

Mark Scheme Summer 2009

GCE

GCE Travel and Tourism
(8791/8792/9791/9792)

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Unit 1: The Travel and Tourism Industry (6987)

Question Number	Answer	Mark
<p>1(a)</p> <p>AO1</p>	<p>One mark for definition. One mark for appropriate example. This may be of a holiday type or a destination which could be visited, but must reflect the domestic holiday i.e. from... to The example of adventure may be with or without a destination.</p> <p>No marks if answers just repeat the category; E.g. "Adventure tourism is when you do adventurous things on holiday".</p> <p>E.g. Domestic -Description</p> <ul style="list-style-type: none"> • a holiday taken within the country in which you live (1) • a visit made to a destination within your own country (1). <p>E.g. Domestic - Examples</p> <ul style="list-style-type: none"> • a family from Manchester going on holiday to Cornwall (1) • a couple from Cardiff having a weekend break in the Lake District (1). <p>E.g. Adventure- Description</p> <ul style="list-style-type: none"> • a holiday which includes exciting, unique or thrilling activities (1) • holidays for the purpose of challenge, and may involve an element of risk(1) • adventure holidays appeal to active people who like to do adventurous activities when on holiday (1). <p>E.g. Adventure - Examples</p> <ul style="list-style-type: none"> • going Skiing (in France) (1) • whitewater rafting (in Wales) (1) • quad biking (at a holiday centre) (1). 	<p>(2)</p> <p>(2)</p>

Question Number	Answer	Mark
<p>1(b)(i)</p> <p>AO2</p>	<p>1 mark for suggestion of a suitable activity, must be linked with adventure or challenging activities (e.g. rock climbing, canoeing/kayaking, paintballing, 4x4 driving, skate park, ski slope, sailing, abseiling, motorbike dirt track, orienteering). Do not accept theme park, zoo, tennis, golf, swimming pool, safari park, hiking or walking trails etc.</p> <p>Second and third mark for explanation of why it will attract new adventure tourists and/or be linked to the characteristics of adventure tourism.</p> <p>Marks NOT to be awarded for benefits to the Holiday Centre e.g. make more money or for further description of the activity.</p> <p>E.g.</p> <ul style="list-style-type: none"> • they should introduce Quad Biking to the Holiday Centre (1) • this will attract families with older teenage children (1) • they are not allowed to ride quad bikes on the road, so they would be able to do it in safety and be supervised if they did it at the holiday centre (1). <p>E.g.</p> <ul style="list-style-type: none"> • they could introduce water skiing on the lake (1) • all sorts of people could be attracted to this such as couples or young adults (1) • it is not available in many places in the UK as the sea is too cold (1). 	<p>(6)</p>

Question Number	Answer	Mark
<p>1(b)(ii)</p> <p>AO4</p>	<p>Up to 4 marks available for comments on negative impacts. Marks increase with level of detail. Marks may be obtained from one or both activities, but no extra marks will be given for a repeat of impacts. Credit up to 1 mark only for 'building related' answers e.g noise from machinery when building new facilities.</p> <p>E.g. Quad Biking</p> <ul style="list-style-type: none"> • noise pollution from the bikes may disturb local residents (1) • noise pollution may affect the wildlife in the nature reserve, such as squirrels (1) • there may be erosion of paths and land where the biking takes place (1). <p>E.g. Water Skiing</p> <ul style="list-style-type: none"> • wake from the boat could destroy the banks of the lake (1) • pollution, for example oil/fuel could leak from the boat into the lake (1) • noise could disturb wildlife, such as swans and geese who may nest on the lake (1). 	<p>(4)</p>

Question Number	Answer	Mark
<p>1(c)</p> <p>AO4</p>	<p>Up to 6 marks, one mark for each valid point made. For more than 4 marks, the answer must refer to both perishability and intangibility.</p> <p>Up to 1 mark each if answer shows a clear understanding of perishability and intangibility.</p> <p>E.g. Perishability To enable them to sell their unsold accommodation...</p> <ul style="list-style-type: none"> • means you cannot sell something after the departure date/event • the holiday centre could advertise any unbooked accommodation on the internet at the last minute (1) • they could ask customers to register with them on line (1) in advance to be notified if there were any bargains available at the last minute by email (1) • they could email a newsletter with bargains, cancellations or special offers or discounts to previous customers (1). <p>E.g. Intangibility To enable their customers to see the product before booking...</p> <ul style="list-style-type: none"> • means you cannot physically hold or touch the product/service (1) • they could use their website to have a virtual tour of the centre (1) • it could show pictures of all the different types of accommodation and activities (1) • they could have an interactive section to enable people to see 360° panoramas of the holiday centre (1) • there could be live webcams of the centre, showing people doing the activities, the entertainment, and generally having fun (1) • they could email their customers with more information about their holiday, maybe the weather (1) or links to other websites with information about the local area (1). 	<p>(6)</p>
<p>Total for Question 1</p>		<p>20 marks</p>

Question number	Answer	Mark
2 (a) A02	One mark for an appropriate example of a low cost airline. E.g. <ul style="list-style-type: none"> • easyJet • Bmi Baby • Ryanair • Mytravellite. 	(1)

<p>2 (b)</p> <p>AO1</p>	<p>Up to 3 marks available for a description of a low cost or no frills airline.</p> <p>E.g.</p> <ul style="list-style-type: none"> • there is no food or drink in the ticket price (1) • there is no entertainment on board (1) • most do not allocate seats before boarding (1) • usually booked on the internet (1) • all one class (1) • cheaper price (1) • airlines which usually only fly to destinations in Europe, where you pay a lower fare than charter or scheduled (2). 	<p>(3)</p>
<p>2 (c)</p> <p>AO1</p>	<p>One mark for each product/service offered on any low cost airline, to a maximum of 2.</p> <p>E.g.</p> <ul style="list-style-type: none"> • they sell food and drink on board (max 1 mark) • they sell duty free cigarettes and spirits on some flights (1) • they sell tax free goods such as perfumes and gifts (1) • customers can pre-book extra leg room seats for an extra cost (1) • they charge extra for luggage (1) • they charge extra for other items such as golf clubs, skis, surfboards and wheelchairs (1) • toilets on board (1) • airport check-in fee (1) • fast track check-in (1) • customers can pay extra for early boarding priority with easyJet for example (1) • car hire with airlines own company (EasyCar) (1) • airport transfer buses to destination (Ryanair to Venice) (1) <p>Do not accept internet booking unless linked to credit card charges or booking fees.</p>	<p>(2)</p>

Question number	Indicative Content	
2(d) AO4	<p>Answers must relate to the growth of low cost airlines.</p> <p>Level 1 - There are so many cheap flights now, that more people are able to afford to go abroad more than once a year</p> <p>Level 2 - As the range of destinations offered by low cost airlines is so large, there is now a great deal of choice available to the outgoing tourist. The large number of destinations and the low prices has meant that UK outgoing tourists will be able to take short breaks in addition to their main holiday. This has led to the growth of city breaks to more destinations particularly those in Eastern Europe, such as Budapest, Prague and Warsaw. The outgoing tourist market is therefore growing all the time.</p> <p>Level 3 - As above, plus... Many of the low cost airlines fly to major holiday resorts such as Majorca and Malaga. This has led to an increase in people buying property abroad; as they know they will be able to get there cheaply and frequently for a holiday. Also it has led to more independent holidays, as people will see a cheap flight, book it, then find and book their accommodation separately.</p>	
Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1-3	Basic responses that are mainly theoretical/descriptive. Possibly limited reasoning/application.
Level 2	4-6	Responses with some assessment/application. Responses may either have clear application and some assessment or some application and clear assessment. Reference to one or more areas from the stem.
Level 3	7-8	Focused responses with sustained assessment and application. Reference to a range of areas such as destinations, holiday types, booking processes etc.
Total for Question 2		14 marks

Question Number	Answer	Mark
<p>3(a)</p> <p>AO1</p>	<p>Up to 2 marks available. 1 mark for each valid point made, either a description of motivation or an example. No marks for repeating the word “motivate” in the answer, e.g. they are factors that motivate us to travel.</p> <p>E.g.</p> <ul style="list-style-type: none"> • a motivating factor can be intrinsic or extrinsic (1) • they are factors which make us want to travel (1) • they can be described as Pull or Push factors (1) • “a burning desire to travel” (1) • they may include TV programmes, films or adverts (1) <p>Examples of motivators include...</p> <ul style="list-style-type: none"> • health, wellbeing, pleasure, stress reduction(1) • a desire to visit other cultures (1) • meeting new people, making new friends, escaping work/ family life/ home (1) • weather in destination or at home (max 1). <p>Cheaper or discounted prices should be credited although technically this is an enabling factor also.</p>	<p>(2)</p>

Question Number	Answer	Mark
<p>3(b)</p> <p>AO2</p>	<p>Up to 6 marks available. One mark for each valid point made. Marks can increase for level of detail on one or more points, or can be for separate points. Points can be positive or negative assessment.</p> <p>E.g.</p> <ul style="list-style-type: none"> • the article is effective as it appeals to lots of different customer types (1) • there is a good range of different activities mentioned which may appeal to different age groups (1). For example the football and canoeing will appeal to families (1) and the chocolate making or walking holidays may appeal to older people (1) • the unusual activities mentioned, such as staying in a tree house or golfing on a naturist resort will make people interested to go to France who may never have thought of it before (2) • some people might not be attracted to France by this article as it does not mention beaches, or the sunny weather which is what a lot of people want on their holiday (2). <p>Answers which evaluate the effectiveness of the article from a marketing perspective e.g. language, lack of pictures, slogan etc. may be credited - up to 2 marks.</p> <p>Answers which relate article to specific motivating factors eg status and prestige can also be credited</p>	<p style="text-align: right;">(6)</p>

Question Number	Answer	Mark
<p>3(c)</p> <p>AO3</p>	<p>Up to 8 marks available. Answers which focus only on low cost airlines max 2 marks. A list of developments with no explanation link to product development and innovation maximum of 3 marks.</p> <p>“Affordable/cheaper” is not product development and innovation.</p> <p>E.g.</p> <ul style="list-style-type: none"> • in the early years, package holidays abroad were uncommon, most people took their holidays in the UK (1) at holiday camps such as Butlins and Pontins, as there were not many tour operators or flights abroad (1) • the range of destinations has grown because Jet aircraft were developed in the 1950s (1) • more tour operators have been formed (1) • hotels built in destinations such as the Spanish Costas (1) • the introduction of wide bodied jets in the 1970s (1) led to growth of long haul destinations such as Florida (1) • short break holidays to cities in Europe (1) have become popular due to low cost airlines (1) • more people are booking independently because of the internet (1) so the range of destinations worldwide is greater, including new destinations such as China and Dubai (1) • transport is faster, and the Eurostar/Channel Tunnel link (1) has made France much more accessible for holidays and short breaks to Paris (1). 	<p>(8)</p>
Total for Question 3		16 marks

Question Number	Answer	Mark
4(a) AO1	Visiting Friends and/or Relatives OR Visiting Friends and/or Relations. Do not accept: Visiting friends and family.	(1)
4(b) AO1	For both marks, example must state both origin and destination and relationship i.e. friend or relative. Wholly theoretical examples one mark answer only. E.g. <ul style="list-style-type: none"> • a couple from Wales visiting their son at University in London (2) • a family from Yorkshire visiting their friends in Edinburgh for the weekend (2) • a woman from the UK going to Australia to stay with her aunt Ethel (2) • a student, Kamil, from Blackburn visiting his family in Pakistan (2). 	(2)
4(c) AO2	£250	(1)
4(d) AO2	£34	(1)
4(e) AO3	Up to 6 marks available. Up to 3 marks only for statistics described and basic analysis. For more than 3 marks, there must be some analysis - i.e. reasons given for the statistics. For maximum marks (6) must consider all three types of tourism. E.g. <ul style="list-style-type: none"> • the business people stay the shortest time, but spend more per night and per trip than the other types of tourist (1). This is probably because their company will pay and they will stay in good hotels (1) • VFR tourists spend the least amount of money per trip £98.60, which is £34 per night (1). They will probably not spend anything on accommodation as they will be staying with family (1) • holiday tourists spend the longest time on their trip (1). As they are on holiday, they will spend money on eating out and visiting attractions (1). 	(6)
Total for Question 4		11 marks

Question Number	Answer	Mark
<p>5(a)</p> <p>AO2</p> <p>AO3</p>	<p>Up to 8 marks. Marks can be for separate points or extended responses. 1x8, 2x4, 4x2, 8x1</p> <p>1 mark for each separate point up to a maximum of 8</p> <p>2 marks for each of four points with detail</p> <p>4 marks for each of two points applied with detail.</p> <p>8 marks for one sustained and integrated response.</p> <p>Maximum of 3 marks for descriptive responses</p> <p>For maximum marks, answer must have at least one correct example.</p> <p>E.g.</p> <ul style="list-style-type: none"> • horizontal integration has meant that many travel agents are owned by large multiples (1) • in addition to the big multiples, there are now smaller/regional multiple agencies in some areas (1) • some travel agencies allow customers to book on line (1), which means less customers, or less agencies, left on the high street (1) • many of the small travel agents have been bought out by major multiples (1) such as Thomas Cook and Thomson/TUI (EG1) who now have travel agencies on every high street (1) • there are not many small independent travel agents left nowadays (1). Those that are may specialise in “niche market” holidays (1) or they would not be able to compete with the big travel agencies such as Thomas Cook, who are vertically integrated (1) • as well as high street travel agencies there are now big agencies like Holiday Hypermarket (EG1) which are usually situated on out of town shopping complexes (1). They are easier for customers to get to and offer a wider range of products, so this could also put small agencies out of business (1) • the range of products offered by travel agents has changed e.g. dynamic packaging/independent/tailor made packages (1) have increased to compete with online offers (1). 	<p>(8)</p>

Question Number	Example	Mark
<p>5(b)</p> <p>AO1</p>	<p>The role of Visit Britain. One mark for each role identified and described. Additional mark maybe awarded if the role is described in detail.</p> <p>E.g.</p> <ul style="list-style-type: none"> • markets/promotes Britain to the rest of the world (1) using a variety of methods e.g. adverts on overseas TV in different languages (1) • markets/promotes Britain to UK/domestic tourists (1) • provides tourist information about Britain (1) • produces statistics about tourism in Britain to help businesses (1) • undertakes marketing campaigns to get more tourists to visit certain destinations in Britain (1) • has a website with information for lots of different types of visitor, e.g. business visitors, students etc... (1). • organises events and exhibitions such as the British Travel Trade Fair (1). <p>Do not accept: ‘to increase visitor numbers to Britain’ as this is an aim not a role.</p>	<p>(4)</p>
<p>5(c)(i)</p> <p>AO1</p>	<p>One mark for correct example of a Public Sector Support Service Organisation. The example does not have to be in the UK.</p> <p>The example could be generic e.g. Tourist Board or specific e.g. VisitDevon.</p> <p>E.g.</p> <ul style="list-style-type: none"> • ABTA (1) • CAA (Civil Aviation Authority) (1) • local/regional tourist boards e.g. West Country (1) • national government departments e.g. DCMS (1) • national tourist organisations e.g. Visit Scotland (1) <p>or any other suitable public sector example.</p> <p>DO NOT ACCEPT</p> <p>National Trust, other Voluntary Sector organisations or examples from other Sectors or chain of distribution</p>	<p>(1)</p>

<p>5(c)(ii)</p> <p>A01</p>	<p>One mark for each role described, marks increase with detail.</p> <p>E.g.</p> <ul style="list-style-type: none"> • ABTA is the body to which many UK travel agents belong (1). They have a Code of Conduct for Travel agents (1) stating the rules they have to follow. They also have a bond system (1) which guarantees that customers will be brought home if the agency goes bust (1). They also have an arbitration system if customers have a serious complaint (1). 	<p>(4)</p>
<p>Total for Question 5</p>		<p>17 marks</p>

Question Number	Indicative Content	
6(a) A03	<p>Level 1 - The increased government tax on flights will make holiday and flight prices go up. Long haul flights on heavy planes will pay more. If less people travel there will be less carbon emissions.</p> <p>Level 2 - If the tax on flights, particularly long haul, goes up, then the flight prices will have to rise. This may lead to lower passenger numbers, especially if the rise is large, so this will lead to less carbon emissions. The way that easyJet are proposing to tackle carbon emissions is more sensible, as using more efficient and younger aircraft is good for not only the environment but also the passenger who gets to fly on a newer plane.</p> <p>Level 3 - As above plus... The government plans do not guarantee that the tax will be spent on environmental improvements. The Friends of the Earth state that fuel efficient aircraft are the answer and easyJet agree with this. The easyJet scheme to add money on to the ticket price, and then invest it in environmental schemes is a great one, but people can choose not to pay the extra, so it may not work. If they made it compulsory then it would be a better idea.</p>	
Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1-3	Basic responses that are mainly theoretical/descriptive. Possibly limited reasoning/application. May repeat the information in case study with little analysis.
Level 2	4-6	Responses with some analysis/application. Responses may either have clear application and some analysis or some application and clear analysis. Some analysis of the effectiveness of proposals linked to both articles.
Level 3	7-8	Focused responses with sustained analysis and application. Analysis of both articles and proposals, and some reasoned conclusions reached.

Question Number	Answer	Mark
<p>6(b)</p> <p>AO3 AO4</p>	<p>Up to four marks for each measure or action. Marks increase with detail. List of measure only - max 2 marks in total.</p> <p>May be related to destinations or transport methods. Do not accept: London congestion charge, information from 6a, or increased petrol prices unless linked with taxes.</p> <p>E.g.</p> <ul style="list-style-type: none"> • cities like Manchester have introduced the Metrolink Tram in the city centre (1) which reduces the amount of cars on the roads (1) • reduce car tax for fuel efficient vehicles (1) • scrappage fee for old cars (1) • improve train services (1) • electric (hybrid) cars (1) • electric trains (1) • many destinations offer a park and ride system (1) where they have a car park on the outskirts of the town and a bus link in to the town (1) • pedestrianisation of town centres (1) • M6 toll road (1) • increase road tax on larger cars and 4x4s (1) • controlled parking zones (1). 	<p>(4)</p>
Total for Question 6		12 marks
TOTAL FOR PAPER: 90 MARKS		

Unit 5: Travelling Safely (6991)

Question Number	Answer	Mark
1(a) AO1	Only accept the following: <ul style="list-style-type: none"> • Civil Aviation Authority (1) • European Aviation Safety Agency (1) • Association of British Travel Agents (1) 	(3)
1(b) AO1	Up to 2 marks available for each responsibility described. E.g. <ul style="list-style-type: none"> • licensing of travel agents (1) • aviation safety (1) • security (1) • flight operations (1) • IATAs responsibility is to ensure that international security requirements are mutually accepted between states (2). 	(4)
Total for Question 1		7 marks

Question Number	Answer	Mark
2(a)(i) AO2	1 mark for correct statement <ul style="list-style-type: none"> • Both require valid passports (1) 	(1)
2(a)(ii) AO2	Up to 4 marks available <ul style="list-style-type: none"> • Pamela will not need a visa (1) • Maigret will need a tourist visa (1) • Maigret needs a bank statement showing a minimum balance of £1000 (1) • postal visas are not accepted unless submitted through a travel agents (1) • both should check with Peruvian Consulate prior to travel for up to date information (1) • cost £19.20 (1) • valid for up to 90 days • at least 24 hours needed for applications 	(4)
2(b) AO2	<ul style="list-style-type: none"> • Hepatitis A (1) • Tetanus (1) • Typhoid (1) • Yellow fever (1) 	(3)

Question Number	Answer	Mark
2(c)(i) AO2	Up to 2 marks available for description E.g. <ul style="list-style-type: none"> • yellow fever is caused by a virus (1) found in areas of Africa and South America (1) • yellow fever is spread/carried by mosquitoes (1) that have the yellow fever virus (1). 	(2)
2(c)(ii) AO2	Up to 2 marks available for description E.g. <ul style="list-style-type: none"> • fever (1) • headache (1) • shivers (1) • muscle pain (1) • nausea (1) • vomiting (1) • unusually slow pulse (1) • Jaundice (1) • abdominal pain (1) • bleeding from the mouth/nose/eyes/stomach (1) • kidney failure (1) 	(2)
2(d) AO3 AO4	Up to 8 marks available. Up to 4 marks available for each choice and explanation. Marks increase with detail. Max 4 marks for description. E.g. <ul style="list-style-type: none"> • I would use information on what the mild symptoms are and then the more extreme symptoms if people are becoming really ill (2). This is because people need to know why they could be suffering headaches (1) and will recognise that things are dangerous if they get more extreme symptoms (1). • I would also use information telling you about the treatment (1) because if you know that you have to descend to a lower altitude (1), this may stop you getting worse or even dying (1). 	(8)
Total for Question 2		20 marks

Question Number	Answer	Mark
3(a) A02	1 mark for correct answer <ul style="list-style-type: none"> • Disability Discrimination Act • DDA 	(1)
3(b) A01	Maximum 1 mark for each key requirement. 2 nd mark for application/ example for each key requirement. E.g. <ul style="list-style-type: none"> • seller must be knowledgeable about the product (1) e.g. location of destination (1) • goods sold must be of satisfactory quality (1) e.g. appropriate services in a 4* hotel (1). 	(4)
3(c) A02	1 mark for correct answer <ul style="list-style-type: none"> • Trade(s) Description(s) Act 	(1)
3(d) A04	Up to 6 marks for explanation. Maximum 3 marks for description. E.g. <ul style="list-style-type: none"> • staff need regular training (1) so they know what the DPA involves (1) and can therefore follow necessary procedures (1) • staff must understand that personal information on customers must be kept secure (1) with a password and not given out to any other party without the customers consent (1) so that no unauthorised person can gain access as this could lead to the agency being liable to prosecution (1). 	(6)
Total for Question 3		12 marks

Question Number	Answer	Mark
4(a) A04	<p>Up to 4 marks available for suggestions. 1 mark per suggestion.</p> <p>E.g.</p> <ul style="list-style-type: none"> • do not proceed on any route if a red light is indicated (1) • ensure all external doors are securely fastened before departure (1) • drivers must only work a maximum number of hours in a week (1) • clear warnings about 'live' tracks must be in place for passengers and crew (1). 	(4)
4(b) A01	<p>Up to three marks available for each description. One mark for identification of situation and up to two marks for description of role.</p> <p>E.g.</p> <ul style="list-style-type: none"> • if a traveller loses their passport (1) the embassy will provide the paperwork to enable them to return home (2) • if a tourist is jailed (1) the embassy will visit and ensure they have the necessary representation (2) • if a large scale emergency occurs (1) in the vicinity the embassy will help to coordinate rescue efforts (2). 	(6)
Total for Question 4		10 marks

Question Number	Answer	Mark
5(a)(i) A02	1 mark for correct answer <ul style="list-style-type: none"> once the booking has been confirmed (1) as soon as a confirmation invoice has been issued (1). 	(1)
5(a)(ii) A02	1 mark for correct answer <ul style="list-style-type: none"> eight weeks before departure (1) 	(1)
5(a)(iii) A02	1 mark for correct answer <ul style="list-style-type: none"> £50 (1) 	(1)
5(a)(iv) A02	1 mark for each piece of advice up to a maximum of 4 <ul style="list-style-type: none"> cancellations must be notified in writing (1) effective date of cancellation is when letter arrives with Libra Holidays (1) costs of 80% are due (1) if you are insured these costs may be covered (1) cost of insurance is not refundable (1). 	(4)
5(b) A03	Up to 6 marks for explanation. 1x6 2x3 3x2 Maximum 2 marks for description. E.g. <ul style="list-style-type: none"> this is good because it clearly sets out who is responsible for what (1). This means both the tour operator and the customer know what to expect (1) and therefore feel protected and assured (1) if changes need to occur everyone knows what to do (1) how much it will cost (1) 	(6)
Total for Question 5		13 marks

Question Number	Answer	Mark
<p>6(a)</p> <p>AO1</p> <p>AO4</p>	<p>Up to 4 marks available</p> <p>Maximum 2 marks for each suggestion. Maximum 2 marks in total if not suggestions not justified. Maximum 2 marks for titles eg How to be safe</p> <p>E.g.</p> <ul style="list-style-type: none"> • follow instructions given by the hotel (1) or tour operator as they are likely to have local knowledge (1) • get outside in the open, away from buildings (1) as these are more likely to collapse in an earthquake (1). 	<p>(4)</p>
<p>6(b)</p> <p>AO1</p>	<p>Up to 3 marks available for each description. Maximum 2 mark for examples only.</p> <p>For maximum 4 marks differences must be clearly described.</p> <p>E.g.</p> <ul style="list-style-type: none"> • small scale emergencies affect only a few people (1) • such as loss of luggage (1) • whereas large scale emergencies affect large numbers of people. Both could involve deaths. Large scale emergencies can cover a large area, can lead to many deaths and involve a range of different outside agencies. 	<p>(4)</p>

Question Number	Indicative Content	
6(c) AO2 AO3	<p>Level 1 - The pilot showed skill, the airport sent fire engines.</p> <p>Level 2 - The crew on the plane seem to have done very well. The crew landed the plane under extremely difficult circumstances which meant that cars and houses were avoided. The cabin crew reacted very quickly as they did not have much time to prepare and got everyone off quickly and efficiently. However because the crew had little time to tell anyone what was happening there was a lot of panic. If people could have prepared this might have been avoided. The ground staff were not good at communicating in the airport and normal customer service seemed to be lacking. Luggage went missing which cause a lot of inconvenience. No refreshments were provided which left people very unhappy.</p> <p>Level 3 - As above but more detailed using own knowledge. E.g. the ground staff did not provide food and drink which could be seen as bad but as these people had just crash landed they could not give them anything until they knew they would not need hospital treatment like an operation. The emergency crews at the airport did arrive but were not able to chase the plane as it came down as they were not alerted until the plane had come down. This delayed their arrival and meant that passengers were more alarmed.</p>	
Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1-3	Basic responses that are mainly theoretical/descriptive. Possibly limited reasoning/application.
Level 2	4-6	Responses with some analysis/application. Responses may either have clear application and some analysis or some application and clear analysis. Good analysis with reference to more than one body involved in the rescue.
Level 3	7-8	Focused responses with sustained analysis and application. Detailed analysis relating to several bodies involved in the rescue - e.g. the pilot, the crew, the ground staff, the airport emergency staff.

Question Number	Answer	Mark
6(d)(i) A04	<p>Up to 4 marks available for description of situation. Marks to be awarded for level of detail.</p> <p>Situation must be appropriate and realistic. Likely topics could be:</p> <ul style="list-style-type: none"> • Fires in Greece Summer 2007 • Floods in Britain Summer 2007 • Specific hurricanes in the Caribbean 	(4)

Question Number	Indicative Content	
6(d)(ii) A03	How industry dealt with the situation must be appropriate and realistic.	
Level	Mark	Descriptor
	0	No rewardable material
Level 1	1-3	Basic responses that are mainly theoretical/descriptive. Possibly limited reasoning/application.
Level 2	4-6	Responses with some analysis/application. Responses may either have clear application and some analysis or some application and clear analysis. Some assessment and link to emergency situation.
Level 3	7-8	Focused responses with sustained analysis and application. Detailed assessment and clear link to emergency situation.
Total for Question 6		28 marks
TOTAL FOR PAPER: 90 MARKS		

Unit 7: Responsible Tourism (6993)

Question Number	Answer	Mark
<p>1(a)</p> <p>AO1</p> <p>AO2</p>	<p>Up to 2 marks for each appropriate objective. Second mark for clarity and precision of objective. Expect reference to tourism / tourism development and/or to Greenwich. Maybe implied.</p> <p>Do not credit: become an international tourist destination. develop area. promote local culture. promote respect.</p> <p>E.g. Economic</p> <ul style="list-style-type: none"> • to create employment opportunities (1) • to increase foreign currency earnings (1) • to create employment opportunities for local people (1) and ensure they gain economic benefits from tourism development (1) • to increase visitor spending by attracting more overnight stays (1) of foreign visitors to increase foreign currency earnings (1). <p>E.g. Political</p> <ul style="list-style-type: none"> • to get the area better known (1) • to enhance the image of the area (1) • to create a national identity (1) • to enhance the image of Greenwich as a tourist destination (2). • to ensure tourism development is responsible/sustainable (1) • to raise the profile of Greenwich overseas through the hosting of the Olympic Games (2) • to encourage more developments and attractions that promote Greenwich's rich cultural heritage and seafaring past (2) 	<p>(4)</p>

Question Number	Answer	Mark
<p>1(b)(i)</p> <p>A01</p> <p>A02</p>	<p>1 mark for correct public sector agent. Do not credit theoretical agents such as DCMS and National Trust - must be from case study</p> <p>Up to 2 marks for description of role. Marks can be for 2 basic roles described or one role described in detail. Role must relate to tourism development in Greenwich. Maximum 1 mark for aims.</p> <p>E.g. Public sector agent</p> <ul style="list-style-type: none"> • VisitLondon (1) • VisitBritain (1) • London Development Agency (1) • Greater London Authority (1) • English Heritage (1) • Local Authority (0) • Regional Tourist Board (0) • Greenwich Council (0). <p>E.g. Role - VisitLondon</p> <ul style="list-style-type: none"> • to promote Greenwich (1) • to develop a strategy to promote Greenwich at regional and national level and raise awareness of new tourism developments (2). <p>You can credit the role even if the name of the public sector agent is incorrect.</p>	<p style="text-align: right;">(3)</p>

Question Number	Answer	Mark
<p>1(b)(ii)</p> <p>A01</p> <p>A02</p>	<p>1 mark for correct voluntary sector agent. Do not credit theoretical agents - must be from case study.</p> <p>Up to 2 marks for description of role. Marks can be for 2 basic roles described or one role described in detail. Role must relate to tourism development. Maximum 1 mark for aims.</p> <p>E.g. Voluntary sector agent</p> <ul style="list-style-type: none"> • Cutty Sark Trust (1) • Greenwich Town Centre Traders Association (1). <p>E.g. Role - Cutty Sark Trust</p> <ul style="list-style-type: none"> • to preserve the Cutty Sark (1) • to preserve the Cutty Sark for future generations and provide access and education to visitors of all ages and backgrounds (2). <p>You can credit the role even if the name of the voluntary sector agent is incorrect.</p>	<p>(3)</p>

Question Number	Answer	Mark
<p>1(c)(i)</p> <p>A02</p> <p>A04</p>	<p>Maximum 4 marks for clear explanation 1 mark for each objective identified up to a total of 2 marks.</p> <p>Maximum of 3 marks of explanation only relates to conflict over planned development and not conflicts over objectives. Credit appropriate examples of solutions up to a maximum of 2 marks.</p> <p>E.g.</p> <ul style="list-style-type: none"> • the CST want to preserve the ship and restore to so visitors can learn about the history (1) but The O2 group are only interested in making money (1) • The O2's main objective is economic to make a profit by using the Cutty Sark as a unique venue attracting high spenders on the basis of exclusivity (1) this will generate income (1). However this objective conflicts with the CST as they are more concerned with preserving the heritage of the ship than making profit (1). The conflict is The O2 is willing to lose some of the original features of the ship to generate income whilst the CST wants to preserve the ship (1). <p><i>Full marks can only be awarded if explanation of conflict relates to differing objectives.</i></p>	<p>(4)</p>

Question Number	Answer	Mark
<p>1(c)(ii)</p> <p>AO4</p>	<p>Maximum 4 marks for a clear suggestion of how the Council can resolve the conflicting objectives of the two agents involved and applied to the scenario. Marks can be for separate points or extended responses.</p> <p>Do not credit form partnership.</p> <p>Maximum 2 marks if not applied to scenario.</p> <p>Maximum of 3 marks if solution resolves conflict rather than relate to different objectives.</p> <p>E.g.</p> <ul style="list-style-type: none"> • if the two agents sat down at a meeting to come up with a plan (1) and therefore by working together they could resolve their differences (1) • if the council arranged a meeting where the CST had their views heard (1) then The O2 could respond to these and incorporate them in their plans (1) for example they could restore the ship (1) and allow events to take place (1). This way both have their objectives met so The O2 makes its income and the ship is protected (1). 	<p>(4)</p>
<p>1(d)</p> <p>AO3</p>	<p>Up to 4 marks available for explanation of how partnership works together in tourism development.</p> <p>It should be clear that the partnership was formed to either resolve conflict in tourism development or to maximise the benefits. Commercial/business partnerships that exist to make money for each other or provide package holidays etc are not appropriate - it should be about benefits to the host environment/local economy/host community.</p> <p>1 mark available for -</p> <ul style="list-style-type: none"> • description of partnership i.e. naming agents. • description and/or explanation of resolving conflicts/maximising benefits. Candidates may just relate to the aims of the partnership. <p>Maximum 2 marks for generalised descriptive responses with no apparent link to tourism /tourism development.</p> <p>Candidates may offer varied responses. Expect responses to relate to</p> <ul style="list-style-type: none"> • public/private partnerships • advisory groups. <p><i>For full marks should be reference to either - Resolution of conflict or Maximise benefits</i></p>	<p>(4)</p>

Question Number	Answer	Mark
<p>1(e)</p> <p>AO3</p>	<p>Up to 8 marks for analysis of positive and negative impacts. Marks can be for separate points or extended responses. 2x4, 4x2, 8x1 1 mark for each separate point up to a maximum as described below. 2 marks for each of four points with detail 4 marks for each of two points applied with detail. 8 marks for a sustained and integrated analysis. Maximum of 4 marks for lists and theoretical / descriptive responses. Maximum of 6 marks if does not consider both positive and negative impacts and/or no real link to Greenwich. E.g. Positive</p> <ul style="list-style-type: none"> • creates jobs for locals (1) • urban regeneration (1) • multiplier effect (1) • improved infrastructure (1) • improved quality of life for locals (1) • tourism provides employment opportunities for locals (1) in the hotels and at The O2 (1) • as the council will need to make the area more accessible (1) if they want to attract visitors to Greenwich away from the main attractions of central London (1) this will mean that locals will benefit from improved transport links with the rest of the city (1) and this could improve their quality of life as they would have a greater choice of jobs from easier access to the city centre (1). • The Christmas markets and lights will attract people in the quiet month of December to boost earnings in the winter when not many people would normally visit (2). <p>E.g. Negative</p> <ul style="list-style-type: none"> • locals' daily lives could be disrupted (1). • jobs may be seasonal (1) and low paid (1) • more visitors would lead to congestion and overcrowding (1) • Jobs created in hotels such as Holiday Inn and Ibis are likely to be unskilled such as cleaners or waitresses, and therefore low paid, with few promotion prospects. The jobs in management will need qualified professionals and are likely to be taken up by people from outside Greenwich. (4) <p>For full marks must be clear and detailed analysis applied.</p>	<p style="text-align: right;">(8)</p>
Total for Question 1		30 marks

Question Number	Answer	Mark
2(a)(i) A02	1 mark for correct stage <ul style="list-style-type: none"> • exploration 	(1)
2(a)(ii) A01	Please check characteristics of other TALC stages - maximum marks can only be awarded if all characteristics clearly of exploration stage. 1 mark for each of three characteristics identified Does not need to be applied to Benidorm - testing knowledge. E.g. <ul style="list-style-type: none"> • lack of infrastructure (1) • few independent visitors (1) • Likely to be independent travellers and backpackers rather than tourists (1) • unspoilt (1) • small number of visitors (1) • locals welcoming (1) • attracted by culture and environment (1) • no negative impacts (1) • natural beauty (1) • undeveloped for tourism (1). <p><i>For full marks must not refer to characteristics of other stages.</i></p>	(3)

Question Number	Answer	Mark
2(b)(i) AO1	1 mark for correct stage <ul style="list-style-type: none"> • stagnation 	(1)
2(b)(ii) AO1	<p>Please check characteristics of other TALC stages - maximum marks can only be awarded if all characteristics clearly of stagnation stage.</p> <p>1 mark for each of three characteristics identified Can credit appropriate examples of significant negative impacts.</p> <p>E.g.</p> <ul style="list-style-type: none"> • Saturation point is reached (1) • Quality of tourist services and amenities falls (1) • Environmental degradation is apparent (1) • Local attitudes to tourism varies (1) • reached its peak in numbers of visitors /maturity (1) • no longer fashionable (1) • significant negative impacts (1) • negative environmental, economic and socio cultural impacts (1) • well established image (1) • relies upon repeat visitors (1) • natural and cultural attractions no longer as important as purpose built facilities and attractions (1) • new tourism developments on the outskirts (1) • mass tourism (0) unless linked to characteristic. <p><i>For full marks must not refer to characteristics of other stages.</i></p>	(3)

<p>2(c)(i)</p> <p>A02</p> <p>A03</p>	<p>There are two ways of answering this question - generic or using the extract. Accept either. Up to 6 marks for an explanation of the positive economic and socio-cultural impacts of the rejuvenation stage.</p> <p>1 mark for each separate point up to a maximum as described below.</p> <p>2 marks for each of three points with detail</p> <p>3 marks for each of two explained points with detail.</p> <p>6 marks for one sustained and developed explanation of both cultural and economic impacts.</p> <p>No credit for environmental impacts unless related to how would affect local people.</p> <p>Maximum 3 marks if:</p> <ul style="list-style-type: none"> • no explanation. • positive socio-cultural and economic impacts explained and no link to the rejuvenation stage. • describes rejuvenation. <p>E.g.</p> <ul style="list-style-type: none"> • rejuvenation allows destinations to rebrand themselves (1) • rejuvenation will mean that the area is cleaned up (1) • the infrastructure might be improved (1) • a positive impact on the economy is that the destination can rebrand itself (1) and target a different market (1) such as a niche market or families (MAX 2 description only). • if they decided to target the high spenders such as the higher socioeconomic groups A/Bs (1) these visitors will have more disposable income and bring increased foreign currency earnings to the resort (1) • rejuvenation will involve improving the environment and this will benefit the local people (1) because if they demolished decaying hotels and eye sores to create more parks and green open spaces (1) these could be used by the locals and give them a better quality of life (1) • there would be many sociocultural and economic benefits because firstly they would need to make the resort look more attractive and appealing to attract new visitors (1). They could do this by improving street furniture, better lighting, more green spaces, hanging baskets etc (1) all of this would be able to be enjoyed by local people living there as well as tourists (1). Transport links might need to be improved and updates such as by introducing a new tram system, again this would benefit locals (1). New hotels or tourist attractions may be built creating employment opportunities (1) or perhaps re-employment for those who may have lost their jobs during the decline stage (1). <p><i>For full marks must consider both cultural and economic impacts.</i></p>	<p>(6)</p>
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Question Number	Answer	Mark
<p>2(c)(ii)</p> <p>A02</p> <p>A03</p>	<p>Up to 4 marks available for details of how rejuvenation has improved a destination's appeal.</p> <p>1 mark for each clear point up to a maximum of 4</p> <p>2 marks for each of two points with detail</p> <p>4 marks for one integrated response with evidence of research.</p> <p>Maximum of 2 marks in total for theoretical/generic responses.</p> <p>The candidates' responses may not coincide with examiners' view but answers should be marked positively; evidence of research and understanding of rejuvenation should be credited.</p> <p>Responses may vary but could include:</p> <ul style="list-style-type: none"> • San Antonio, Ibiza • Magaluf, Majorca • Blackpool • Urban regeneration - Manchester, Liverpool. <p>For full marks must be detail giving evidence of research.</p>	<p>(4)</p>

Question Number	Indicative Content	
2(d)(i) AO3 AO4	<p>Likely to refer to - Existing image i.e.</p> <ul style="list-style-type: none"> • beer drinking youths • Britain in the sun • no original culture • fish and chips culture • downmarket • for the less adventurous . <p>The assessment should consider success of some or all of the three key areas in attracting upmarket tourists and/or widen appeal in terms of:</p> <p><u>Attractions</u> Terra Mitica - may link to appeal to family market, groups but that better theme parks in Florida so wealthier families would go there May not bring in different types of tourists - upmarket may not be attracted to theme parks Terra Natura, Mundomar and Aqualandia - will have big appeal to families with young children enjoy watching sea lions etc and can cool off in water parks - offer great family fun, much more to do than sit on the beach. Also for families with teenagers.</p> <p><u>Events</u> Music fans pay a lot of money and travel to see their favourite star - O2 concerts for Michael Jackson sold out to fans across the world. The bands/artists listed Corrs, Sting will appeal to an older market who are likely to have more money and will stay overnight or come for a short break.</p> <p><u>Accommodation</u> Upmarket tourists demand high standards so improvements will be suitable, but can they overcome the existing image? Some will be attracted by appeal of being in tallest hotel i.e Gran Bali but its size will put off upmarket as they prefer exclusivity, peace and quiet Real de Faula resort will be successful as it is out of the way, tasteful will appeal Upmarket tourists associated with playing golf and will appreciate luxury spas etc May sum up with overall assessment judging likely success. Must be about changing image to widen appeal and/or attract upmarket tourists.</p>	
Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1-3	Basic responses that are mainly theoretical/descriptive. Possibly limited reasoning and /or application.
Level 2	4-6	Some assessment of the success of the new developments in Benidorm. Some application and use of examples to support statements made. Reference to changing image/appeal /attracting upmarket clients may be implied and assessment may not be clear.
Level 3	7-8	Clear assessment of the success of new developments linked to changing image to widen its appeal and/or attract upmarket tourists. Detailed and justified.

Question Number	Answer	Mark
<p>2(d)(ii)</p> <p>A04</p>	<p>Up to 4 marks available for recommendations. Responses will vary. Do not credit:</p> <ul style="list-style-type: none"> - suggestions of ways to use local labour. - vague improvements to what is likely to already be there e.g. better restaurants, more watersports. - generalised references to promotion and advertising - explanations and reasons <p>Note responses should suggest new attractions/features/developments and it should be obvious that they will change image and widen appeal, credit for detail in terms of the suggestions made. For full marks there should be more than one recommendation.</p> <p>Maximum 1 mark for general ideas on improving an area e.g. creating green spaces, pulling down buildings unless linked to a new attraction / feature and related to widening appeal and image.</p> <p>For full marks recommendations must -</p> <ul style="list-style-type: none"> ✓ <i>be different to what has already been developed in Benidorm</i> ✓ <i>be appropriate for Spanish Costas</i> ✓ <i>change image or widen appeal</i> <p>E.g.</p> <ul style="list-style-type: none"> • a seven star hotel (1) • a luxury spa themed around the healing properties of seawater. (1) It would offer seawater pools, massage and seaweed wraps. (1) • offer exclusive day trip packages (1) Travel on a private jets (1) and lunch in an exclusive restaurant with a 1000 euro menu (1) • theme park (0). 	<p style="text-align: right;">(4)</p>
Total for Question 2		30 marks

Question Number	Answer	Mark
<p>3(a)(i)</p> <p>A01</p>	<p>Up to 2 marks available for each principle of responsible tourism described. Understanding of principles must be evident. No marks for management strategies or types of tourism i.e. ‘green tourism’, ‘ecotourism’, ‘sustainable tourism’ etc. No marks for ‘maximise positive environmental, economic and socio-cultural impacts’.</p> <p>Second mark for clarity and precision - i.e. should be worded as a principle.</p> <p>E.g.</p> <ul style="list-style-type: none"> • maximise positive impacts (0) • care for the environment (1) • benefit the local economy (1) • tourism that helps locals (1) • tourism that creates economic benefits for local people (1) and improves their quality of life (1) • tourism that promotes respect between tourists and local people (2) • tourism that promotes the conservation of natural and cultural heritage (2). 	<p>(4)</p>
<p>3(a)(ii)</p> <p>A02</p>	<p>Up to 2 marks for each explanation. Marks can be for two basic points or one detailed explanation. For second mark must be explained. Must relate to principle as given in 3ai and not just impacts.</p> <p>Do not credit explanations about what tourists can do, unless linked to how they could be educated/advised etc. This is about control, planning and development.</p> <p>E.g. Promote conservation of natural and cultural heritage</p> <ul style="list-style-type: none"> • give grants to for building conservation (1) • create National Parks or wildlife reserves (1) because this will help to protect flora and fauna (1) • allow visitors to access historical buildings and give them learning opportunities (1) so they understand how important it is to continue looking after them (1). 	<p>(4)</p>

Question Number	Answer	Mark
<p>3(b)(i)</p> <p>A01</p> <p>A02</p>	<p>Up to 3 marks for explanation of Retention of Visitor Spending and up to 2 marks for example.</p> <p>RVS is a method of maximising positive economic impacts - explanations should relate to these. Explanations of multiplier effect can be accepted as positive impact, up to a maximum of 2 marks</p> <p>Do not credit:</p> <ul style="list-style-type: none"> • ‘Increase prices’ • Explanation of leakage • What to do with money • Jobs for locals • References to ‘buying local’ unless linked to an example of a strategy eg a new market for local craftspeople or farmers to bring more tourists into an area/destination; holiday guides with sections on eat local, buy local etc. <p>E.g.</p> <ul style="list-style-type: none"> • more opportunities are provided to encourage visitors to spend more money (1 - strategy) • when destinations encourage visitors to stay overnight (1 - strategy) • if visitors are given a reason to stay overnight instead of visiting for a day (1) this means that more money will come into the destination (1) as money will be spent on accommodation, eating out and entertainment (1). <p>Accept examples from attractions that use this strategy. Do not have to name a destination.</p> <p>E.g.</p> <ul style="list-style-type: none"> • putting on an event or festival (1) • where people are not allowed to eat their own food in picnic areas but must buy something from a café (1) • Disneyland Resort Paris introduced Universal Studios attraction which meant that an extra day was needed to experience the whole park (2). • Introducing a new attraction/facility to give tourists a reason to visit and/or stay longer <p>For full marks there must be an example.</p>	<p style="text-align: right;">(4)</p>

Question Number	Answer	Mark
<p>3(b)(ii)</p> <p>A01</p> <p>A02</p>	<p>Up to 3 marks for explanation of Visitor and Traffic Management and up to 2 marks for example. Reducing pollution and congestion acceptable.</p> <p>E.g.</p> <ul style="list-style-type: none"> • limit visitor numbers (1) • restrict access by car (1) • by restricting car parking spaces and increasing charges (1) this reduces congestion and pollution (1) as it encourages people to park in one place all day rather than driving around (1). <p>Accept examples from attractions that use this strategy. Do not have to name a destination.</p> <p>E.g.</p> <ul style="list-style-type: none"> • park and Ride systems (1) • limit visa numbers (1) • The Eden Project has actually set a maximum limit on the number of visitors and refuses entry when it reaches maximum capacity (2). <p>For full marks there must be an example.</p>	<p>(4)</p>

Question Number	Answer	Mark
<p>3(c)</p> <p>A01</p> <p>A03</p>	<p>Up to 6 marks for description of negative environmental impacts of outdoor activities. Marks can be for separate points or extended responses (1x6, 2x3, 3x2, 1x6)</p> <p>1 mark for each clear point up to a maximum of 6</p> <p>2 marks for each of three points with detail</p> <p>3 marks for each of two well developed points with evidence of research.</p> <p>6 marks for one integrated and sustained response</p> <p>Maximum of 4 marks in total for theoretical/generic responses. Credit description only.</p> <p><i>The candidates' responses may not coincide with examiners' view but answers should be marked positively; evidence of research and understanding of negative environmental impacts in countryside areas.</i></p> <p>Responses may vary but expect likely destinations</p> <ul style="list-style-type: none"> • national Parks • forestry areas • Nepal/Tibet - Mountain regions • Inca trail. <p>E.g.</p> <ul style="list-style-type: none"> • footpath erosion (1) • litter (1) • strain on resources (1) • loss of habitats (1) • threatened species (1) • where there are high volumes of tourists walking in mountain areas (1) this leads to tracks being eroded and widened (1) leaving a huge gash on the landscape (1) • unsustainable loss of tree cover through increased cutting down of trees (1) for use as fuel by trekkers as well as locals (1) increases run off and soil become poorer and crops won't grow (1). <p><i>For full marks must be evidence of research and related to outdoor activities in countryside or wilderness regions.</i></p>	<p>(6)</p>

Question Number	Indicative Content	
3(d) AO4	<p>There are two ways of answering this question. Candidates may continue with the destination given in (c) and explain how impacts have been minimised at this destination or else responses may be generic. Credit understanding of appropriate strategies.</p> <p>Level 1 - Travel companies should tell people before they go about how fragile the environment is. They could have a guide who goes with them to educate them and make sure they stick to the path.</p> <p>Level 2 - Companies should make hikers sign up to a code of conduct e.g. 'Leave only footprints' this would raise awareness and discourage them from taking souvenirs or picking plants. They should be discouraged from disturbing wildlife and getting too close. This means that there is less chance of habitat loss.</p> <p>Level 3 - Footpath erosion is a huge problem in upland areas popular with walkers and footpath repairs are very expensive and labour intensive. To stop footpaths becoming increasingly wider and muddier quite often a surfaced path is constructed. Even though this may not look attractive studies show that walkers will stick to these paths especially where footpath signs are used to direct people to the surfaced path. The material used should match local stone so that it blends in better. Another technique is to close some routes off and put a barrier in place to discourage people from using them walkers can then be diverted to use different paths. This allows the path to repair as the grass will grow back over time. Realistically this can only be done if the route isn't a public right of way.</p> <p>Strategies may include: No litter bin policies Trash in, trash out Code of conduct Nature reserves Constructed footpaths Closure and diversions of footpaths for regrowth Education - guided walks / visitor centres / viewing station</p>	
Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1-3	Basic responses that are mainly theoretical/descriptive. Basic explanation of one or a number of appropriate strategies for reducing negative environmental impacts caused by outdoor activities.
Level 2	4-6	Some explanation of one or more strategies to minimise negative environmental impacts. Some application to outdoor activities with some reasoning. Responses may either have clear application and some explanation or clear explanation and some application.
Level 3	7-8	Detailed explanation of one or more appropriate strategies clearly relevant to outdoor activities in the wilderness/countryside. Clear reasoning given.
Total for Question 3		30 marks
TOTAL FOR PAPER: 90 MARKS		

Unit 10: Promotion and Sales in Travel and Tourism (6996)

Question Number	Answer	Mark
1(a)(i) AO1	Up to 2 marks available for description. E.g. <ul style="list-style-type: none"> The seller needs to put the customer at ease by smiling and offering them a seat (1) perhaps by shaking their hand or getting them tea (1). 	(2)
1(a)(ii) AO1	Up to 2 marks available for description. E.g. <ul style="list-style-type: none"> The seller asks the customer open questions (1) such as what they want, how much they want to pay, when they want to go (1). 	(2)
1(a)(iii) AO1	Up to 2 marks available for description. E.g. <ul style="list-style-type: none"> After the customer appears satisfied and keen on the selection made, the seller must move on to get the customer to commit to the booking to make a sale(1) by filling in the booking form or screen (1). 	(2)
1(b)(i) AO2	One mark available for the identification of skill/quality and up to 2 marks available for the explanation. E.g. <ul style="list-style-type: none"> Skill/quality: Good communication skills (1) Explanation: So that Husnara can clearly suggest which hotels would be suitable(1) and why they would suit the need of a romantic setting (1). 	(3)
1(b)(ii) AO2	One mark available for the identification of skill/quality and up to 2 marks available for the explanation. Skills identified should be different for each customer type. E.g. <ul style="list-style-type: none"> Skill/quality: Good IT skills (1) Explanation: So Husnara can quickly book a suitable room(1) as speed is what this customer needs (1). 	(3)

Question Number	Answer	Mark
1(b)(iii) AO1 AO2	Up to 4 marks available for explanation. Maximum 2 marks for description E.g. <ul style="list-style-type: none"> • A good sales person will adapt to meet the needs of the customer (1). If people are unsure you need to build up a rapport and gain their confidence so they feel happy to take your advice(1). However if people know what they want they just require your efficiency and knowledge (1) so they can get what they need quickly (1). 	(4)
1(c) AO2	1 mark for each feature identified (these must be different) and up to 2 marks available for explanation relating to the identified need. E.g. <ul style="list-style-type: none"> • Feature: The Bear's Den (1) Explanation: This will meet the need of activities for the children as it is a supervised play area (1) with puzzles, dolls houses and Lego (1). 	(6)
Total for Question 1		22 marks

Question Number	Answer	Mark
<p>2(a)</p> <p>A01</p>	<p>Up to 2 marks available for each description.</p> <p>E.g.</p> <ul style="list-style-type: none"> • The organisation could give customers questionnaires (1) to fill in which could include questions about the products and services (1) • The organisation could use observation (1) and watch people’s reactions, body language when they are using the products/services (1). 	<p>(4)</p>
<p>2(b)</p> <p>A01</p> <p>A02</p> <p>A03</p>	<p>Up to 12 marks available, 3 for each P relating to the objectives. Maximum 4 marks in total for description with no explanation. Maximum 4 marks in total if not referring to the objectives.</p> <ul style="list-style-type: none"> • Maximise hotel occupancy • Increase usage throughout the whole year <p>E.g. Place</p> <ul style="list-style-type: none"> • The situation of the hotel does not really help their objective as few tourists travel to Devon out of the main season (1) because it is a long way from major towns such as London and Birmingham (1) and as the hotel is situated outside of a town there will not be so much to do (1). <p>E.g. Product</p> <ul style="list-style-type: none"> • The range of products should help the hotel as some of these are indoor (1) which means you can do them regardless of the weather(1) and the new conference rooms should attract businesses out of season (1) as businesses tend to be busier outside of main holiday seasons (1). <p>E.g. Price</p> <ul style="list-style-type: none"> • The price works against the objective because there is one price (1) whether the hotel is busy or not (1) so there is no incentive for people to stay out of peak season (1) so this may result in off-peak months still not maximising occupancy (1). <p>E.g. Promotion</p> <ul style="list-style-type: none"> • The local advertising may be good as it may bring locals to eat in the restaurant year around (1) However the leaflets in the local TIC is too late for people to consider staying in the hotel (1) as they will probably already be staying in accommodation elsewhere (1). 	<p>(12)</p>

Question Number	Answer	Mark
2(c) A04	<p>1 mark for each suggestion and up to 2 marks available for each justification. Must make reference in justification, to how the objective of increasing usage throughout the year will occur, to get the 2nd mark.</p> <p>E.g.</p> <ul style="list-style-type: none"> • Suggestion: Adapt price according to whether the hotel is busy or not (1) Justification: This would incentivise people to stay at quieter times (1) as it would be cheaper for customers(1) • Suggestion: Put adverts in the national papers in the autumn (1) Justification: This would tell people about the Bonnington and could make them think of going there in the spring (1) for a short break which would extend the main season for the hotel (1). 	(6)
Total for Question 2		22 marks

Question Number	Answer	Mark
3(a) A01	<p>Up to 2 marks available for each technique described. Maximum 1 mark for examples in each case.</p> <p>E.g. Advertising</p> <ul style="list-style-type: none"> • When an organisation pays to promote information about its products and services through a range of media such as TV and radio. <p>E.g. Display</p> <ul style="list-style-type: none"> • When an organisation uses a display board or banner at an exhibition, or a travel agency window, or another suitable venue to advertise its range of products and services to passers by. <p>E.g. Direct Marketing</p> <ul style="list-style-type: none"> • Any form of marketing which allows companies to communicate directly to the customer e.g. sending mail shots to peoples home addresses. 	(6)

Question Number	Answer	Mark
3(b) AO4	<p>1 mark available for a suitable target market. Whether the target market is suitable may depend on the explanation provided. Up to 3 marks available for an explanation. Maximum 2 marks for description.</p> <p>E.g.</p> <ul style="list-style-type: none"> • Target Market: Business Person (1) Explanation: Business People do not want to waste any time (1) as they just want to get there and back (1) so the lack of queues and quick check in will mean they waste less time at the airport (1). 	(4)
3(c)(i) AO4	1 mark available for suitable promotional material.	(1)
3(c)(ii) AO2 AO3 AO4	<p>12 marks available. 3 areas to be covered. Up to 4 marks available in each area.</p> <ul style="list-style-type: none"> • Target Market - clear link to the target market stated. • Information - company name, location, facilities (max 2 marks), date of launch, contact details of terminal • Presentation - use of logo/slogan, appropriate pictures and/or language (max 2 marks). 	(12)
3(c)(iii) AO4	<p>Up to 3 marks available for explanation of why this material will be effective. Maximum 2 marks for description.</p> <p>E.g.</p> <ul style="list-style-type: none"> • Direct Email to frequent flyers (1). • BA has a database containing its frequent flyers so this will be easy (1). These business people will be interested, as they need the product (1) they check emails constantly at work so this material should reach them (1). 	(3)
Total for Question 3		26 marks

Question Number	Indicative Content	
4 A03	<p>Level 1 - Competition means Holidays R Us needs to lower prices.</p> <p>Level 2 - Competition means that Holidays R Us needs to look at what the other agencies in the town are doing to try and price match or suggest a difference that they can offer. There are a number of families in the area and family holidays are popular. They should have displays in the leisure centre as this is a place many families go and then they will get to know the new agency name. They should try to get into the new markets of long haul and cruise. They could advertise their skill in these areas in the local newspaper and also hold a cruise evening for interested people with a cruise company.</p> <p>Level 3 - Holidays R Us is the only independent whereas the other two agencies are multiples which means they have preferred suppliers. This gives Holidays R Us an advantage as they can sell anyone. So the first promotional activity would be their brochure display. They should have many different brochures demonstrating the range they can sell. In particular here they can concentrate on long haul and cruise which are two areas their competitors do not concentrate on. They could advertise this in the local paper, parish magazines and in displays at golf courses where older people are more likely to see them. They could hold quality cruise evenings as older people are not so worried about price so they can sell more expensive holidays than the multiples who concentrate on the price conscious family market.</p>	
Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1-3	Basic responses that are mainly theoretical / descriptive. Possibly limited reasoning / application.
Level 2	4-6	Responses with some analysis/application. Responses may either have clear application and some analysis or some application and clear analysis. Linked to Holiday R Us but not really pulling out in depth the competition element and how the promotions would help them to beat the competition.
Level 3	7-8	Focused responses with sustained analysis and application. Constantly linking back to promotional activities and how these could help compete against the competitors.
Total for Question 4		8 marks

Question Number	Answer	Mark
<p>5(a)</p> <p>A03</p> <p>A04</p>	<p>Up to 6 marks available for description of a promotional campaign.</p> <p>Up to 2 marks available for description of materials.</p> <p>Up to 2 marks available for description of where the promotional campaign was placed.</p> <p>Up to 2 marks available for description of the variety of promotional techniques used in the campaign.</p> <p>Maximum 2 marks if not a promotional campaign.</p> <p>E.g.</p> <ul style="list-style-type: none"> • Alton Towers had a leaflet about the start of the new season (1) plus a TV advert giving details of dates (1). The leaflet was sent out to past customers (1) and the TV advert was shown on regional television close to Alton Towers (1). So two promotional techniques were used in the campaign, direct marketing (1) and advertising (1). 	<p>(6)</p>
<p>5(b)</p> <p>A03</p> <p>A04</p>	<p>Up to 6 marks available for analysis. Maximum 2 marks if not a promotional campaign. 2 marks available for basic statements with much description</p> <p>E.g.</p> <ul style="list-style-type: none"> • There was TV and radio advertising and leaflets made just for the new season (1). This meant lots of coverage (1). <p>4 additional marks available for developed responses and sustained analysis</p> <p>E.g.</p> <ul style="list-style-type: none"> • TV advertising was used which would have been very effective as huge numbers of people throughout the region would see it (1). The TV advertising reached a wide audience, and the timing of the campaign was good (1) as it is the time of year when people are becoming more aware of what is happening and when Alton Towers opens for the season (1). However not a lot of detail can be given in TV adverts (1). 	<p>(6)</p>
Total for Question 5		12 marks
TOTAL FOR PAPER: 90 MARKS		