

Mark Scheme (Results) January 2009

GCE

GCE Travel and Tourism (6987) paper 01

Unit 1: The Travel and Tourism Industry (6987)

Question	Example Answer	Mark Allocation
<p>1(a)</p>	<p>Up to 2 marks for definition of each type. Marks increase for level of detail. Maximum 1 mark for each definition if examples only.</p> <p>Package</p> <ul style="list-style-type: none"> • where people go on holiday with a tour operator (1) like Cosmos (1) • when all parts of the holiday - flights, accommodation and transfers are booked as a package and sold by a tour operator (2). • All sold at an inclusive price (1) • Can be sold by a travel agent (1) <p>Independent</p> <ul style="list-style-type: none"> • when people make their own arrangements (1) • people do their own bookings and do not travel as part of a group (2) • when transport and accommodation are arranged separately from each other (2). 	<p align="right">2 marks</p> <p align="right">2 marks</p>

Question	Example Answer	Mark Allocation
1(b)	<p>Up to 3 marks for each valid point. Answers must relate to the differences in the booking process. Answers which relate to the holiday experience only maximum 2 marks.</p> <p>Package holiday</p> <ul style="list-style-type: none"> • usually booked through a travel agent (1) • sometimes it can be booked direct through a call centre (1) or tour operator (1) • all the arrangements are made for you, and there is less work or research needed by the customer (1). • the booking process for a package is ‘one stop’ (1) <p>Independent holiday</p> <ul style="list-style-type: none"> • usually arranged by the customer themselves (1) • transport is usually booked direct with airlines or ferry companies (1) • customer can choose their own airline, flight date and times (1) • bookings are usually made by phone or on the internet (1). • may stay with friends and relatives (1) • arrange own transfers (1) • pay for everything separately (1) • cheaper (1) (not always true) • could be more time consuming (1) • may use their own transport/car (1) <p>If ONLY ONE booking process described (3 max)</p>	6 marks
Total for Question 1		10 marks

Question	Example Answer	Mark Allocation
2(a)	<p>Up to 2 marks for description. Marks increase for level of detail. Maximum 1 mark if example only given.</p> <ul style="list-style-type: none"> • climatic changes affect weather patterns, and are associated with global warming (1) the increase in temperatures can cause flooding, droughts, and increased incidence of hurricanes or other extreme weather (1) • climate changes over time, for example average temperatures are increasing at present. This causes drought in some areas, higher rainfall in others and ice caps to melt (2). • caused by human activity eg air travel (1) 	2 marks

Question	Example Answer	Mark Allocation
2(b)(i)	<p>Up to 4 marks available. Marks increase for level of detail. Maximum marks only if clear evidence of research. Not a repeat of case study.</p> <p>E.g</p> <ul style="list-style-type: none"> • unusually heavy rains in summer 2007 (1) in parts of the UK such as Gloucestershire (1) caused severe flooding of towns and villages (1) many people had no electricity for days (1) • hurricane Katrina (1) in the Caribbean in August 2005 (1) which flooded New Orleans in the USA (1) • Antarctica ice melting (1) loss of animals eg seals (1) • Not Tsunami • Not weather (unless long term or extreme eg hurricanes) <p>Theoretical examples can be credited eg:</p> <ul style="list-style-type: none"> • Global warming • Greenhouse gases • Hole in ozone layer • CO2 emissions • Burning fossil fuels • Rising sea levels <p>If an appropriate destination is mentioned as part of the example an additional mark can be credited.</p>	<p style="text-align: right;">4 marks</p>

Question	Example Answer	Mark Allocation
2(b)(ii)	<p>Up to 4 marks available. Up to 2 marks if answer refers to effects in general. 3 or 4 marks only available if the effects are clearly related to the tourism industry.</p> <p>E.g.</p> <ul style="list-style-type: none"> • the unusually heavy rains meant that the people of Gloucester had to leave their homes (1) • many hotels had to be evacuated (1) • many of the caravan sites on the river were washed away (1) • people had to cancel/cut short their holidays (1) • many of the local pubs in the area were flooded and had to close down (1) • the tourism industry of Gloucestershire suffered for several weeks in the peak season (1). <p>Future effects can also be credited</p> <p>E.g.</p> <ul style="list-style-type: none"> • hole in the ozone layer causing increase in skin cancers (1) meaning tourists may choose to go to cooler destinations (1). 	4 marks

Question	Example Answer	Mark Allocation
2(c)	<p>Up to 6 marks available for clear explanation of how airline operations could be affected by no further airport expansion. Maximum marks only if clearly related to operation of charter airlines, and Heathrow and Stansted airports.</p> <p>Answers which show knowledge of the differences between charter and scheduled flights and their operations, may be credited with up to 2 marks. E.g. scheduled airlines have priority take off slots (1).</p> <ul style="list-style-type: none"> • there will be less flights to holiday destinations (1) • the charter airlines may choose to use other airports instead (1) such as Luton or Gatwick(1) • customers may choose to travel with low cost airlines instead (1) and cause charter airlines to lose money or cease operations (1) • charter airlines may choose to use bigger aircraft if flight departure numbers cannot increase further (1) • holiday companies and tour operators may choose to use scheduled flights instead (1) as especially at Heathrow there is a large choice of destinations and airlines available (2). • Fees will go up at those airports (1) cutting profits and forcing the charter airlines elsewhere (1) • Charter airlines may go ‘bust’ (1) if they cannot fly/expand routes. 	6 marks
Total for Question 2		16 marks

Question	Example Answer	Mark Allocation
<p>3(a)</p>	<p>Up to 2 marks for each product/service described. Second mark for detail. Must be relevant to the family market.</p> <ul style="list-style-type: none"> • turn one of the waiter service restaurants into a self service buffet (1) with a range of food to choose from suitable for all age ranges of adults and children (1) • add a wider range of entertainment on board (1) such as disco music or game shows (1) • introduce a Kids Club (1) with staff who can organise games, entertainment and baby-sit children (1) • use some of the deck space for deck games (1) such as table tennis, basketball, football, tennis (1) • add bunk beds/upper berths to the cabins (1). • provide family rooms/cabins (1) • increase the size of the pool (1) adding a slide or inflatables (1) <p>Reject:</p> <ul style="list-style-type: none"> • lower prices or special offers • beauty parlour, spa, health club etc • room service 	<p style="text-align: right;">6 marks</p>

Question	Example Answer	Mark Allocation
3(b)	<p>Up to 6 marks available. For more than 4 marks, at least two objectives must be considered. Marks increase for detail.</p> <p>Can credit 1 mark for obvious statement eg ‘families are younger so will lower the age profile’</p> <p>E.g.</p> <ul style="list-style-type: none"> • attracting more families will increase occupancy rates as they will probably want 4 berth cabins, this will mean that more passengers will be on the ship for the same amount of cabins sold (2) • families may tend to travel in school holiday periods so they can offer more activities for children at this time and fill up the ship more during this period (2) • if they do not offer activities such as bingo and karaoke, they will still retain the high quality product they desire (1) and perhaps increase market share from other cruise operators as a result (1) • the cruise ship could offer discounts to children and even teenagers sharing cabins with their parents (1) If they gave good discounts in the school holidays, they could increase market share as many other cruise operators do not do this (1) • by attracting families, they will lower the age profile (1) not only because of the children, but also because the parents are likely to be a lot younger than 55 (1). <p>Negative impacts on the objectives can only be accepted if clearly explained. E.g. older people may be put off travelling with them if there are lots of children (1). This may lead to reduced market share.</p>	<p style="text-align: right;">6 marks</p>

Question	Example Answer	Mark Allocation
3(c)	<p>Up to 6 marks available. One mark for each relevant point made. Lists of positive and negative impacts which could apply to any part of the tourism industry <u>max 2 marks</u>.</p> <p>For more than two marks, answers must be clearly related to the cruise industry. For maximum marks answers must refer to both positive and negative impacts.</p> <p>Positive impacts</p> <ul style="list-style-type: none"> • employment in ports of call for tour guides (1), and coach drivers for excursions(1) • income in ports of call and excursion destinations for souvenir shops (2) • foreign currency earnings for country in port fees from ships (1). • Visitors may return for a longer holiday to a destination they have visited on a cruise (1) <p>Negative impacts</p> <ul style="list-style-type: none"> • wages on cruise ships are low, and staff rely on customer tips to supplement their wages, so crew may have little money to spend in destinations when they go ashore (2) • pollution of water by rubbish and fuels from ships and passengers (1) • cruise ship passengers may become a target for crime, robbery etc (1)when they leave the ship independently, especially in lesser developed countries (1). • large cruise ships take up space in ports used by local fishermen (1) • the ship anchors dredge the seabed and destroy coral etc (1) 	6 marks
Total for Question 3		18 marks

Question	Example Answer	Mark Allocation
4(a)	£489 / four hundred and eighty nine pounds. (must be accurate, rounded or with decimal places).	1 mark
4(b)	£562/£563 Five hundred and sixty two pounds / five hundred and sixty three pounds (must be accurate, rounded or with decimal places).	1 mark

Question Number	Indicative Content	
4(c)	<p>Level 1 - More than 4 million visitors to Britain were between 16 and 24 in 2006. They spent over 2 million pounds in total. This was 13% of all the visits but 24% of all the nights.</p> <p>Level 2 - The nights spent by 16 - 24 year olds was 24%, but their spending was only 14% of the total. The spend per visit for the 16 - 24 year olds was higher at £563, than the others which was only £489. This will be because they stay longer, an average of 15.7 nights per visit compared with 8.4 nights per visit of all ages. Many younger people may be visiting relations, or on a gap year or even coming here to study, that is why they stay longer.</p> <p>Level 3 - As above plus... Although the spend per visit of the 16 - 24 year olds was higher, their spend per night was actually less than all ages of visitor. The young people probably stay in cheaper accommodation, such as youth hostels, or with friends and relatives. They will probably eat out in fast food restaurants, so do not spend as much on food.</p> <p>NB Incorrect interpretation of the statistics eg 'nights' being linked to overnights/nightlife, and 'visits' being interpreted as 'day trips' should not be credited.</p>	
Level	Mark	Descriptor
Level 1	1-3 marks	Descriptive responses with some reasoning or comparison.
Level 2	4-6 marks	Detailed responses with some reasoned conclusions or appropriate interpretation of statistics.
Level 3	7-8 marks	Detailed, reasoned conclusions.
Total for Question 4		10 marks

Question	Example Answer	Mark Allocation
5(a)	1 mark for a correct answer from the following. <ul style="list-style-type: none"> • Thomson/Tui • Thomas Cook • First Choice/Holiday Hypermarket/ MyTravel/ Going Places. 	1 mark
5(b)	<p>Up to 4 marks for each technological factor explained. Maximum of 2 marks if no explanation. Factors which may be featured in answers include:</p> <ul style="list-style-type: none"> • transport technology - aircraft and ship development, leading to wider range of holiday types offered by agencies to destinations further afield • faster boats/trains/planes (Max. 1) • business system technology - development of GDS, and CRS making bookings, fare calculations and ticketing easier and quicker • communication technology - use of email and fax to confirm bookings... Increase in use of telephone led to the establishment of call centres, and direct bookings by customers - travel agency numbers have decreased in recent years • information technology - TV, DVD, Internet - initially giving customers fast information about destinations and more recently being used for online/direct bookings. <p>Wholly 'internet' based answers 4 max.</p> <p>Negative effects on development or operations may also be credited eg internet booking from home causing travel agencies to close (1) eg tour operators own websites, meaning travel agencies not needed (1)</p> <p>Answers may relate to either 'operations' or 'development' or both.</p>	8 marks

<p>5(c)</p>	<p>One mark for each example - must be an example not a sector.</p> <p>A or B Any example of Accommodation Provider E.g. Hilton, Marriot, Travelodge, Butlins...</p> <p>A or B Any example of a Transport Principal E.g. Virgin Trains, British Airways, Thomsonfly, easyjet, Brittany Ferries...</p> <p>C Any example of a Tour Operator E.g. Thomas Cook. TUI, Cosmos, Shearings, Cresta, Kuoni...</p>	<p>3 marks</p>
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Question	Example Answer	Mark Allocation
5(d)	<p>Up to 4 marks available. One mark for each valid statement made. Marks can be gained if vertical integration is explained using an example.</p> <p>Vertical integration is:</p> <ul style="list-style-type: none"> • when an organisation on one level of the chain of distribution is owned by (1) or buys, or merges with (1) an organisation on a different level of the chain (1) • ‘hypothetical’ mergers can be credited (if correct) • for example a travel agency such as Thomson which is owned by TUI (1) and also has its own airline which is Thomsonfly (1). 	4 marks
5(e)	<p>Maximum of 6 marks. One mark for each different relevant point. Maximum 3 marks if response is descriptive. For maximum marks, answer must relate to impact on small independent agents.</p> <ul style="list-style-type: none"> • large, vertically integrated organisations such as Thomson can dominate the market (1) This makes the small independent agents unable to compete, as larger companies have access to better discounts and offers (1) • large vertically integrated companies can offer the customer a lot of different products (1) such as flights, cruises, hotel accommodation (1) • many of the large organisations will have their own call centre (1), so the customer can book from their own homes at any time of day or evenings (1). This means that the small independents will have to stay open late, or open on Sundays (1) to compete with them, or they may lose business and be forced to close down (1). • Small independents could be taken over by vertically integrated multiples (1). Could lead to redundancies or job losses (1). 	6 marks
Total for Question 5		22 marks

Question Number		Indicative Content
6(a)		<p>Level 1 - Private sector companies trade for profit and have responsibility to their shareholders, and public sector companies provide a service. A lot of attractions are privately owned.</p> <p>Level 2 - Many of the large attractions in the UK are in the private sector, such as Alton Towers, the London Eye and Blackpool Pleasure Beach. A lot of smaller attractions are also privately owned and operated. However, there are some main attractions which are public sector, such as the big museums in London. This means that as they are not out to make large profits so they can offer free admission to tourists. It is not always true that the attractions sector is predominantly private sector led - some local attractions are either public, for example swimming complexes or even voluntary, like play centres or wildlife attractions. These can be visited by local people as well as tourists, so provide money for the local economy as people may also spend in local shops and pubs.</p> <p>Level 3 - The attractions sector in the UK is not really dominated by private sector companies. However, as they have more income from admission fees and they are generally the largest, they will be the ones that people know about, as they will have larger budgets available for advertising and promotion. Many of the largest museums in the UK are public sector, such as the Natural History Museum in London or the Maritime Museum in Liverpool. This enables them to give free admission and some of them are in the top 20 of attractions visited. Private sector attractions, as they are looking to make a profit, will look at new ways to increase their income each year. This may be to increase admission costs, do special promotions, or add a new ride, to enable them to compete with other attractions in the area. So the characteristic of being private sector led does not really apply to the attractions sector.</p> <p>NB use of examples per se does not necessarily put the response into level 2.</p>
Level	Mark	Descriptor
Level 1	1-3 marks	Basic or theoretical responses that are mainly descriptive.
Level 2	4-6 marks	Responses that have some detail and explanation linked to the attractions sector.
Level 3	7-8 marks	Responses that clearly explain how this characteristic does (or does not) apply to the attractions sector, with examples.

Question	Example Answer	Mark Allocation
6(b)	<p>Up to 6 marks available Responses should be based on how the attractions sector has or could adapt to changing consumer needs. Marks increase for level of detail. For maximum marks answer must relate to the industry characteristic of being “predominantly private sector led”.</p> <p>Theoretical answers not linked clearly to customer needs can be credited. E.g.</p> <ul style="list-style-type: none"> • have the money from profits to improve things / build rides (1) • quickly respond to customer needs as they do not need permission to spend money (1) or get government grants/approval (1) <p>Examples of changing consumer needs may include</p> <ul style="list-style-type: none"> • wider range of rides/attractions • more interactive experiences • speed/ease of booking tickets • higher levels of health, safety and security • excellent customer service • pre-visit information, which may include website with virtual tours etc... <p>Example answer A private sector company will have more revenue from admission charges (1). This will enable them to cater for changing consumer needs by adding new, faster and more thrilling rides each year so that customers will return regularly (1).</p> <p>Example answer Customers today expect to be able to book tickets prior to arrival at an attraction such as a theme park (1) to save time queuing at the ticket kiosk (1). A large private sector attraction, such as Thorpe Park has a website with a booking system (1) to enable them book, pay and print out their tickets before they arrive (1).</p>	6 marks
Total for Question 6		14 marks
TOTAL FOR PAPER: 90 MARKS		