

GCE MARKING SCHEME

TRAVEL & TOURISM AS/Advanced

JANUARY 2012

INTRODUCTION

The marking schemes which follow were those used by WJEC for the January 2012 examination in GCE TRAVEL; & TOURISM. They were finalised after detailed discussion at examiners' conferences by all the examiners involved in the assessment. The conferences were held shortly after the papers were 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 conferences was to ensure that the marking schemes were 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' conferences, teachers may have different views on certain matters of detail or interpretation.

WJEC regrets that it cannot enter into any discussion or correspondence about these marking schemes.

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Question	Answer	Mark Allocation	Assessment Objective
1. (a)	 Possible answers: job creation creation of wealth/income for the host destination and its people WOW factor image boost destination awareness raising activities for local people highlighting the importance of sport/health Any two appropriate answers. 	0-2	AO1-2
(b)	 Possible answers: profit making/entrepreneurship responsibility for shareholders partnerships family business sole trader largely SMEs competitive organisations Any two from. 	0-2	AO1-2
(c)	 Possible answers: provision of packages, e.g. flights and hotels - ticket and hotel tour operators and travel agents accommodation providers arranging transport options - taxi, shuttle services websites providing information, accommodation, restaurants and car hire other attractions working with accommodation/transport providers 	0-6	AO1-6
	Levels marked: Level 1 Answers are likely to be basic. Little or no (1 or 2 examples) exemplification. Not linked to sporting events.	1-3	
	Level 2 Answers are likely to be detailed and include some (2 or more examples) exemplification. Some link to sporting events.	4-6	

UNIT 1

Question	Answer	Mark Allocation	Assessment Objective
(d)	 Possible answers: supporting private sector organisations providing funds/grants providing information/statistics informing potential tourists marketing a town/city/area/country working with private and voluntary organisations – partnerships examples of different public sector organisations – TIC, county offices, regional organisations, VisitBritain 	0-4	AO1-4
	Levels marked: Level 1 Answers are likely to be basic and include only one or two roles with little or no exemplification. A maximum of 2 marks for generic or list-type answers. Level 2 Answers are likely to be detailed and include at least two roles. Some exemplification.	1-2 3-4	
	Total	14	

Questic	n Answer	Mark Allocation	Assessment Objective
2. (Possible answers: VFR short breaks main holiday sports tourism festivals age events/exhibitions easier to organise cheaper than abroad no language, currency problems 	0-6	AO1-6
	Levels marked: Level 1 Answers are likely to be basic. Only one or two reasons	1-3	
	Level 2 Answers are likely to be detailed and include at least two reasons.	4-6	
(Possible answers: they can learn from the information helps future planning/development provide more wet weather facilities improve wet weather facilities improve the infrastructure – roads, rail promotion of transport deals promote out of season breaks with offers 	0-4	AO2-4
	Levels Marked: Level 1 Answers are likely to be basic. Little or no reference to TT sectors. Maximum of 3 marks for generic/list-type answers.	1-2	
	Level 2 Answers are likely to be detailed and include some exemplification and reference to the TT	3-4	

Question	Answer	Mark Allocation	Assessment Objective
(c)	 Possible answers: creation of jobs nearly 10% of jobs related to travel and tourism creation of wealth/income attracts investment important part of GDP incoming foreign currency seasonal jobs world's largest industry world's fastest growing industry 	0-6	AO1-2 AO4-4
	Levels marked:		
	Level 1 Answers are likely to be basic and include only one or two reasons.	0-3	
	Level 2 Answers are likely to be detailed and include at least two or three reasons.	4-6	
	Total	16	

Question	Answer	Mark Allocation	Assessment Objective
3. (a)	 Exploring different cultures. Wanderlust Adventures/adrenalin holidays Sunlust feel good factor visiting friends and relatives Any two appropriate answers. 	0-2	AO1-2
(b)	 Possible answers: more leisure time more holiday time Holidays With Pay Act increasing car ownership improved road systems transport technology – Severn Bridge 	0-6	AO2-2 AO4-4
	Level 1 Answers are likely to be basic and include little or no evaluation of the importance.	1-3	
	Level 2 Answers are likely to be detailed and include some evaluation of the importance.	4-6	
	Total	8	

Question	Answer	Mark Allocation	Assessment Objective
4. (a)	 Possible answers: exchange rates global recession Euro crisis increased taxes unemployment rates specialist staff cost of oil/fuel Any two appropriate answers. 	0-2	AO1-2
(b)	 Possible answers: exchange rates – positive/negatives increased taxes – less travel/tourists unemployment rate increases or decreases cost of oil/fuel – fall or rise – increase or decrease in tourist numbers recession Euro crisis 	0-6	AO1-6
	Levels marked:		
	Level 1 Answers are likely to be basic. Little or no exemplification or impacts.	1-3	
	Level 2 Answers are likely to be detailed. Some exemplification and impacts.	4-6	
	Total	8	

Question	Answer	Mark Allocation	Assessment Objective
5. (a)	 Possible answers: internet access internet websites/brochure computer reservation systems (CRS) global distribution systems (GDS) home computers (PCs) laptops/notebooks online check-in security technology Permutations: 2x2 marks. One mark for an example and one mark for an acceptable description.	0-4	AO1-4
(b)	 less staff – less costs increased profits 'real time' access to flights, hotels time saving, e.g. online check-ins less paperwork – bureaucracy immediate bookings better security 	0-4	AO4-4
	Permutations: 2x2 marks. One mark for an example and one mark for an acceptable description.	0-2 3-4	
(c)	 Possible answers: Positives/negatives can be done in the comfort of the home 24-hour availability 'real time' response wide choice review sites (TripAdvisor) less advice from experts reliability of review sites threat of fraud 	0-6	AO2-2 AO4-4
	Levels marked: Level 1 Answers are likely to be basic. Little exemplification or assessment.	0-3	
	Level 2 Answers are likely to be detailed. Some exemplification and assessment.	4-6	
	Total	14	

Ques	stion	Answer	Mark Allocation	Assessment Objective
6.	(a)	 Possible answers: cheaper flights exchange rates trying something different more independent travellers marketing by countries/tour operators increase in disposable income Permutations: 2x2 marks. Two marks for a detailed answer. One mark for a basic answer. 	0-4	AO1-2
	(b)	 Possible answers: the visitor types will depend on the chosen destination visitor types might include families, groups, couples, culture seekers, sports fans, religious, educational etc built and natural attractions are expected, where appropriate 	0-8	AO2-8
		Levels marked: Level 1 Answers are likely to be basic and include only one or two attractions. Possible focus on built attractions only. Little or no reference to different visitor types. Maximum of 3 for generic/list-type answers. No marks for non long-haul destinations.	1-3	
		Level 2 Answers are likely to be detailed and include at least two or three attractions. Might include built and natural attractions. Some reference to different visitor types.	4-6	
		Level 3 Answers are likely to be developed and include at least three or four attractions. Should include built and natural attractions – if appropriate for the destination chosen. Clear reference to different visitor types.	7-8	
	(c)	 Possible answers: pollution – noise, air, water erosion of paths damage to buildings traffic – congestion, parking damage to flora/fauna overcrowding cost of living rises loss of culture environmental damage 	0-8	AO1-3 AO2-5

Question	Answer	Mark Allocation	Assessment Objective
	Levels marked:		
	Level 1 Answers are likely to be basic and include only one or two examples. Little evaluation/knowledge of the chosen destination. Maximum of 3 marks for generic/list-type answers.	1-3	
	Level 2 Answers are likely to be detailed and include at least two or three examples. Some evaluation/knowledge of the chosen destination.	4-6	
	Level 3 Answers are likely to be developed and include at least three or four examples. Clear evaluation/knowledge of the chosen destination.	7-8	
	Total	20	

UNIT	3
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Question	Possible Answer	Mark Allocated	Assessment Objective
1. (a) (i)	Primary research or market research	1	AO1 (1)
(ii)	 mark for listing 2 different types: interviews questionnaires surveys - postal, telephone, internet, email or face to face focus groups observation 1 mark for development of description of each type. N.B. Accept only one type of survey. 	2 x 2	AO1 (4)
(b)	 Constantly changing expectations of customers Large number of providers offering similar products Very competitive industry 	6	AO1 (6)
	Levels marked Level 1 Basic answer with no, or limited, explanation of the importance of understanding customer needs	0 - 3	
	Level 2 Clear explanation of importance of understanding customer needs	4 - 6	
(c)	Named organisation given Quantitative: Use of computer to record sales figures, site hits,	6	AO1 (2) AO2 (4)
	enquiries, customer data of varying kinds; Qualitative: comments forms, surveys, email requests for products and services, complaints handling		
	Levels marked Level 1 Basic description of 1 or 2 methods using technology;	0 - 3	
	Level 2 Clear description showing understanding of a range of uses of technology to collect information.	4 - 6	
	Total	17	

Question	Possible Answer	Mark Allocated	Assessment Objective
2. (a) (i)	To ensure that the organisation knows what it is trying to achieve and how it is going to achieve them.	2	AO1 (2)
(ii)	S 1 M 3 A 4 or 5	5	AO1 (5)
	R 5 or 4 T 2		
(b)	Main strengths and major weaknesses identified, realistic opportunities suggested and significant threats listed for a named organisation.	8	AO2 (8)
	Levels marked Level 1 Brief listing of some of the SWOT factors for the named organisation.	0 - 3	
	Level 2 Clear listing of most of the SWOT analysis for the named organisation	4 - 6	
	Level 3 Well developed listing of all the factors of the SWOT analysis for the named organisation	7 - 8	
	Total	15	

Question	Possible Answer	Mark Allocated	Assessment Objective
3. (a)	Accept any three from: • Age, • gender, • lifestyle, • lifecycle, • socio-economic group, • shared interest, • psychographic. • geographic.	3	AO1 (3)
(b)	 Benefits might include: Effective promotion in media associated with market segment; ability to develop and enhance product for that segment; development of brand association with market segment; cost effective; specialism developed gaining market position Award 1 mark for identifying a benefit with second mark for clear explanation. 	2	AO2 (2)
(c)	Named organisation given. Description of product with clear indication of target market for the product and how its provision meets the needs of the market e.g. children's early evening meal time in a hotel restaurant meets the needs of a family with young children who have an early bedtime. Levels marked	8	AO1 (2) AO4 (6)
	Level 1 Basic description of products and services provided for different target markets. Little or no assessment of how this meets the needs of the target markets.	0 - 3	
	Level 2 Clear description and with some assessment of how products and services provided by the named organisation meets the needs of different target markets.	4 - 6	
	Level 3 Detailed description and developed assessment of how products and services provided by the named organisation meet the needs of different target markets.	7 - 8	
	Maximum of level 1 if no organisation is named.		
	Total	13	

Question Number	Possible Answer	Mark Allocated	Assessment Objective
4. (a) (i)	Specific things about the product that the customer sees as important and which attract him or her to buy or use the product e.g. the specific resort, hotel, board basis and flight time that comprise a package holiday.	2	AO1 (1) AO2 (1)
(ii)	An intangible product is something that cannot be touched e.g. the atmosphere created by a brochure picture 1 mark for definition; 1 for suitable example	2	AO1 (1) AO2 (1)
(b) (i)	Give 1 mark for each label.	4	AO1 (4)
(ii)	Points marked	4	AO1 (2)
	One for identifying each travel product with appropriate stage of product life cycle. Second mark for developed explanation of stage.	2x2	AO2 (2)
(c)	 Accept any from cost plus pricing competitive pricing odd (psychological) pricing discount pricing variable or differential pricing that have been explained and exemplified. Levels marked 	6	AO1 (2) AO2 (4)
	Level 1 Basic description of 1 or 2 pricing policies with little or no explanation of how they could be used by travel and tourism organisations at the saturation stage of the product life cycle.	0 - 3	
	Level 2 Clear discussion of two or more pricing policies and explanation of how they would be used by travel and tourism organisations at the saturation stage of the product life cycle.	4 - 6	
	Total	18	

Question Number	Possible Answer	Mark Allocated	Assessment Objective
5. (a) (i)	 People interested in Russian culture, history and landscape: those wishing to experience river cruising in a relatively new environment. Accept a particular socio-economic group if it is justified from source. 	1	AO2 (1)
(ii)	 Interest stimulated by feature article which makes objective comments and reinforces message in advert; same location gives opportunity for those whose interest has been attracted to that type of holiday to find out immediately relative cost and availability of such a trip. 	2	AO2 (2)
(iii)	 Accept any two media from television, internet, poster, leaflet, brochure 	2	AO1 (2)
(iv)	 Product: Deluxe stateroom with en-suite; relaxing travel by boat as floating hotel; cultural and historical scenery; comprehensive excursion programme; experienced organisation used to operating in Russia; return flights from the UK; all transfers; all meals onboard ship; complimentary house wine with dinner; ABTA and PSA endorsement. 	6	AO1 (2) AO4 (4)
	 Price: Fully inclusive from £2195 per person for 13 days Place: river system of Russia and the Ukraine; national newspaper travel supplement within national cruise week feature 		
	Levels marked Level 1 The use of one or two out of product, place and price have been explained briefly.	0 - 3	
	Level 2 The use of all three of product, place and price have been clearly explained.	4 - 6	

Question	Possible Answer	Mark Allocated	Assessment Objective
(v)	 Promotion: Photographs used to identify sights and type of boat; saving of £1000 per couple if booked before 24 October 2010; promotion code U44 for use in travel agents' additional information available from website or by phone or from brochure; advert timed for national cruise week; persuasive language used to make customers aware of product; full page advert placed to attract attention; choice of colour and size of font to attract attention; title 'Trust Viking' to establish feeling of confidence in tour operator 	6	AO4 (6)
	Levels marked Level 1 Only some aspects of the promotional material identified. Little or no attempt at evaluation of effectiveness in attracting customers. Level 2 Most of the aspects of the promotional material identified with effectiveness of each in relation to attracting customers evaluated clearly with reference	0 - 3 4 - 6	
	to the promotional material throughout to achieve highest marks.	17	
	Total for paper	80 marks	

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Question	Answer	Mark Allocation	Assessment Objective
1. (a)	Possible answers: beautiful scenery outdoor activities extreme sports architecture history castles and churches family appeal sustainable/ecotourism appeal.	0 - 6	AO1 - 6
	Levels marked Level 1 - Answers are likely to be basic and include only 1 or 2 reasons for the villas / area's appeal.	0 - 3	
	Level 2 - Answers are likely to be detailed and include at least 2 or 3 reasons for the villas / area's appeal.	4 - 6	
(b)	 Possible answers: recycling of materials house insulation wood burner - local wood energy bulbs water conservation / recycling recycling of household products organic garden planting trees. 	0 - 10	AO1 - 3 AO4 - 7
	Levels marked		
	Level 1 - Answers are likely to be basic and include only 1 or 2 reasons. Little or no assessment. Maximum of 3 marks for generic / list type answers.	0 - 3	
	Level 2 - Answers are likely to be detailed and include at least 2 or 3 reasons. Some assessment.	4 - 7	
	Level 3 - Answers are likely to be well developed and include at least 3 or 4 reasons. Clear assessment.	8 - 10	

Question	Answer	Mark Allocation	Assessment Objective
(c)	Possible answers: Advantages: more visitors increase in tourism more jobs more income raises the awareness of the area improved status for the area Disadvantages: more visitors traffic problems / parking pollution - cars, noise erosion of footpaths traditional way of life affected environmental problems socio-cultural problems threat to flora/fauna.	0 - 8	AO1 - 3 AO4 - 5
	 Levels marked Level 1 - Answers are likely to be basic and include only 1 or 2 advantages / disadvantages. Maximum of 3 marks for generic / list type answers. Level 2 - Answers are likely to be detailed and include at least 2 or 3 advantages / disadvantages. Level 3 - Answers are likely to e be developed and include at least 3 or 4 advantages / disadvantages. Clear, balanced answer. 	0 - 3 4 - 6 7 - 8	
			Total = 24

Question	Answer	Mark Allocation	Assessment Objective
2. (a) (i)	 Possible answers: increased / new attractions increased / new accommodation types developments in transport systems developments in the infrastructure Tourism Area Life Cycle (TALC) - introduction - saturation / stagnation - decline - rejuvenation location climate 	0 - 8	AO1 - 3 AO2 - 5
	Levels marked		
	Level 1 - Answers are likely to be basic and include only 1 or 2 factors. Little knowledge of the chosen destination's development. Maximum of 3 marks for list / generic type answers.	0 - 3	
	Level 2 - Answers are likely to be detailed and include at least 2 or 3 factors. Some knowledge of the chosen destination's development.	4 - 6	
	Level 3 - Answers are likely to be well developed and include at least 3 or 4 factors. Clear knowledge of the chosen destination's development.	7 - 8	
(ii)	 Possible answers: damage to or loss of animal habitats/coastal waters damage to or loss of flora deforestation air pollution - car / plane traffic overcrowding road traffic - parking, congestion damage to buildings - mass tourism, acid rain erosion of mountain / coastal paths increase in litter - beaches, streets regeneration of an area - docks, city centre conservation of an area - coastal, countryside, wetlands protection of flora / fauna. 	0 - 10	AO1 - 3 AO4 - 7
	Level 1 - Answers are likely to be basic and include		
	only 1 or 2 environmental impacts on the destination. Little or no assessment. Maximum of 3 marks for generic / list type answers.	0 - 3	
	Levels 2 - Answers are likely to be detailed and include at least 2 or 3 environmental impacts on the destination. Some assessment.	4 - 7	
	Levels 3 - Answers are likely to be well developed and include at least 3 or 4 environmental impacts on the destination. Clear assessment.	8 - 10	

Question	Answer	Mark Allocation	Assessment Objective
(b)	 Possible answers: to advise public and private sector organisations to support local communities to support other pressure groups to protect the environment - forests, plants, birds, animals to raise the awareness of tourism development projects / impacts reference to organisations - local, national or international. Examples - Tourism Concern, local pressure groups, environmental organisations (Friends of the Earth). 	0 - 8	AO1 - 3 AO4 - 5
	Levels marked		
	Level 1 - Answers are likely to be basic and include only 1 or 2 roles. Little exemplification or evaluation.	0 - 3	
	Level 2 - Answers are likely to be detailed and include at least 2 or 3 roles. Some exemplification and evaluation.	4 - 6	
	Level 3 - Answers are likely to be well developed and include at least 3 or 4 roles. Clear exemplification and evaluation.	7 - 8	
			Total = 26

Question	Answer	Mark Allocation	Assessment Objective
3. (a)	 Possible answers: it raises the profile / awareness of Pembrokeshire's natural beauty it reinforces the tourist's image of the area it might attract more visitors - domestic and inbound it might create more jobs it might create more wealth / income it's a positive / boost for Pembrokeshire. 	0 - 6	AO2 - 6
	Level 1 - Answers are likely to be basic and include only 1 or 2 reasons.	0 - 3	
	Level 2 - Answers are likely to be detailed and include at least 2 or 3 reasons.	4 - 6	
(b)	 Possible answers sharing of resources sharing of expertise sharing of costs understanding of different objectives less chance of conflict. 	0 - 4	AO2 - 6
	Levels marked Level 1 - Answers are likely to be basic and include only 1 or 2 benefits.	0 - 3	
	Levels 2 - Answers are likely to be detailed and include at least 2 or 3 benefits.	4 - 6	
(c)	 Possible answers: to explain the planned development to prevent the development visually to outline the pros and cons to seek support for the project to involve them in the project to alleviate fears. 	0 - 6	AO4 - 6
	Levels marked		
	Level 1 - Answers are likely to be basic and include only 1 or 2 reasons.	0 - 3	
	Level 2 - Answers are likely to be detailed and include at least 2 or 3 reasons.	4 - 6	

Question	Answer	Mark Allocation	Assessment Objective
(d)	 Possible answers: change the way of life more visitors more traffic / parking problems increase in house prices detrimental to the Welsh language loss of traditional jobs / skills creates jobs creates wealth improved facilities. 	0 - 6	AO1 - 6
	 Levels marked Level 1 - Answers are likely to be basic and include only 1 or 2 impacts. Maximum of 3 for list type answers. Level 2 - Answers are likely to be detailed and include at least 2 or 3 impacts. 	0 - 3 4 - 6	
			Total = 24

Question	Answer	Mark Allocation	Assessment Objective
4. (a)	 Possible answers: culture vultures business people families couples domestic tourists inbound tourists - mainly from neighbouring countries. 	0 - 4	AO1 - 4
	Level 1 - Answers are likely to be basic and include only 1 or 2 types.	0 - 2	
	Level 2 - Answers are likely to be detailed and include at least 2 or 3 types.	3 - 4	
(b)	 Possible answers: Tourist-generating > areas where tourists normally live and work and from which they travel for business or leisure tourism, or to VFR. Tourists-receiving > areas that provide for visitors > for example accommodation, attractions. The Ruhr clearly meets both the above descriptions. 	0 - 6	AO1 - 6
	Levels marked Level 1 - Answers are likely to be basic and include little exemplification.	0 - 3	
	Level 2 - Answers are likely to be detailed and include some exemplification.	4 - 6	
(c) (i)	 Possible answers: investment in events and attractions provision of accommodation provision of attractions planning visits - tour operators selling of visits - travel agents transport arrangements marketing of the Ruhr. 	0 - 6	AO2 - 6
	Levels marked		
	Level 1 - Answers are likely to be basic and include only 1 or 2 roles. Little exemplification.	0 - 3	
	Level 2 - Answers are likely to be detailed and include 2 or 3 roles. Some exemplification.	4 - 6	

Question	Answer	Mark Allocation	Assessment Objective
(ii)	Possible answers:	0 - 10	AO1 - 3
	creation of jobs		AO2 - 7
	creation of wealth		
	attracting new investment		
	obtaining German government funding		
	obtaining EU funding		
	multiplier effect		
	new facilities		
	regeneration of areas		
	awareness raising - the Ruhr region.		
	Levels marked		
	Level 1 - Answers are likely to be basic and include only 1 or 2 objectives. Little link to the position of European Capital of Culture. Maximum of 3 for generic / list type answers.	0 - 3	
	Level 2 - Answers are likely to be detailed and include at least 2 or 3 objectives. Some link to the position of European Capital of Culture.	4 - 7	
	Level 3 - Answers are likely to be well developed and include at least 3 or 4 objectives - political and economic. Clear link to the position of European Capital of Culture.	8 - 10	
			Total = 26

AO1 - 40 AO2 - 30 AO4 - 30

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WJEC 245 Western Avenue Cardiff CF5 2YX Tel No 029 2026 5000 Fax 029 2057 5994 E-mail: <u>exams@wjec.co.uk</u> website: <u>www.wjec.co.uk</u>