wjec cbac

GCE MARKING SCHEME

SUMMER 2016

TRAVEL & TOURISM - UNIT 7 1687/01

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 TRAVEL & TOURISM

UNIT 7

MARK SCHEME – SUMMER 2016

Question	Possible Answer	Mark allocation	Assessment Objective
1 (a) (i)	Customer service quality standards would be set for each department within the organisation. Staff would be trained through their induction period and with regular refresher sessions in the standards of delivery expected within each department. Verbal instruction should be backed up by handbooks giving the standards for each department and supervisory staff should monitor the service being delivered by service personnel. Appraisal systems whether formal or informal would be used to check staff knowledge, understanding and performance in relation to the standards. There may be posters within the staff room setting out the standards or, in the case of a product, photos showing layout or details of setting out could be used to familiarise staff with the standards required.	6	AO1 (3) AO2 (3)
	Levels marked		
	Level 1 Basic explanation of training process for staff. Some comment on presence of written or visual examples. Little or no comment made on continuous training.	0 – 3	
	Level 2 Clear explanation of induction and ongoing training process for staff together with comment on supervisory roles and appraisal process for maintaining performance.	4 – 6	

Question	Possible Answer	Mark Allocation	Assessment Objective
(b)	The benefits of setting customer service quality standards allow the organisation to:	8	AO1 (3) AO4 (5)
	 benchmark the products and services they provide give staff guidelines to follow on expected performance levels give the organisation the ability to measure their performance on an ongoing basis against objective criteria increase profits attract more customers 		
	 The benefits of setting customer service quality standards allow the customer to: know what quality of provision to expect from the travel and tourism organisation make an informed decision as to which organisation to choose 		
	 receive consistency of service throughout the organisation whether it is a single operator or part of a national or multi-national chain of travel and tourism organisations be served by competent well trained staff. 		
	Levels marked		
	Level 1 Answers might only include reference to one or two benefits referring to the setting of one or two customer service quality standards for travel and tourism organisations with little or no evaluation of the benefits of the standards set for either the organisation or the customer.	0 – 3	
	Level 2 Comments may be made on three or more examples of customer service quality standards set by travel and tourism organisations with some evaluation of two or three benefits of settings such standards to either the organisation or the customer.	4 – 6	
	Level 3 Comments refer to three or more examples of customer service quality standards that have been set by travel and tourism organisations with clear evaluation of two or three benefits of setting such standards for both the organisation and the customer.	7 – 8	

Question	Possible Answer	Mark Allocation	Assessment Objective
(c) (i)	Procedures used to collect customer feedback on the quality of customer service could include	8	AO1 (3) AO2 (5)
	 collating comment cards completed by customers both internal and external collating information on the types and frequency of complaints about different aspects of service delivery noting comments overheard by customer service using questionnaires on websites whether they be the organisation's own or generic sites such as Trip Advisor using unstructured comments forms on websites analysing customer satisfaction surveys, comments forms and suggestion boxes (external and internal customers) 		
	Levels marked		
	Level 1 Basic description of one or two generic methods of collecting customer feedback. No named travel and tourism organisation referenced	0 – 3	
	Level 2 Clear description of two or three methods of collecting customer feedback with one or two examples given from the named travel and tourism organisation	4 – 6	
	Level 3 Well-developed description of three or more methods of collecting customer feedback with specific examples given for the named travel and tourism organisation	7 – 8	
	If no named organisation has been given then award maximum of level 1.		

Question	Possible Answer	Mark Allocation	Assessment Objective
(c) (ii)	 Explanations of the uses of the feedback received by the named travel and tourism organisation to modify its operational practices could include it ability to amend its staff training procedures if quality of customer service was identified as less than satisfactory or poor introduce a probationary period where staff were closely supervised to ensure compliance with standards set for consistency of service delivery amend its appraisal system to give more frequent feedback from management to staff on performance levels revise its products to reflect customer wishes introduce new products where customers identified a gap in provision 	8	AO1 (4) AO2 (4)
	Levels marked Level 1 Brief explanations of one or two ways in which travel and tourism organisations could use feedback but answer is generic and does not refer to a named organisation	0 – 3	
	Level 2 Clear explanation of two or three uses or potential uses of feedback to modify operational practices within a named travel and tourism organisation	3 – 6	
	Level 3 Well-developed description of at least three uses or potential uses of customer feedback to modify operational practices with detailed examples given for a named organisation If no named organisation has been given then award maximum of level 1.	7 – 8	
	Total	30 marks	

Question	Possible Answer	Mark Allocation	Assessment Objective
2. (a)	 The range of financial incentives that could be introduced by travel and tourism organisations to motivate staff include profit-related and share option schemes performance related pay bonuses commission formal recognition/awards vouchers company cars childcare vouchers 	8	AO1 (3) AO2 (5)
	Levels marked Level 1 Brief discussion of one or two financial incentives that could be introduced with no examples from travel and tourism organisations with little or no comment on how these help to motivate staff	0 – 3	
	Level 2 Clear discussion of two or three financial incentives that could be introduced with examples given from named travel and tourism organisations with some comment on how these help to motivate staff	4 – 6	
	Level 3 Well-developed discussion of three or more financial incentives that could be introduced with clear examples from named travel and tourism organisations with comments that demonstrate understanding of how these help to motivate staff	7 – 8	

Question	Possible Answer	Mark Allocation	Assessment Objective
(b)	 Non- financial incentives which could be introduced include enhancing the quality of working life by introducing flexi time or other shift patterns improvement in the working environment introduction of flexible patterns of working gifts extra holiday allowance subsidised health care 	8	AO4 (8)
	Level 1 No examples of non-financial incentives used by travel and tourism organisations are given. Limited assessment of how such incentives help to motivate staff or the effect that such an introduction could have on business performance	0 – 3	
	Level 2 Two or three non-financial incentives are given with some assessment of the effect of their introducing on motivation of staff. Some understanding shown and some assessment made of the effect increased motivation could have on business performance	4 – 6	
	Level 3 Three or more non-financial incentives are given with clear assessment of the effect of their introduction which show full understanding of their impact on staff motivation and the subsequent effect on business performance	7 – 9	

Question	Possible Answer	Mark Allocation	Assessment Objective
(c)	 Different management styles should be discussed from the following range Autocratic Democratic Motivational Committee Paternalistic Administrative or bureaucratic Passive Aggressive with consideration given to the relationship between management style and consequent levels of staff involvement in a business 	8	AO1 (3) AO4 (5)
	Levels marked Level 1 Basic discussion of how change of management style could affect staff motivation with reference made to characteristics of one or two different management styles. Limited or no evaluation of effect on business performance	0 – 3	
	Level 2 Clear attempt at evaluation of effects of two or three different management styles on staff motivation	4-6	
	Level 3 Well-developed evaluation of the effects of three or more different management styles on staff motivation with clear reference to their effect on business performance	7 – 8	
	Total	24 marks	

Question	Possible Answer	Mark Allocation	Assessment Objective
3 (a)	Communication channels which could be used to make a complaint to travel and tourism organisations could include Website Email Letter Comments from Feedback questionnaire Telephone	6	AO1 (6)
	 Face-to-face to staff or managers Point marked First mark for identification of a communication channel; second mark for development. Maximum of six marks for three communication channels 	3 x 2	
(b) (i)	Named travel and tourism organisation must be given Discussion of complaints which might be made should relate to the specific named organisation and include typical simple straightforward complaints relating to level of service or quality of product as well as more complex complaints which have the potential for litigation if handled incorrectly	8	AO1 (3) AO2 (5)
	Levels marked Level 1 Basic discussion of two or three mainly simplistic complaints which are generic in nature. No named travel and tourism organisation given	0 – 3	
	Level 2 Clear discussion of three of more complaints made to a named organisation that include mainly simple but also one or two more complex complaints	4 – 6	
	Level 3 Well-developed discussion of a wide range of both simple and complex complaints for a named travel and tourism organisation with good examples used and some indication of the severity of the impact of the complaint on the business	7 – 8	
	If no named organisation has been given then award maximum of level 1		

Question	Possible Answer	Mark Allocation	Assessment Objective
(ii)	Complaints procedure discussed for both simple and complex complaints from external and internal customers. Comment made on seniority level of staff who handle the different types of complaints. Assessment of effectiveness of complaints procedure in satisfying both types of customer for the different scales of complaint must be included. If no named organisation has given then award maximum of level 1 Levels marked Level 1	10	AO1 (3) AO4 (7)
	Basic description of complaints procedures focusing on simple complaints mainly from external customers with little or no assessment of the effectiveness of procedure. No named travel and tourism organisation referenced	0 –3	
	Level 2 Some attempt at assessment of the effectiveness of the complaints procedure of the named travel and tourism organisation for both simple and complex complaints with mention made of the level of seniority of the staff involved in the process. May briefly refer to simple complaints from internal customers	4 – 7	
	Level 3		
	Clear assessment of the effectiveness of the complaints procedure of the named travel and tourism organisation which considers both simple and complex complains from both external and internal customers and comments on the level of staff responsible for dealing with each complaint discussed	8 – 10	
	Total	24 marks	

Question	Possible Answer	Mark Allocation	Assessment Objective
4 (a)	Named travel and tourism organisation given Procedures used by the named organisation to ensure that from the first day in post that an employee is made aware of his/her responsibility under the Health and Safety at Work Act 1974. These include initial training on the introductory day together with detailed training in the specific hazards of the area of the travel and tourism organisation to which the employee is assigned and the procedures to follow to handle each situation safely. The procedures should also mention refresher training periodically together with reporting strategies and actions in case a breach of the law occurs. The explanation of procedures could also mention of advisory and warning notices within the work place, the provision and maintenance of necessary equipment and the creation of a suitable working environment	8	AO1 (3) AO2 (5)
	Levels marked Level 1 Brief explanation of one or two of the procedures in place to ensure that the employee is aware of what	0 – 3	
	is expected of him/her under the terms of the Health and Safety at Work Act. No named travel and tourism organisation referred to in the answer		
	Level 2 Clear explanation of three or more of the procedures in place within a named travel and tourism organisation to ensure that an employee is made aware of the terms of the Health and Safety at work Act.	4 – 6	
	Level 3 Well-developed explanation of the full range of procedures in place to ensure that an employee of the named travel and tourism organisation is made aware of the responsibilities imposed by the Health and Safety at work Act.	7 – 8	
	If no named organisation has been given then aware maximum of 1 level		

Question	Possible Answer	Mark Allocation	Assessment Objective
(b)	 The objective of the COSHH regulations 1994 is to prevent ill health from exposure to hazardous substance present in the work place. All employers should assess the risk of harm from exposure and where these are significant to take action to prevent or control exposure to the substances concerned The employer should carry out risk assessment on the presence of hazardous substances which are reviewed regularly provide safety information in the handling of such substances provide training in the handling of the substances provide the substance which must be used in the safest form possible introduce systems within the workplace that minimise the chances of spills, leaks and other escape of hazardous materials monitor the exposure of employees to hazardous substances and maintain a record of the monitoring results 	6	AO1 (6)
	Levels marked		
	Level 1 Brief outline of one or two of the requirements of the COSHH regulations	0 – 3	
	Level 2 Clear outline of three or more of the requirements of the COSHH regulations		

Question	Possible Answer	Mark Allocation	Assessment Objective
(c)	Mention should be made of the need to comply with the requirements of the Data Protection Act which safeguards the holding of information in electronic format. There should be some description of the procedures used by a named travel and tourism organisation to collect information from its customers and the procedures used to store this information securely. There should be some discussion of access to different levels of security within the organisation's electronic system and methods used to protect the system e.g. passwords, firewalls, backup systems, monitoring of use. Procedures for handling payment using electronic tills may be discussed together with an explanation of how all records are kept.	8	AO2 (4) AO4 (4)
	Levels marked		
	Level 1 Brief description of some procedures with little or no evaluation	0 – 3	
	Level 2 Clear description of procedures used for collection and use of electronic information with some evaluation of their effectiveness in minimising security hazards for both customers and staff	4 – 6	
	Level 3 Well-developed evaluation of the procedures in place so that the collection and use of electronic information minimises the risk of security hazards for both customers and staff.	7 – 8	
	Total	22 marks	
	Total for paper	100 marks	

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