

# Mark Scheme (Results)

January 2012

PL Travel and Tourism (TT308)  
Paper 01 Political and Economic  
Influence in Travel and Tourism

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| Question Number | Answer  | Mark |
|-----------------|---|------|
| 1(a)            | <p>The Department for Environment, Food and Rural Affairs (Defra) is a Government Department in the UK</p> <p>Award 1 mark for each of the following points to a maximum of 2 marks only.</p> <ul style="list-style-type: none"> <li>• Defra makes policy and legislation and works with others to deliver Defra policies (1)</li> <li>• To protect biodiversity, plants and animals(1)</li> <li>• Promotes sustainable development and the green economy(1)</li> <li>• Responsible for food, farming and fisheries(1)</li> <li>• Responsible for animal health and welfare(1)</li> <li>• To control pollution (1)</li> <li>• Support rural communities(1)</li> </ul> <p>No mark for restating information from question.</p> | (2)  |

| Question Number | Answer  | Mark |
|-----------------|---|------|
| 1(b)            | <p>Award 1 mark for each description of an economic impact. Marks increase with detail or development.</p> <p>e.g.</p> <ul style="list-style-type: none"> <li>• Unemployment levels rising(1)</li> <li>• disposable incomes will decrease(1) and unemployment levels will rise (1)</li> <li>• services and infrastructure will be affected as usage decreases (1) local shops will close (1)</li> <li>• owners of bed and breakfasts will lose income (1) may have to sell their houses which might be difficult to do (1)</li> </ul> | (4)  |

| Question Number | Answer   | Mark |
|-----------------|--|------|
| 1(c)            | <p>Award 1 mark for each point. Marks increase with detail and/or development maximum two for answers not applied to rural destinations.</p> <p>e.g.</p> <ul style="list-style-type: none"> <li>• Work to create sustainable economic growth (1)</li> <li>• Work to enable local rural communities like Seaford to develop its economy (1)</li> <li>• Develop a regional economic strategy (1)</li> <li>• Operating at the regional level to bring together different organisations(1) to address economic challenges and opportunities(1) relevant to rural communities (1) e.g. poor local transport availability</li> <li>• Regional development agencies promote, coordinate and enable economic growth in particular regions (1) by creating the right conditions to grow businesses (1) and helping the development of employment in rural areas (1) e.g. agro/farm tourism (1)</li> </ul> | (4)  |

| Question Number | Answer   | Mark |
|-----------------|--|------|
| 1(d)            | <p>Maximum of 2 marks for each description.</p> <p>e.g.</p> <ul style="list-style-type: none"> <li>• Follow legislation about reducing waste in campsites(1)</li> <li>• Having safety equipment signs/personal protective equipment on campsite (1)</li> <li>• Adhere to COSHH (1) by storing chemicals safely/reducing the risk of exposure to chemical agents(1) in campsite</li> <li>• Carrying out risk assessments (1) to identify potential hazards such as trip hazards, uneven ground(1) around campsite</li> <li>• Follow the working time directive (1) to ensure staff working on the campsite don't work too long (1) in order to reduce the risk of accidents (1) e.g. Lifeguard at campsite pool not working too long on poolside (1)</li> </ul> | (4)  |

| Question Number | Answer   | Mark |
|-----------------|--|------|
| 2 (a)           | <p>Award up to two marks for each way outlined.</p> <ul style="list-style-type: none"> <li>• Contributes to taxation by paying VAT (1)</li> <li>• Pays rates for rental site (1)</li> <li>• Generates income through managing currency exchange(1)</li> <li>• Generates revenue for the travel and tourism sector (1) by promoting tourist attractions in the UK (1)</li> <li>• promotes tourism attractions overseas(1) which attract overseas spend into the UK economy(1)</li> <li>• Provides employment(1) where workers are taxed(1)</li> <li>• Workers spend their money in the UK economy (1) which is the multiplier effect (1)</li> </ul> | (4)  |

| Question Number | Answer  | Mark |
|-----------------|---|------|
| 2 (b)(i)        | <p>Award up to 4 marks for individual points or developed analysis</p> <ul style="list-style-type: none"> <li>• July has the most visits to the website (1)</li> <li>• April has the fewest (1)</li> <li>• Hits to website increases throughout the summer period. (1)</li> <li>• domestic customers use the site throughout the summer period (1)</li> <li>• international customers although lower than domestic customers increases throughout the summer months (1)</li> <li>• good evidence of income increasing throughout the summer period (1) this corresponds with highest website visits in July (1) although international bookings are higher than domestic (1)</li> </ul> | (4)  |

| Question Number | Answer  | Mark |
|-----------------|---|------|
| 2 (b)(ii)       | <p>Award up to 4 marks for relevant recommendations based on analysis of the data.</p> <ul style="list-style-type: none"> <li>• Target domestic customers during summer months (June-August) through promotional offers e.g. BOGOF, discounts, packages (1)</li> <li>• Increase conversion from website visits to actual bookings (1)</li> <li>• Identify potential opportunities from visits not resulting in sales. (1)</li> <li>• To increase business in April and September (1) they could introduce promotional offers for sporting events/cultural festivals(1)</li> <li>• September has lowest income generated therefore have special offers and promotions(1) to encourage loyal/repeat customers to book(1) and increase exposure on search engines like Google and Yahoo(1) to increase the amount of new customer bookings(1)</li> </ul> | (4)  |

| Question Number |      | Indicative Content  |
|-----------------|------|---|
| 2 (c)           |      | <p>Responses may include the following impacts:</p> <ul style="list-style-type: none"> <li>• Rising costs in travel has led to a decline in both domestic and international customers which will affect the viability of Glynticketing who will have overheads to pay.</li> <li>• Glynticketing will see a decline in profits as tax increases.</li> <li>• Staff may need to be laid off because of falling numbers of customers.</li> <li>• Glynticketing may get more customers by targeting (such as eco breaks' new markets and therefore be able to increase the number of staff.</li> <li>• Prices for tickets and accommodation will increase with VAT which may reduce bookings.</li> <li>• Exchange rates and currencies may adversely affect UK economy as more customers could choose to stay at home. This could have either a positive or a negative effect for Glynticketing as their domestic bookings may increase but outbound may decline.</li> </ul> |
| Level           | Mark | Descriptor  |
|                 | 0    | No rewardable material  |
| 1               | 1-3  | Basic responses that are mainly descriptive. Little understanding of the economic and political impacts. The response is brief and generic. Maximum of three marks with no application.   |
| 2               | 4-6  | Responses with some evaluation and some application. Demonstrates and understanding of the economic and political impacts with some development.  |
| 3               | 7-8  | Focussed responses with developed applied evaluation. Demonstrates clear understanding of the economic and political impacts with a reasoned development.   |

| Question Number | Answer  | Mark |
|-----------------|---|------|
| 3 (a)           | <p>Award up to 4 marks for each point identified. Marks increase with detail and/or development.</p> <p>e.g.</p> <ul style="list-style-type: none"> <li>• Be a point of contact if things go wrong whilst tourist overseas (1).</li> <li>• Arrange medical repatriation to the UK (1)</li> <li>• To advise potential transplant tourists on the risks involved (1) – information on surgical standards in other countries/ post operative care (1).</li> <li>• Provide advice for returning tourists requiring further treatment(1) who to contact for medical care in the UK(1)</li> <li>• Enable tourist to make informed decisions (1) providing data such as mortality/success rates (1). And ensure they are informed about insurance implications(1) and the possible outcomes from not having appropriate insurance cover</li> </ul> | (4)  |

| Question Number | Indicative Content   |  |
|-----------------|--|--|
| 3 (b)           | <p>Award up to 1 mark for identification of relevant incident or crises. Response must be appropriate and realistic.</p> <p>Incidents or crises may include:</p> <ul style="list-style-type: none"> <li>• Civil unrest</li> <li>• Natural disasters</li> <li>• Epidemics</li> </ul> <p>Responses may include:</p> <ul style="list-style-type: none"> <li>• FCO advising tourists not to travel</li> <li>• Providing additional advice</li> <li>• Arranging repatriation</li> </ul> |  |
| Level           | Mark   | Descriptor   |
|                 | 0  | No rewardable material   |
| 1               | 1-2  | Limited discussion with little understanding of the role of FCO.   |
| 2               | 3-4  | Relevant discussion that demonstrates some understanding of the role of the FCO and their effectiveness.                       |
| 3               | 5-6  | Focused responses with developed discussions. Demonstrates a clear understanding of the role of the FCO and its effectiveness. |



| Question Number |      | Indicative Content   |
|-----------------|------|--|
| 3 (c)           |      | <p>Examples of responses could include:</p> <ul style="list-style-type: none"> <li>• Work with other tour operators to coordinate visits and schedules to Antarctica.</li> <li>• Letting customers know how their methods of getting to Antarctica impact on the environment.</li> <li>• Developing an environmental code of conduct for their customers, to increase awareness and promote responsible tourism.</li> <li>• They could consult interested environmental groups to ensure the highest standards are put in place.</li> <li>• Learnt from other tour operators who have established practices in environmentally sensitive areas. This has included selecting times of the year for their trips which are the least environmentally damaging.</li> </ul> |
| Level           | Mark | Descriptor   |
|                 | 0    | No rewardable material   |
| 1               | 1-2  | Basic responses that are mainly descriptive. The response is brief and generic. Maximum of three marks with no application.  |
| 2               | 3-4  | Relevant responses with some application. Demonstrates and understanding of Travelsharp's potential responses to the advice.   |
| 3               | 5-6  | Focused realistic and appropriate responses with application to Travelsharp. Demonstrates clear understanding of Travelsharp's potential response to the advice.   |

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