



GCE MARKING SCHEME

SUMMER 2016

**TRAVEL & TOURISM - UNIT 3
1683/01**

INTRODUCTION

This marking scheme was used by WJEC for the 2016 examination. It was finalised after detailed discussion at examiners' conferences by all the examiners involved in the assessment. The conference was held shortly after the paper was 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 conference was to ensure that the marking scheme was 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' conference, teachers may have different views on certain matters of detail or interpretation.

WJEC regrets that it cannot enter into any discussion or correspondence about this marking scheme.

GCE MARKETING IN TRAVEL & TOURISM - UNIT 3

MARK SCHEME - SUMMER 2016

Question number	Possible Answer		Marks	Assessment Objective
1. (a)	Marketing objective	Travel and Tourism Industry Sector	3	AO1
	To increase the number of hotel rooms sold in July	Private		
	To encourage more tourists to use park and ride facilities in a National Park	Public		
	To recruit more members to a rambling club	Voluntary		
(b)	Travel and tourism organisations might use a mission statement: <ul style="list-style-type: none"> • to focus their staff on what they are trying to achieve as a long term goal • to provide this information to customers in a succinct format that sums up the ethos of the organisation. 		2	AO1
(c)	Measurable Travel and tourism organisations can benefit by setting measurable marketing objectives as this allows them to monitor easily whether or not the objectives are being met as there is a scale against which achievement can be assessed.		2	AO1
	Timed If marketing objectives have a time scale to them then it makes it easy for the organisation to monitor progress towards achievement of the objective within a limited time frame by holding regular reviews		2	
	One mark for correct identification of each term and one mark for explanation of each term			
Total			9 marks	

Question number	Possible Answer	Marks	Assessment Objective															
2. (a)	Targeting products and services at different market segments <ul style="list-style-type: none"> • allows travel and tourism organisations to appeal to more customers • allows the tailoring of products and services to customers with similar needs and expectations • allows the marketing communications to be tailored to the product's customers • allows promotional materials and methods to focus on outlets frequently by the target customers • to increase sales Accept any two relevant reasons	2	AO1															
(b)	Accept any suitable target market for first point in each category; clear justification required for second point. <table border="1" data-bbox="373 824 1110 1742" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th data-bbox="373 824 564 927">Product or service</th> <th data-bbox="564 824 756 927">Target market</th> <th data-bbox="756 824 1110 927">Justify why it would benefit the named target market</th> </tr> </thead> <tbody> <tr> <td data-bbox="373 927 564 1061">Rides with height limitations</td> <td data-bbox="564 927 756 1061">Families with children of different ages</td> <td data-bbox="756 927 1110 1061">Safe excitement for children appropriate to their ages so parents need not worry</td> </tr> <tr> <td data-bbox="373 1061 564 1263">Conference room with catering facilities</td> <td data-bbox="564 1061 756 1263">Business or private functions</td> <td data-bbox="756 1061 1110 1263">Provides an unusual venue for business meetings; could also be used for celebratory occasions in unusual surroundings</td> </tr> <tr> <td data-bbox="373 1263 564 1599">Audio guides</td> <td data-bbox="564 1263 756 1599">Non-English speakers or people with special needs e.g. visually impaired</td> <td data-bbox="756 1263 1110 1599">Providing leaflets or audio guides different languages caters for foreign nationals; audio guides can allow visitors to choose their own pace of tour, visitors with special needs may be catered for through Braille information</td> </tr> <tr> <td data-bbox="373 1599 564 1742">Marketing talk and information pack</td> <td data-bbox="564 1599 756 1742">School group</td> <td data-bbox="756 1599 1110 1742">Provides educational input as part of visit to a tourist attraction</td> </tr> </tbody> </table>	Product or service	Target market	Justify why it would benefit the named target market	Rides with height limitations	Families with children of different ages	Safe excitement for children appropriate to their ages so parents need not worry	Conference room with catering facilities	Business or private functions	Provides an unusual venue for business meetings; could also be used for celebratory occasions in unusual surroundings	Audio guides	Non-English speakers or people with special needs e.g. visually impaired	Providing leaflets or audio guides different languages caters for foreign nationals; audio guides can allow visitors to choose their own pace of tour, visitors with special needs may be catered for through Braille information	Marketing talk and information pack	School group	Provides educational input as part of visit to a tourist attraction	8	AO1 (4) AO2 (4)
Product or service	Target market	Justify why it would benefit the named target market																
Rides with height limitations	Families with children of different ages	Safe excitement for children appropriate to their ages so parents need not worry																
Conference room with catering facilities	Business or private functions	Provides an unusual venue for business meetings; could also be used for celebratory occasions in unusual surroundings																
Audio guides	Non-English speakers or people with special needs e.g. visually impaired	Providing leaflets or audio guides different languages caters for foreign nationals; audio guides can allow visitors to choose their own pace of tour, visitors with special needs may be catered for through Braille information																
Marketing talk and information pack	School group	Provides educational input as part of visit to a tourist attraction																
	Total	10 marks																

(d)	<p>Reference made to one named travel and tourism organisation</p> <p>Levels marked</p> <p>Level 1 Basic assessment made of one or two uses of technology within generic travel and tourism organisations but little or no comment on how effective it is in the production of data through market research</p> <p>Level 2 Clear assessment of the technology used by one named travel and tourism organisation with comment on its effectiveness in producing data through market research</p>	<p>6</p> <p>0-3</p> <p>4-6</p>	<p>AO4</p>
	Total	14 marks	

(d)	<p>Elements of marketing mix used in Figure 2</p> <p><u>Place</u> New Forest location Close to Peppa Pig World at Paultons Park Close to Bond in Motion at the National Motor Museum in Beaulieu Moors Valley Country Park nearby Close to beaches at Bournemouth</p> <p><u>Product</u></p> <ul style="list-style-type: none"> • Holiday village in the New Forest • Walking, cycling, picnics, horse-riding and fishing activities on offer • Laser gun combat, archery, kayaking, sailing and windsurfing for the adventurous guests • Rounders, football and table tennis tournaments for those with competitive or sporting interests • Indoor and outdoor swimming pools available, spa and sauna • Free children's early evening entertainments • Quality family entertainment in evenings - live music, speciality acts, quizzes, discos and Rock 'n' Roll Bingo • Restaurant outlets in the Woodside Inn or Pizza in the piazza • Range of accommodation available: <ul style="list-style-type: none"> ○ all centrally heated with TV and DVD, fully equipped kitchens, bed linen supplied, each with own BBQ and picnic area <ul style="list-style-type: none"> ▪ Woodland Lodges some with en suite facilities and spa baths, dishwasher and iPod docking station ▪ Pet friendly lodges ▪ Caravan holiday homes ▪ Ready Tents fully set up and equipped ▪ Touring pitches for caravans or tents on landscape fields <p><u>Price</u> Half price touring July 1st - 18th at £25 midweek and £30 weekend Prices include 2 adults and 2 children under 17 plus electricity, water and access to all facilities Lodge savings for 4 night bookings from 22nd July Online savings for 10% for July and August bookings</p> <p><u>Promotion</u> 10% discount for online bookings Sandy Balls Newsletter giving information and stimulating pictures of site activities Website and phone booking facilities available</p>	8	AO2 (3) AO4 (3)
-----	--	---	--------------------

	<p>Levels marked</p> <p>Level 1 Only some elements of the marketing mix identified. Little or no attempt at evaluation</p> <p>Level 2 Most of the elements of the marketing mix explained in relation to the Sandy Walls Newsletter. Some attempt at evaluation of the use of the elements of the marketing mix</p> <p>Level 3 All of the elements of the marketing mix explained with detailed reference to the Sandy Walls Newsletter with clear attempt at evaluation of the use of the elements of the marketing mix</p>	<p>0-3</p> <p>4-6</p> <p>7-8</p>	
	Total	19 marks	

Question number	Possible Answer	Marks	Assessment Objective
6. (a)	<p>Named organisation must be given</p> <p>Strengths and threats described</p> <p>Levels marked</p> <p>Level 1 Brief description of one or two strengths and threats possibly weighted to one or the other. Generic answer</p> <p>Level 2 Clear description of two or more of each of strengths and threats with balanced response between them for one named travel and tourism organisation</p> <p>Maximum of level 1 if no named organisation given</p>	<p>6</p> <p>0-3</p> <p>4-6</p>	AO2 (8)
(b)	<p>Political factors: actions of government leading to creation or reduction in demand such as changes of taxes or new legislation could stimulate growth. Government policy or investment in the development of areas as tourist destinations could lead to new opportunities for travel and tourism organisations to create new facilities or products in such areas leading to business growth.</p> <p>Economic factors such as changes in taxes, fluctuations of fuel prices, improved exchange rates, lower inflation rates, emergence from recession with consequent increase in disposable income can lead to increased demand for travel and tourism products</p> <p>Levels marked</p> <p>Level 1 One or two political or economic factors identified and one or two limited suggestions made of either how these presented opportunities for the business operation of the named travel and tourism organisation or helped it to overcome threats facing its operation</p> <p>Level 2 Identification of two or more of both political and economic factors with clear suggestions made of how these presented opportunities for the business operation of the named travel and tourism organisation. Suggestions also made as to how these political and economic factors would reduce the threats facing the business operation of the named travel and tourism organisation.</p>	<p>6</p> <p>0-3</p> <p>4-6</p>	AO1 (3) AO2 (3)
	Total	12 marks	
	Total of paper	80 marks	
	AO1	38 marks	
	AO2	27 marks	
	AO4	15 marks	

