



GCE A level

1687/01



S16-1687-01

TRAVEL AND TOURISM

UNIT 7: Managing Travel and Tourism Organisations

P.M. TUESDAY, 21 June 2016

2 hours

ADDITIONAL MATERIALS

In addition to this examination paper you will need a 12 page answer booklet.

INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen.

Answer **all** questions.

Write your answers in the answer booklet provided.

Answer every question on a new page.

INFORMATION FOR CANDIDATES

The number of marks is given in brackets at the end of each question or part-question.

You are reminded of the need for good English and orderly, clear presentation in your answers. Assessment will take into account the quality of written communication used in your answers.

You are reminded that this paper is synoptic and so will test understanding of the connections between the different elements of the subject.

Answer all questions.

1. Travel and tourism organisations usually set customer service quality standards for their staff to follow.
- (a) Explain the procedures used by travel and tourism organisations which ensure staff are familiar with the customer service quality standards set. [6]
 - (b) Evaluate the benefits of setting a range of customer service quality standards for both travel and tourism organisations and their customers. [8]

Collecting customer feedback allows travel and tourism organisations to monitor the quality of their customer service.

- (c)
 - (i) Describe the procedures used to collect customer feedback by a named travel and tourism organisation you have studied. [8]
 - (ii) Explain how the named travel and tourism organisation in (c)(i) could use the customer feedback to improve customer service quality standards. [8]

Total = 30 marks

2. Staff lacking in motivation can result in travel and tourism organisations underperforming. In such circumstances, management may introduce incentives to improve staff motivation.
- (a) Discuss the range of financial incentives that could be introduced by travel and tourism organisations to motivate staff. [8]
 - (b) Assess the likely effects of introducing non-financial incentives as motivational techniques within an underperforming travel and tourism organisation. [8]

In some situations the manager of an underperforming travel and tourism organisation may be replaced.

- (c) Evaluate how different management styles may alter the motivation and performance of staff within travel and tourism organisations. [8]

Total = 24 marks

3. Customers with complaints need to be made aware of the communication channels provided by travel and tourism organisations.

- (a) Outline **three** communication channels that could be used by customers to make a complaint to travel and tourism organisations. [6]

Complaints made by customers can vary from simple to complex.

- (b) With reference to a named travel and tourism organisation you have studied:
- (i) discuss the range of complaints that might be made by customers. [8]
- (ii) assess the effectiveness of the complaints procedures used by the travel and tourism organisation. Consider complaints made by both external and internal customers. [10]

Total = 24 marks

4. Managers of travel and tourism organisations have a responsibility to provide a safe and secure environment for both their employees and customers. Employees also need to be aware of their responsibilities under the Health and Safety at Work Act 1974.

- (a) Explain the procedures used by travel and tourism organisations to ensure that employees are aware of their responsibilities under the Health and Safety at Work Act 1974. [8]
- (b) Outline the requirements of the Control of Substances Hazardous to Health Regulations 1994 (COSHH) with which travel and tourism organisations must comply. [6]

Travel and tourism organisations collect and use a wide range of electronic information in their operational practices.

- (c) Evaluate the procedures used to minimise the potential security hazards for both customers and employees that could be caused by the collection and use of electronic information. [8]

Total = 22 marks

END OF PAPER