



GCE A level

1687/01

**TRAVEL AND TOURISM
Unit 7 - MANAGING TRAVEL AND
TOURISM ORGANISATIONS**

P.M. MONDAY, 18 June 2012

2 hours

INSTRUCTIONS TO CANDIDATES

Use black ink or black ball-point pen.

Answer **all** questions.

Write your answers in the answer booklet provided.

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. Managers within travel and tourism organisations operate using different *management styles*.

(a) Outline **three** different *management styles* you have studied. [6]

Successful managers of travel and tourism organisations have to be able to motivate and retain their staff.

(b) Describe the range of *motivational techniques* that are used to motivate staff. Support your description with examples from named travel and tourism organisations. [10]

(c) Assess the benefits to travel and tourism organisations of having a team of well motivated staff. [8]

Total = 24 marks

2. Managers of travel and tourism organisations need to set a range of *customer service quality standards* for the operation of their organisations.

(a) (i) Discuss the range of *customer service quality standards* that are used by named travel and tourism organisations. [8]

(ii) Explain how the travel and tourism organisations discussed in (a) (i) ensure that their staff are aware of the *customer service quality standards* that have been set for their organisations. [6]

(b) Describe the *communication channels* which could be used by travel and tourism organisations to inform their customers of the *customer service quality standards* that have been set. [6]

Travel and tourism organisations use *technical data* to deliver and monitor *customer service quality standards*.

(c) (i) Identify **four** different forms of *technical data*. [4]

(ii) Assess the range of *technical data* used by travel and tourism organisations to monitor *customer service quality standards*. [6]

Total = 30 marks

3. Managers of travel and tourism organisations need to be familiar with a range of *laws and regulations* with which they must comply.

- (a) (i) Outline the key intentions of *laws and regulations* relating to disability discrimination. [6]
- (ii) Describe and evaluate the facilities that have been put in place, in named travel and tourism organisations you have studied, in order to ensure that they are accessible for people with different types of disability. [10]

All travel and tourism organisations need to ensure that they operate under the terms of the *Health and Safety at Work Act 1974*.

- (b) Explain the responsibilities of both employers and their staff in meeting the requirements of the *Health and Safety at Work Act 1974* to ensure that the organisation provides a safe environment. [10]

Total = 26 marks

4. Travel and tourism organisations gather *feedback* from customers in order to monitor how well their products and services meet the customers' needs.

- (a) Describe and evaluate the *feedback* processes which are used to monitor how well *customer service quality standards* meet the needs of customers. Use examples from **one** named travel and tourism organisation to illustrate your answer. [10]

Travel and tourism organisations also need to ensure that they have a range of procedures in place to deal with dissatisfied customers who make different types of complaint.

- (b) Evaluate the procedures a named travel and tourism organisation uses for dealing with different types of complaint from both customers and staff. [10]

Total = 20 marks

Total = 100 marks