

GCE MARKING SCHEME

TRAVEL AND TOURISM

SUMMER 2014

INTRODUCTION

The marking schemes which follow were those used by WJEC for the Summer 2014 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.

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GCE TRAVEL AND TOURISM

UNIT 1 - INTRODUCING TRAVEL & TOURISM

MARK SCHEME - SUMMER 2014

Question	Answer	Mark allocation	Assessment objective
1 (a) (i)	Sample explanation: Wanderlust refers to the desire to travel (1) to see different places and to experience different cultures (1). 1 mark may be awarded to candidates who exemplify their answer.	0-2	A01 - 2
(ii)	Sample explanation: Sunlust refers to people who seek destinations which offer long hours of sunshine (1) as they wish to spend their holiday enjoying the sun. (1). 1 mark may be awarded to candidates who exemplify their answer.	0-2	A01-2
(b)	 Possible answers: Aircraft developments – long haul aircraft Motorways – faster, e.g. M4 Bridges – Severn, Humber Rail electrification Ferry – quality of products and services, safety Cruise ships – pricing, range of products and services Coach operators – more comfort, pricing, e.g. national express. Other candidates may focus on how the following improvements have increased tourist numbers: Cleaner - air pollution safer More comfort faster easier access Technology Cheaper 	0-4	A01 - 4

Levels marked Level 1 explanations are likely to be basic and include only one or two improvements. Little knowledge and understanding. Generic/List-type answer. Level 2 explanations are likely to be detailed and include at least two or three improvements with exemplification. Some knowledge and understanding. (c) Possible answers: 1 Trade fairs Conventions Conferences Meetings Incentive travel Any two appropriate answers (d) Possible answers: Using accommodation providers Using actering providers Using actering providers Helping to provide jobs in transport, accommodation and catering organisations Contributing to the wealth/income of people, organisations and destinations. Attending / staging meetings, conferences, trade fairs, exhibitions, corporate hospitality and incentive travel. Multiplier effect. Levels marked Level 1 – explanations are likely to be basic and include only one or two examples of how business tourism contributes to the UK's economy. Little knowledge and understanding. Generic / list-type answer. Level 2 – explanations are likely to be detailed and include at least two or three examples of how business tourism contributes to the UK's economy. Some knowledge and understanding understanding.	Question	Answer	Mark allocation	Assessment objective
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and include at least two or three improvements with exemplification. Some knowledge and understanding. (c) Possible answers: • Trade fairs • Conventions • Conferences • Meetings • Incentive travel Any two appropriate answers (d) Possible answers: • Using transport providers • Using accommodation providers • Using catering providers • Helping to provide jobs in transport, accommodation and catering organisations • Contributing to the wealth/income of people, organisations and destinations. • Attending / staging meetings, conferences, trade fairs, exhibitions, corporate hospitality and incentive travel. • Multiplier effect. Level smarked Level 1 – explanations are likely to be basic and include only one or two examples of how business tourism contributes to the UK's economy. Little knowledge and understanding. Generic / list-type answer. Level 2 – explanations are likely to be detailed and include at least two or three examples of how business tourism contributes to the UK's economy. Some knowledge and		include only one or two improvements. Little knowledge and understanding. Generic/List-	1-2	
Trade fairs Conventions Conferences Meetings Incentive travel Any two appropriate answers (d) Possible answers: Using transport providers Using accommodation providers Using actering providers Helping to provide jobs in transport, accommodation and catering organisations Contributing to the wealth/income of people, organisations and destinations. Attending / staging meetings, conferences, trade fairs, exhibitions, corporate hospitality and incentive travel. Multiplier effect. Level 1 – explanations are likely to be basic and include only one or two examples of how business tourism contributes to the UK's economy. Little knowledge and understanding. Generic / list-type answer. Level 2 – explanations are likely to be detailed and include at least two or three examples of how business tourism contributes to the UK's economy. Some knowledge and		and include at least two or three improvements with exemplification. Some	3-4	
Conventions Conferences Meetings Incentive travel Any two appropriate answers O-4 A01-2 A02 - 2 Using transport providers Using accommodation providers Using catering providers Helping to provide jobs in transport, accommodation and catering organisations Contributing to the wealth/income of people, organisations and destinations. Attending / staging meetings, conferences, trade fairs, exhibitions, corporate hospitality and incentive travel. Multiplier effect. Levels marked Level 1 — explanations are likely to be basic and include only one or two examples of how business tourism contributes to the UK's economy. Little knowledge and understanding. Generic / list-type answer. Level 2 — explanations are likely to be detailed and include at least two or three examples of how business tourism contributes to the UK's economy. Some knowledge and	(c)	Possible answers:	0-2	A01-2
 Using transport providers Using accommodation providers Using catering providers Helping to provide jobs in transport, accommodation and catering organisations Contributing to the wealth/income of people, organisations and destinations. Attending / staging meetings, conferences, trade fairs, exhibitions, corporate hospitality and incentive travel. Multiplier effect. Levels marked Level 1 - explanations are likely to be basic and include only one or two examples of how business tourism contributes to the UK's economy. Little knowledge and understanding. Generic / list-type answer. Level 2 - explanations are likely to be detailed and include at least two or three examples of how business tourism contributes to the UK's economy. Some knowledge and 		ConventionsConferencesMeetingsIncentive travel		
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and include at least two or three examples of how business tourism contributes to the UK's economy. Some knowledge and		and include only one or two examples of how business tourism contributes to the UK's economy. Little knowledge and understanding.	1-3	
understanding.		and include at least two or three examples of how business tourism contributes to the UK's	4-6	
Total marks 14		Total marks	14	

Question	Answer	Mark allocation	Assessment objective
2 (a)	Possible answers: Volcanoes Tsunamis Hurricanes / typhoons Floods Landslides Snowfall Earthquakes air pollution Drought Climate change Any two appropriate examples	0-2	A01 - 2
(b)	Possible answers: Loss of custom Loss of profits / income Increase in insurance cover Increase in marketing costs Cost of clean-up, repairs Attracting customers to return Customer loss of confidence in the area – weather and ability to cope. Looking after the safety of the customer. Levels marked	0-4	A04 - 4
	Level 1 – outlines are likely to be basic and include only one or two problems. Little knowledge and understanding. List type answer. Level 2 – explanations are likely to be detailed and include at least two or three problems. Some knowledge and understanding.	1-2 3-4	
(c)	Possible answers: National / global recession – less visitors unemployment Fluctuating currency rates – more visitors – increase in employment Increase in fuel costs – less visitors Increase in tax rates – less visitors Improving economy – more investment Levels marked	0-6	A01 – 3 A04 - 3
	Level 1 explanations are likely to be basic and include only one or two positive or negative impacts. Little knowledge and understanding. List type answer.	1-3	
	Level 2 – explanations are likely to be detailed and include at least three positive / negative impacts – a balanced answer. Some knowledge and understanding.	4-6	
	Total marks	14	

Question	Answer	Mark allocation	Assessment objective
3 (a)	 Possible answers: To advertise Allow customers to look at photos To inform customers To share information Permutations: 2 marks = 2 appropriate suggestions or one suggestion with clear development. 1 mark for 1 suggestion. 	0-2	A01 - 2
(b)	Possible answers:	0-8	A01 – 4
(0)	 To advertise their products and services To provide a booking form Contact us details Directions / map Photos of rooms, rides Video clips of rides 3D tour of hotel rooms and facilities Facebook / twitter links Review page Costs / prices Opening times Information – future events Levels marked Level 1 – discussions are likely to be basic and include only 1 or 2 examples. Little knowledge and 	1-3	A01 - 4 A02 4
	understanding. List type answer. Level 2 - discussions are likely to be detailed and include at least 2 or 3 examples. Some knowledge and understanding.	4-6	
	Level 3 – discussions are likely to be well developed and include at least 3 or 4 examples. Clear knowledge and understanding.	7-8	
(c)	Possible answers: More information readily available Research and booking can be home-based More choice More competition – cheaper prices Easier access to a wide range of products and services Review websites Levels marked	0-6	A02 – 2 A04 - 4
	Level 1 – Assessments are likely to be basic and include only 1 or 2 benefits. Little knowledge and understanding. List type answer.	1-3	
	Level 2 – Assessments are likely to be detailed and include at least 2 or 3 benefits. Some knowledge and understanding.	4-6	
	Total marks	16	

Question	Answer	Mark allocation	Assessment objective
Q.4 (a)	Possible characteristics: Private sector Profit making Ownership – partners, family Small number of employees. Local. Not a chain. small turnover. Any two appropriate characteristics	0-2	A01 - 2
(b)	 Possible answers: A guest house in seaside resort might provide information on local restaurants. The information could provide a discount to the customers of the guesthouse. Three local visitor attractions might offer a reduced set price for entrance to the all three. The offer could be promoted at a local tourist information centre. Any two appropriate examples. 1 mark for an appropriate suggestion and 1 mark for clear development. 	0-4	A01 – 2 A02 -2
(c)	Possible answers: Small B & B's / guesthouse Small hotels Caravan and camp sites Water sports – hire, lessons Guided tours / walks Deckchair / sun-lounger hire Family owned pubs, restaurants and cafes Local coach operators Ice cream outlets Local taxis Small / family owned attractions	0-4	A02 - 4
	Levels marked		
	Level 1 – outlines are likely to be basic and include only one or two examples. Little knowledge and understanding. List type answer.	1-2	
	Level 2 – outlines are likely to be detailed and include at least two or three examples. Some knowledge and understanding.	3-4	

Question	Answer	Mark allocation	Assessment objective
(d)	Possible attractions:	0-8	A01 – 4
(d)	Natural River Lake Forest / wood Volcano Beach Headland Mountain National park Built Theme park Museum Theme farm Cathedrals Castles Tourist types Groups Families Couples Bird watchers Adrenaline junkies Culture vultures	0-8	A01 - 4 A01 - 4
	Beach bums Levels marked		
	Level 1 – discussions are likely to be basic and include only one or two attractions. Little knowledge and understanding. Generic / list type	1-3	
	answer.	4-6	
	Level 2 – discussions are likely to be detailed and include at least two or three attractions – built and natural. Some knowledge and understanding.	7-8	
	Level 3 - discussions are likely to be well developed and include at least three or four attractions – a well-balanced answer. Clear knowledge and understanding.	7-0	
	No marks for non-UK destinations / examples.		
	Total marks	18	

Question	Answer	Mark allocation	Assessment objective
Q.5 (a)	Answers: Guest house – serviced Canal boat – non serviced Cruise cabin – serviced Villa – non serviced	0-4	A01 - 4
(b)	Possible advantages: It might be cheaper for a short stay It might be more relaxing as there is no cooking or cleaning required. Leisure facilities are provided on site — bars, pools, fitness suites and restaurant They offer value packages with leisure facilities such as theme park and theatres Levels marked	0-4	A02 - 4
	Level 1 – answers are likely to be basic and include only one advantage. Little knowledge and understanding. List type answer.	1-2	
	Level 2 – answers are likely to be detailed and include at least two advantages. Some knowledge and understanding.	3-4	
(c)	Possible answers: The range and type of accommodation will depend upon the destination chosen. Levels marked	0-6	A01 – 2 A04 – 4
	Level 1 – assessments are likely to be basic and include only one or two examples of accommodation. Little knowledge and understanding. Generic / list type answer.	1-3	
	Level 2 – assessments are likely to be detailed and include at least two or three examples of named accommodation. Some knowledge and understanding.	4-6	

Question	Answer	Mark	Assessment
(d)	Possible answers: Energy saving, e.g. solar panels, energy saving lights, motion sensors. Water saving, e.g. low-flow showerheads, low-flow toilets, toilet tank fill diverters, efficient dishwashers. Waste reduction, e.g. recycling, minimum wrapping of products, bio-mass boilers. Environment, e.g. animal friendly grounds, planting of trees / shrubs, local wood / building materials. Food / drink, e.g. using local sources. Employing local people. contributing to a local community. Levels marked Level 1 – explanations are likely to be basic and include only one or two examples. Little knowledge and understanding. List type answer. Level 2 – explanations are likely to be detailed	1-3 4-6	A02 – 6
	and include at least two or three examples. Some knowledge and understanding.		
	Total marks	20	

GCE TRAVEL AND TOURISM - UNIT 3

MARK SCHEME - SUMMER 2014

Question	Possible Answer	Mark Allocation	Assessment Objective
1. (a)	Dividing the market into segments allows an organisation to • plan for fulfilling the needs and expectations of groups of customers who want the same things in terms of facilities, products and services • meet those requirements more efficiently • revise the quality of product of service offered • modify the pricing structure of products and services • select a range of promotional activities for the appropriate target market Accept any two valid reasons.	2	AO1
(b) (i)	Socio-economic grouping categorises people according to occupation and income assuming that people with similar jobs and incomes tend to have similar lifestyles and would be interested in the same products.	2	AO1
(ii)	mark for basic explanation; 2 marks for developed explanation. Stages of the family life cycle are used to suggest relative levels of disposable income dependent n size of household combined with age in order to target appropriate products and services for that stage.	2	AO1
	1 mark for basic explanation; 2 marks for developed explanation.		
(c)	Name organisation given. Levels marked	6	AO2(2) AO4(4)
	Level 1 Descriptive answer which makes little or no attempt at assessment of the effectiveness in targeting different market segments.	0 – 3	
	Level 2 Clear description for the range of products and services provided by the named organisation with clear attempt to assess their effectiveness in meeting the demands of different target markets.	4 - 6	
	Maximum of level 1 awarded if no named organisation has been given.		
	Total marks	12	

Question	Possible Answer	Mark Allocation	Assessment Objective
2. (a)	The factors which affect the price set are determined by • what customers are prepared to pay; • the market conditions (supply, demand, competition and seasonality) and • the brand image of the product. Accept any two of the above factors clearly explained for two marks for each, only one mark for a simple explanation for each factor.	2+2	AO1
(b) (i)	Discount pricing.	1	AO2(1)
(ii)	Accept variable pricing or variable discount pricing.	1	AO2 (1)
(c)	Free admission is offered by Rich's Cider Farm as they wish to sell their products to the visitors, making their profit from those sales; they may also be a small scale attraction with limited facilities.	1	AO2(1)
(d)	The Fleet Air Museum is offering three different pricing policies: one targeted at families; one at pairs of adults and one at pairs of senior citizens each of which give a reduction off the normal entry price and may appeal to such target markets either on an initial or a repeat visit to the attraction.	4	AO2(4)
	Levels marked	0.0	
	Level 1 Basic identification of pricing of the Fleet Air Arm Museum but little or no explanation of why this would attract tourists.	0 - 2	
	Level 2 Clear identification of all details of pricing policy for the Fleet Air Arm Museum with clear explanation of why this would attract tourists.	3 - 4	
	Total marks	11	

Question	Possible Answer	Mark Allocation	Assessment Objective
3. (a)	Secondary research is desk based and uses material that has already been published in annual reports, company accounts and government reports.	1	AO1
(b)	Types of secondary research could include: Sales records Customer database Government publications, e.g. Social Trends, Cultural Trends Trade journals and Periodicals Professional associations Commercial data e.g. Mintel reports UK International Passenger Survey Tourist Board statistics Allow 1 mark for each of two types of secondary research given and second mark for explanation of how each is used.	2+2	AO2(4)
(c)	Named organisation given Levels marked Level 1	8 0 – 3	AO1(2) AO2(3) AO4(3)
	Basic description of one or two methods of market research selected from suggestion boxes, focus groups and mystery shoppers with little or no description or assessment of the use made of them by the travel and tourism organisation.		
	Level 2 Clear description of how two or three methods of market research selected from suggestion boxes, focus groups and mystery shoppers are used by the named travel and tourism organisation with some assessment comment on their usefulness to the organisation.	4 - 6	
	Level 3 Well developed description of how all three methods of market research (suggestion boxes, focus groups and mystery shoppers) are used by the named travel and tourism organisation with some assessment comment on their usefulness to the organisation.	7 - 8	

Question	Possible Answer	Mark Allocation	Assessment Objective
(d)	Qualitative research data is detailed as customers can express their feelings, attitudes, desires and perceptions with regard to travel and tourism products and services. However designing suitable open questions is a skilled activity which is very costly to produce and administer. It is often difficult to reach general conclusions but gives detailed results. Qualitative research works best with small numbers.	6	AO1(6)
	Levels marks Level 1 Basic discussion of the use of qualitative research data with emphasis on either advantages or disadvantages.	0 - 3	
	Level 2 Clear discussion of the relative advantages and disadvantages of the use of qualitative research data within travel and tourism organisations.	4 - 6	
	Total marks	19	

Question	Possible	e Answer	Mark Allocation	Assessment Objective
4. (a) (i)	Marketing objectives shoulinked to an area of the or which it wishes to develop	ganisation's operations	2	AO1
	1 mark for basic explanati for development of explan	on of the term and 1 mark action.		
(ii)	Marketing objectives shou are compatible with the or statement of goals and wi organisation's resources t	ganisation's mission the capabilities of the	2	AO1
	1 mark for basic explanati for development of explan	on of the term and 1 mark pation.		
(b)	progress towards ach	nieve and monitor and evaluate its	2	AO1
(c)	Type of organisation	Identifying letter of marketing objective	2	AO1
	A private sector organisation A voluntary sector Organisation	В		
	Organisation			
(d)	 large numbers of provisimilar products; 	nd services regularly as ns change constantly; viders exist which offer d by fierce competition; ded;	4	AO1
	Levels marked		0 - 2	
	Level 1 1 or 2 points listed but little	e or no explanation.		
	Level 2 2 or more points identified given.	l and explanation clearly	3 – 4	

Question	Possible Answer	Mark Allocation	Assessment Objective
(e) (i)	Accept any three of the stages of the product life cycle from; • Development • Introduction • Growth • Maturity • Saturation • Decline	3	AO1
(ii)	A Dog product is classed as a product in decline providing little or no profit to the organisation so the travel and tourism organisation has the opportunity to sell it to another business or revamp if it would not be too expensive to achieve or they could raise its price and reduce the amount spent on marketing of the product to maximise the profit it generates. Simplistic statement will be accepted e.g. change prices, offer promotion, cancel product.	2	AO1
	Total	17 marks	

Que	estion		Possible Answer	Mark Allocation	Assessment Objective
5.	(a)	(i)	Direct marketing operates through personal channels of communication with a single customer send to a household in the form of a leaflet or a letter or a named mailshot. 1 mark for basic explanation and 1 mark for	2	AO1
			development.		
		(ii)	Public relations is about building the reputation of an organisation and establishing and maintaining goodwill between an organisation and its public. It aims to show the organisation in a good light and create a positive image whilst publicising what it has to offer.	2	AO1
			1 mark for basic explanation and 1 mark for development.		
	(b)		Accept any three from: Website Twitter Facebook Flickr YouTube	3	AO2
	(c)		Marwell Zoo leaflet	8	AO2(4) AO4(4)`
			Product Zoo with range of popular animals – tiger, meerkats, penguins, giraffe Animals feeding Animal talks 170 species available to view Conservation focus 140 acres of grounds Adventure playground New aviary 10K fun run Wedding fayre Half term activities for children Summer holiday craft days Christmas family event Rhinotastic goodbye Spooky storytelling around Halloween Road train Bably changing facilities Food outlets including Café Graze Gift ships		

Question	Possible Answer	Mark Allocation	Assessment Objective
	Place Near Winchester and Southampton Easy access from M3 and M27 Further information from website, Facebook, Flickr, YouTube, Twitter.		
	Levels marked Level 1 Basic description of content of leaflet with limited reference to either the product or the place elements of the marketing mix. Little or no assessment of its effectiveness as a marketing communication.	0 – 3	
	Level 2 Clear description of both product and place elements of the marketing mix in the content of the leaflet with some attempt at assessment of its effectiveness as a marketing communication.	0 – 3	
	Level 3 Well-developed assessment of the effectiveness of the leaflet as a marketing communication with detailed comment on the product and place content of the leaflet in relation to its effectiveness.		
(d)	Named organisation must be given.	6	AO2(3)
	Levels marked Level 1	0 – 3	
	Basic description of one or two promotional techniques used by a named travel and tourism organisation with little or no reference to a recent marketing campaign Little or no evaluation comments made.		
	Level 2 Clear description of two or three promotional techniques used by a named travel and tourism organisation in a recent marketing campaign with some evaluation of their effectiveness.	4 - 6	
	Total marks	21	
	TOTAL MARKS FOR PAPER	80	

GCE A2 TRAVEL AND TOURISM

UNIT 5 - TOURISM DEVELOPMENTS AND TOURISM IMPACTS

MARK SCHEME - JUNE 2014

Qu	estion	Answer	Mark Allocation	Assessment objective
1.	(a)(i)	Possible answers:	0 - 4	A01 - 4
		Hatala		
		- Hotels - Guest houses		
		- Airlines		
		- Cruise ships		
		- Shops		
		- Bus companies		
		- Tender boat owners		
		Any four appropriate private sector agents of		
		travel and tourism development from Figure 1		
	(**)	Resource Material.	0 0	101 0
	(ii)	Possible answers:	0 - 6	A01 - 3 A02 - 3
		Public sector - jobs for local people, promotion of		AU2 - 3
		the island, improvement infrastructure, improved		
		image, clear island identity. E.g. Chilean		
		Government, Easter Island local council, Rapa Nui		
		National Park.		
		Voluntary sector - environmental concerns,		
		community concerns. E.g. International Help Fund		
		Australia, local residents		
		Levels marked		
		Level 1 - explanations are likely to be basic and	1 - 3	
		include only 1 or 2 objectives. Little knowledge or	1 - 3	
		understanding. Little or no reference to Easter		
		Island. Generic / type answers.		
		Level 2 - explanations are likely to be more detailed	4 - 6	
		and include at least 2 or 3 objectives. Some		
		knowledge and understanding. Some application to		
-	(b)	Easter Island. Possible answers:	0 - 12	A01 - 4
	(D)	i OSSINIE AliSWEIS.	0-12	A01 - 4 A02 - 8
		Socio-cultural:		7.02 0
		- Overcrowding		
		- Quality of life on the island		
		- Transport related problems		
		 Loss of local traditions / customs 		
		- Increase in prices - food, drink		
		- Displacement		
		- Loss of authenticity		

Question	Answer	Mark allocation	Assessment objective
	 Environmental: Buses / planes cause CO2 emissions pollution - air pollution Noise pollution - planes, buses, people Water pollution - cruise ships Increased wear and tear - pathways, heritage sites Inappropriate development - international chain hotels, restaurants Damage to flora and fauna Visual pollution - litter on beaches and by heritage sites Waste management. 		
	Levels marked		
	Level - answers are likely to be basic and include more identification than assessment. Only 2 or 3 examples of negative socio-cultural and environmental impacts which may be unrealistic. Little knowledge or understanding. Generic / list type answers.	1 - 4	
	Level 2 - answers are likely to be more detailed and include at least 3 or 4 realistic examples of negative socio-cultural and environmental impacts. Some knowledge and understanding.	5 - 8	
	Level 2 - answers are likely to be well developed and include at least 4 or 5 realistic examples of negative socio-cultural and environmental impacts. Clear knowledge and understanding.		

Question	Answer	Mark allocation	Assessment objective
(c)	Possible answers: Reduce the number of visitors Restrict cruise ship visits Introduce environmental friendly fuel for the buses. E.g. vegetable oil Employ local people - litter collectors, guides Promote local enterprises Restrict development by national / international chains Recycling / Waste management projects Solar panels Wind turbines Visitor centre plus leaflets highlighting local businesses and an 'Easter Island Code of Conduct'.	0 - 10	A01 - 4 A03 - 6
	Levels marked		
	Level 1 - discussions are likely to be basic and include only 2 or 3 appropriate sustainable tourism practices. Little knowledge or understanding. Generic / list type answers.	1 - 4	
	Level 2 - discussions are likely to be more detailed and include at least 3 or 4 appropriate sustainable tourism practices. Some knowledge and understanding.	5 - 7	
	Level 3 - discussions are likely to be well developed and include at least 4 or 5 appropriate examples of sustainable tourism practices. Clear knowledge and understanding.	8 - 10	
		Total 32 marks	

Question	Answer	Mark allocation	Assessment objective
2. (a)(i)	The attractions will depend on the MEDW destination chosen but include:	0 - 8	A01 - 4 A02 - 4
	Natural attractionsBuilt attractionsPurpose-built attractions		
	Visitor types include: - Families - Beach bums - Adrenaline junkies - Culture vultures - Special interest groups - Sport fans - Couples - 18 - 25s - Business tourists.		
	Levels marked		
	Level 1 - descriptions are likely to be basic and include only 1 or 2 named attractions and only 1 or 2 visitor types. Little knowledge or understanding of the chosen destination. Generic / list type answers.	1 - 3	
	Level 2 - descriptions are likely to be more detailed and include at least 2 or 3 named attractions and 2 or 3 visitor types. Some knowledge and understanding of the chosen destination.	4 - 6	
	Level 3 - descriptions are likely to be well developed and include at least 3 or 4 attractions and 3 or 4 visitor types. Clear knowledge and understanding of the chosen destination.	7 - 8	
	Nil marks for non-MEDW destinations.		

Question	Answer	Mark allocation	Assessment objective
(ii)	Possible answers: Transport / Locations: - Coastal - Urban - Countryside - Easily accessible - road, rail, water, air - Choice of transport methods - New transport links - regional airports, cruise ships - Journey time for visitors.	0 - 10	A01 - 4 A03 - 6
	Level 1 - evaluations are likely to be basic / descriptive and include only 1 or 2 reasons / named transport links. Little knowledge or understanding of the chosen destination. Generic / list type answers.	1 - 4	
	Level 2 - evaluations are likely to be more detailed and include at least 2 or 3 reasons / named transport links. Some knowledge and understanding of the chosen destination.	4 - 7	
	Level 3 evaluations are likely to be well developed and include 3 or 4 reasons / named transport links. Clear knowledge and understanding of the chosen destination.	8 - 10	
(b)(i)	Possible answers: Music - Glastonbury, Glyndebourne, London Proms, Brecon Jazz Festival. Sports - The Ashes, Wimbledon, Ryder Cup. Conferences / Exhibitions - boat shows, fashions shows, Labour Party Conference, Ideal Home Exhibition. Others: Hay on Wye Festival of Literature and Art Reading Real Ale and Jazz Festival Stratford-Upon-Avon Poetry Festival Notting Hill Carnival. Levels marked	0 - 8	A01 - 8
	Level 1 - outlines are likely to be basic and include only 1 or 2 different types of named major events with 2 or 3 examples only. Little knowledge or understanding. Generic / list type answers.	1 - 3	
	Level 2 - outlines are likely to be more detailed and include at least 2 or 3 different types of named events with 3 to 4 examples. Some knowledge and understanding.	4 - 6	
	Level 3 - outlines are likely to be well developed and include at least 3 or 4 different types of named events with 4 to 5 examples. Clear knowledge ad understanding.	7 - 8	

Question	Answer	Mark allocation	Assessment objective
(ii)	Possible answers:	0 - 8	A01 - 3 A03 - 5
	Negative economic: - Increase in temporary low paid jobs only - Price rises - hotels, bars - Other visitors might not visit the destination - Some of the money will be leaked - Local businesses might not profit - Other attraction might suffer from lower attendance.		A03 - 3
	Negative social: - Overcrowding - Temporary impact on the general quality of life - Traffic related problems - Anti-social behaviour - Possible conflict between tourist and/or locals - Temporary displacement in local facilities.		
	Level marked		
	Level 1 - discussions are likely to be basic and include only 1 to 3 impacts. Little knowledge or understanding. Generic / list type answers.	1 - 3	
	Level 2 - discussions are likely to be more detailed and include at least 3 or 4 negative economic / social impact. Some knowledge and understanding.	4 - 6	
	Level 3 - discussions are likely to be well developed and include at least 4 or 5 negative economic / social impacts. Clear knowledge and understanding.	7 - 8	
		Total 34 marks	

Question	Answer	Mark allocation	Assessment objective
3. (a)	Possible answer: - Appeals to culture vultures - Choir groups - Appeals to families - Inbound tourists - Domestic tourists - Other appropriate tourist types	0 - 8	A01 - 3 A02 - 5
	Levels marked Level 1 - explanations are likely to be basic and include only 1 and 2 tourist types linked to the events in Riga. Little knowledge or understanding. Generic / list type answers.	1 - 3	
	Level 2 - explanations are likely to be more detailed and include at least 2 or 3 tourist types linked to the events in Riga. Some knowledge and understanding.	4 - 6	
	Level 3 - explanations are likely to be well developed and include at least 3 or 4 tourist types linked to the events in Riga. Clear knowledge and understanding.	7 - 8	
(b)(i)	Possible answers: Regeneration. E.g. docks, industrial areas Improved assets. E.g. historic buildings Improved landscapes. E.g. planting of trees, flowers Conservation. E.g. buildings, parks	0 - 8	A01 - 3 A02 - 5
	Levels marked		
	Level 1 - outlines are likely to be basic and include only 1 or 2 examples. Little knowledge or understanding. List type answers.	1 - 3	
	Level 2 - outlines are likely to be more detailed and include at least 2 or 3 examples. Some knowledge and understanding.	4 - 6	
	Level 3 - outlines are likely to be well developed and include at least 3 or 4 examples. Clear knowledge and understanding.	7 - 8	

Question	Answer	Mark allocation	Assessment objective
(ii)	Possible answers: Possible answers: - Job creation - hotels, transport providers. Temporary and permanent. - Increase in income / profit - bars, attractions. - Multiplier effect - shops, markets. - Attracts further investment - new hotels, attractions. - Increase in foreign currency earnings. Levels marked	0 - 10	A01 - 4 A02 - 6
	Level 1 - assessments are likely to be basic and more descriptive and include only 1 or 2 impacts. Little knowledge or understanding. List type answers.	1 - 4	
	Level 2 - assessments are likely to be more detailed and include some description with at least 3 or 4 impacts. Some knowledge and understanding.	5 - 7	
	Level 3 - assessments are likely to be well developed and include at least 4 or 5 impacts. Clear knowledge and understanding.	8 - 10	
(c)	Possible answers: Travel agents working with tour operators to promote a city break Tourist information centres working with accommodation providers / attractions Hotels working with taxi firms Airlines working with accommodation providers to create a city break package Government websites (visitriga / visitbritain) promoting private sector organisations Voluntary sector organisations helping with the conservation / preservation of a building or area of land.	0 - 8	A01 - 3 A02 - 5
	Levels marked		
	Level 1 - explanations are likely to be basic and include only 1 or 2 examples. Little or no link to Riga. Little knowledge or understanding. List type answers.	1 - 3	
	Level 2 - explanations are likely to be more detailed and include at least 2 or 3 examples. Some link to Riga. Some knowledge and understanding.	4 - 6	
	Level 3 - explanations are likely to be well developed and include at least 3 or 4 examples. Clear links to Riga. Clear knowledge and understanding.	7 - 8	
		Total 34 marks	
	Grand Total = 100 marks	marks	

GCE A2 TRAVEL AND TOURISM

UNIT 7 - MANAGING TRAVEL AND TOURISM

MARK SCHEME - JUNE 2014

Que	estion	Answer	Mark allocation	Assessment objective
Q.1	(a)	A large hotel: Basic complaints received by a large hotel could include insufficient pillows provided, room too hot.	10	A01 – 2 A02 - 2
		Complex complaints could include theft of item from guests room, food poisoning incurred after room service meal delivered at incorrect temperature.		
		A tour operator: Basic complaints received by a tour operator could include incorrect information on holiday published in brochure; change in departure time advised after booking.		
		Complex complaints could include being charged a rebooking fee if party composition changed after original booking.		
		A major tourist attraction: Basic complaints received by a major tourist attraction could include not all advertised products and services being available when customer visits; charges for entry not as expected.		
		Complex complaints could include poor maintenance being blamed for an accident or injury incurred during visit, offensive behaviour experienced from a member of staff.		
		Levels marked		
		Level 1 – Basic discussion of complaints received by one or two travel and tourism organisations from external customers with examples given tending to be simplistic.	0-3	
		Level 2 – Clear discussion of a range of complaints received by two of the types of travel and tourism organisations from external customers with some reference made to complexity in the examples given.	4-7	
		Level 3 - Well developed discussion of the range of basic and complex received by two types of travel and tourism organisation with clear reference made to complexity in the examples given.	8-10	

organisation showing understanding of how basic and complex complaints are handled by different levels of staff within the organisation. Mention or empowerment permissions where applicable. Comment made on immediate response mechanisms as well as follow up procedures for more complex complaint situations from external customers. Named organisation must be given in order to achieve more than level 1. Levels marked Level 1 – Brief description of the procedure for handling basic complaints with little or no reference to complex complaints. Level 2 – Clear description of complaints procedure acknowledging hierarchy of basic and complex complaints and persons responsible for handling them within the named travel and tourism organisation. Level 3 - Well developed description of complaints procedures in place within the named organisation. Detailed examples may be referred to in the description to illustrate complexity of complaint handled by management. (ii) The evaluation should include reference to the stages of 8	essment jective		Mark allocation	Answer	Question
Level 1 – Brief description of the procedure for handling basic complaints with little or no reference to complex complaints. Level 2 – Clear description of complaints procedure acknowledging hierarchy of basic and complex complaints and persons responsible for handling them within the named travel and tourism organisation. Level 3 - Well developed description of complaints procedures in place within the named organisation. Detailed examples may be referred to in the description to illustrate complexity of complaint handled by management. (ii) The evaluation should include reference to the stages of the disciplinary procedure carried out by management when a staff member fails to comply with the terms of employment in carrying out his/her duties. There should also be an evaluation of the grievance procedure in place when an employee wishes to complain about aspects of the conditions experienced during the operation of his/her contact and management failure to ensure that he/she is fairly treated on a day to day basis. Level 1 - Basic description of some aspects of either the disciplinary of the grievance procedures used within travel and tourism organisations. Little or no attempt at evaluation. Level 2 - Clear evaluation of some aspects of both the disciplinary and the grievance procedures used within named travel and tourism organisations to deal with complaints from staff. Level 3 - Well developed evaluation of both the disciplinary and grievance procedures used by named	A02 3 A04 7		10	organisation showing understanding of how basic and complex complaints are handled by different levels of staff within the organisation. Mention or empowerment permissions where applicable. Comment made on immediate response mechanisms as well as follow up procedures for more complex complaint situations from	(b) (i)
Level 1 – Brief description of the procedure for handling basic complaints with little or no reference to complex complaints. Level 2 – Clear description of complaints procedure acknowledging hierarchy of basic and complex complaints and persons responsible for handling them within the named travel and tourism organisation. Level 3 - Well developed description of complaints procedures in place within the named organisation. Detailed examples may be referred to in the description to illustrate complexity of complaint handled by management. (ii) The evaluation should include reference to the stages of the disciplinary procedure carried out by management when a staff member fails to comply with the terms of employment in carrying out his/her duties. There should also be an evaluation of the grievance procedure in place when an employee wishes to complain about aspects of the conditions experienced during the operation of his/her contact and management failure to ensure that he/she is fairly treated on a day to day basis. Level 1 – Basic description of some aspects of either the disciplinary of the grievance procedures used within travel and tourism organisations for dealing with staff complaints. No examples given of travel and tourism organisations. Little or no attempt at evaluation. Level 2 – Clear evaluation of some aspects of both the disciplinary and the grievance procedures used within named travel and tourism organisations to deal with complaints from staff. Level 3 – Well developed evaluation of both the disciplinary and grievance procedures used by named					
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acknowledging hierarchy of basic and complex complaints and persons responsible for handling them within the named travel and tourism organisation. Level 3 - Well developed description of complaints procedures in place within the named organisation. Detailed examples may be referred to in the description to illustrate complexity of complaint handled by management. (ii) The evaluation should include reference to the stages of the disciplinary procedure carried out by management when a staff member fails to comply with the terms of employment in carrying out his/her duties. There should also be an evaluation of the grievance procedure in place when an employee wishes to complain about aspects of the conditions experienced during the operation of his/her contact and management failure to ensure that he/she is fairly treated on a day to day basis. Levels marked Level 1 – Basic description of some aspects of either the disciplinary of the grievance procedures used within travel and tourism organisations for dealing with staff complaints. No examples given of travel and tourism organisations. Little or no attempt at evaluation. Level 2 – Clear evaluation of some aspects of both the disciplinary and the grievance procedures used within named travel and tourism organisations to deal with complaints from staff. Level 3 – Well developed evaluation of both the disciplinary and grievance procedures used by named			0-3	basic complaints with little or no reference to complex	
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the disciplinary procedure carried out by management when a staff member fails to comply with the terms of employment in carrying out his/her duties. There should also be an evaluation of the grievance procedure in place when an employee wishes to complain about aspects of the conditions experienced during the operation of his/her contact and management failure to ensure that he/she is fairly treated on a day to day basis. Levels marked Level 1 – Basic description of some aspects of either the disciplinary of the grievance procedures used within travel and tourism organisations for dealing with staff complaints. No examples given of travel and tourism organisations. Little or no attempt at evaluation. Level 2 – Clear evaluation of some aspects of both the disciplinary and the grievance procedures used within named travel and tourism organisations to deal with complaints from staff. Level 3 – Well developed evaluation of both the disciplinary and grievance procedures used by named			8-10	procedures in place within the named organisation. Detailed examples may be referred to in the description to illustrate complexity of complaint handled by	
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disciplinary and the grievance procedures used within named travel and tourism organisations to deal with complaints from staff. Level 3 – Well developed evaluation of both the disciplinary and grievance procedures used by named			0-3	Level 1 – Basic description of some aspects of either the disciplinary of the grievance procedures used within travel and tourism organisations for dealing with staff complaints. No examples given of travel and tourism	
disciplinary and grievance procedures used by named			4-6	disciplinary and the grievance procedures used within named travel and tourism organisations to deal with	
from staff to show clear understanding of all stages of the process.	28 marks	F - 1		disciplinary and grievance procedures used by named travel and tourism organisations to deal with complaints from staff to show clear understanding of all stages of	

Question	Answer	Mark allocation	Assessment objective
Q.2 (a)	Assessment of customer's needs can be achieved by:	8	A01 4 A02 4
	 Using market research surveys of various kinds Monitoring suggestions and comments from customers Resolving complaints about products or services offered Use of focus groups when introducing new products or services Identifying trends within different sectors of the travel and tourism industry and responding to 		NOZ 4
	fashions comparison of standards with competitor organisations offering similar products and services		
	Levels marked		
	Level1 – One or two ways in which information can be gathered from customers are briefly outlined.	0-3	
	Level 2 – Two or three ways in which information on customers needs could be gathered are clearly outlined.	4-6	
	Level 3 - Three or more ways in which information o customers needs could be gathered are outlined in full	7-8	
(b)	Possible range of customer service quality standards set by named travel and tourism organisations which are described cold include: • Level of staffing • Staff presentation and uniform policy • Level of service e.g. response times, price and value for money • Consistency of service levels • Product standard e.g. room layout, meal format • Accuracy and consistency of information • Accessibility both to and within travel and tourism organisation • Health and safety • Cleanliness and hygiene • Provision for special needs including foreign cultures • Price or perceived value for money	8	A02 8

Question	Answer	Mark allocation	Assessment objective
	Levels marked Level 1 – Answers might only include one or two examples of customer service quality standards for named travel and tourism organisations with little or no explanation of how the standards set would meet customers' needs.	0-3	
	Level 2 - Some explanation of how three to five examples of customer service quality standards set for named travel and tourism organisations would meet customers' needs.	4-6	
	Level 3 – Clear explanation of how three to five examples of customer service quality standards that have been set for named travel and tourism organisations will meet customers' needs with brief reference to Maslow's hierarchy of needs to achieve highest mark.	7-8	
	If no examples from named travel and tourism organisations have been given then award maximum of level 1.		
(c)	 Procedures used to monitor customer service quality standards could include: Customer feedback forms from both internal and external customers Collating data from comment cards Observation Recording of informal face to face comments received by staff Producing comparison data on sales or booking records or other technical data for use over different time periods within organisations or comparison with other travel and tourism organisations of a similar type Examining trends in occupancy levels Monitoring the volume, frequency and type of complaints Collecting data on visitor figures and type of clientele using the organisations to examine changes over time 	8	A02 2 A04 6

Question	Answer	Mark allocation	Assessment objective
	Levels marked		
	Levels 1 – Basic understanding of one or two of the procedures used to monitor customer service quality standards are described with little or no attempt at evaluation.	0-3	
	If no example of procedure from one named travel and tourism and organisation have been given then award maximum of level 1.		
	Level 2 – Clear understanding shown of 2 or 3 methods of monitoring customer service quality standards used by one named travel and tourism organisation with some attempt at evaluation.	4-6	
	Level 3 – Well developed description of three or more procedures used by one named travel and tourism organisation to monitor customer service quality	7-8	
	standards with clear evaluation of their effectiveness.	Т	otal 24 marks

Question	Answer	Mark allocation	Assessment objective
3 (a)	Range of motivation techniques which could be introduced are described from • Financial incentives • Profit related and share option schemes • Introduction of performance related pay schemes	10	A01 10
	BonusesCommission paymentsSubsided health care		
	 Non-financial incentives Introduction of different shift patterns or flexi-time Formal recognition awards Vouchers for goods or services Extra holidays Gifts Company cars Career development training schemes Staff involvement in decision making 		
	Levels marked		
	Level 1 – Basic description of 1 to 3 motivational techniques that could be used by travel and tourism organisations with little comment on the effect they might have on staff motivation.	0-4	
	Level 2 – Clear description of 3 or more motivational techniques that could be used by travel and tourism organisations with brief comments on the effect they could have on staff motivation.	5-8	
	Level 3 – Well developed description of 3 or more motivational techniques which could be used by travel and tourism organisations with detailed comments on the effects they would have on staff motivation.	9-10	
	Examples named travel and tourism organisations would be expected to achieve marks above 6.		

Question	Answer	Mark allocation	Assessment objective
(b)	Poorly motivated inefficient staff could lead to Poor staff morale Unsatisfactory working environment Poor team work Low productivity levels High staff turnover Need for an increased training budget to improve efficiency Few targets achieved Poor levels of customer service resulting in little repeat business	8	A01 3 A04 5
	 Downward spiral terms of profitability of operation Levels marked 		
	Level 1 – One or two basic facilities of poor staff motivation given but little or no assessment made of the effects on the operation of travel and tourism organisations.	0-3	A01.4
(c)	Level 2 – Three or more of the features of poor staff motivation given with some assessment made of the effects on the operation of the travel and tourism organisations.	4-6	
	Level 3 – Clear assessment of the effects of poor staff motivation on the operation of travel and tourism organisations referring to both the impact on staff and on the business itself. Two different management styles chosen from	7-8 10	A01 4
	 Administrative or Bureaucratic Aggressive Autocratic Committee Democratic Laissez faire Motivational Passive Paternalistic Levels marked 		A04 4
	Level 1 – Brief description of some of the strengths and weaknesses of one or two chosen styles with little or no evaluation. Emphasis may be on either strengths or weaknesses.	0-3	
	Level 2 – Some evaluation of the strengths and weaknesses of two management styles with greater emphasis given to one of the chosen styles	4-7	
	Level 3 – clear evaluation of the strengths and weaknesses of both the chosen management styles.	8-10 T	otal 28 marks
		<u> </u>	<u>-0 11101113</u>

Question	Answer	Mark allocation	Assessment objective
Question 4 (a)	Description of operational practices with regard to Data protection to ensure all details are kept and administered in accordance with the law. Mention should be made of some of the eight data protection principles with which organisations must comply with require data to be: • Fairly and lawfully processed; • Processed for limited purposes; • Processed for reasons given to the information commissioner • Adequate, relevant and not excessive; • Accurate; • Not kept longer than necessary; • Processed in accordance with individuals' rights; • Kept secure; • Not transferred abroad without adequate protection	10	A01 8
	Details should be given of administration processes used by travel and tourism organisations which use computers to store data and payment records using electronic tills. Access safeguards for these systems should be described with possible comment on how different levels of staff in an organisation would have access to various levels of customers' data. Levels marked		
	Level 1 – Brief description of 1 or 2 of the procedures travel and tourism organisations must have in place to ensure that they comply with the Data Protection Act.	0-3	
	Level 2 – Clear description of 3 or more of the procedures travel and tourism organisations must have in place to comply with the act. Comment should be made on security of access and confidentiality guarantees.	5-7	
	Level 3 – Detailed description of all procedures travel and tourism organisations must have in place to comply with the act. Comment should be made on security of access and confidentiality guarantees.	8-10	

The current disability law referred to s Equality Act 2010 but detailed referen Discrimination Acts 1995 and 2005 as specification will be accepted. The equality Act required travel and to organisations to have measures in pla designed to prevent both direct and in discrimination in relation to disability ir Provision of goods and service Recruitment and selection Pay policies Training and development	should be the ace to the Disability is mentioned in the courism ace which are addrect in their:	A01 4 A02 4 A04 4 A01 4 A02 4 A04 4
Equality Act 2010 but detailed referen Discrimination Acts 1995 and 2005 as specification will be accepted. The equality Act required travel and to organisations to have measures in pla designed to prevent both direct and in discrimination in relation to disability in Provision of goods and service Recruitment and selection Pay policies	oce to the Disability is mentioned in the courism ace which are indirect in their:	A02 4
organisations to have measures in pla designed to prevent both direct and in discrimination in relation to disability ir • Provision of goods and service • Recruitment and selection • Pay policies	ace which are ndirect n their:	A02 4
 Selection for promotion Discipline and grievances Policies for countering bullying Employers under the Equality Act: Must not directly discriminate apersons Must not have procedures, polywhich disadvantage those who disability. Must make reasonable adjustry the recruitment and employmed people Must not treat an employee under made or supported a complaint discrimination because of disadiscrimination because of disadiscrimination	against disabled licies or practices o share a particular ments to assist in ent of disabled nfairly who has nt about ability. Act have a legal with disabilities to th as changing a s making changes o improve access) vices (such as cessible format, an with hearing aids,	
support when using a service). Named travel and tourism organisation		

Question	Answer	Mark allocation	Assessment objective
	Levels marked		
	Level 1 - Description may focus on up to three adaptations to facilities that have been introduced by the named travel and tourism organisation which are briefly described. There may be a focus on adaptation for one type of disability primarily for external customers. Little or no evaluation of the measures in place may be made. There may be no comment on measures in place for existing staff or those applying for jobs within the organisation.	0-3	
	Level 2 – Description may focus on three or more measures that have been put in place by the named travel and tourism organisation. These may be clearly described with evaluative comments made on their suitability for different types of disability. Although the main focus of the answer may be on the suitability for use by external customers, some mention may be made of the relevance of the measures in place to existing staff within the organisation together with some evaluative comments on the organisation's recruitment and employment policies with regard to disability.	4-7	
	Level 3 – Well developed description of four or more measures put in place for different types of disability by the named travel and tourism organisation to ensure its compliance with all aspects of current disability legislation for all external customers, existing staff and applicants for jobs within the organisation. Evaluation of these measures shows full understanding of their importance not only in forming part of the organisation's recruitment and employment policies but also to the effective operation of its business.	8-10	
	'		otal 20 marks
		Total for pap	per 100 marks



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