation to deal with both of the security hazards chosen. Response may still be skewed to one of the chosen hazards.</p>	<p>0-2</p> <p>3-4</p>	
(c)	<p>Named organisation must be given. Emergency situation must be given. Comment should be made on procedure in place covering both individual staff and management responsibilities and assessment of its effectiveness for the given situation.</p> <p>Level 1 Basic answer given with limited description of procedure with no reference to a named organisation and little or no reference to its effectiveness.</p> <p>Level 2 Clear description of evacuation procedure for a named emergency for a named organisation with some comment on its effectiveness.</p> <p>Level 3 Well-developed description of the evacuation procedure within a named organisation for a specific emergency with detailed assessment of its effectiveness.</p>	<p>8</p> <p>0-3</p> <p>4-6</p> <p>7-8</p>	<p>AO2 (3)</p> <p>AO4 (5)</p>
	Total	24 marks	
	Total for paper	100 marks	



WJEC
245 Western Avenue
Cardiff CF5 2YX
Tel No 029 2026 5000
Fax 029 2057 5994
E-mail: exams@wjec.co.uk
website: www.wjec.co.uk