

Mark Scheme (Results)

January 2010

GCE

GCE Travel and Tourism (6987/01)
Unit 1: The Travel and Tourism Industry

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Assessment Objectives

There are four assessment objectives for GCE in Travel and Tourism. They detail the knowledge, skills and understanding that the learner is required to demonstrate.

For this qualification, assessment objective descriptions and the weightings for each assessment objective are given below.

AO1	Demonstration of knowledge, understanding and skills Candidates demonstrate knowledge and understanding of the specified content, and of related skills in vocationally-related contexts.
AO2	Application of knowledge, understanding and skills Candidates apply knowledge and understanding of the specified content, and of related skills in vocationally-related contexts.
AO3	Research and analysis Candidates use appropriate research techniques to obtain information to analyse vocationally-related issues and problems.
AO4	Evaluations Candidates evaluate information to make judgements, draw conclusions and make recommendations about vocationally-related issues and problems.

Unit	AO1	AO2	AO3	AO4
1	25-30%	25-30%	20-25%	20-25%
2	30%	25%	25%	20%
3	30%	25%	25%	20%
4	30%	25%	25%	20%
5	25-30%	25-30%	20-25%	20-25%
6	30%	30%	20%	20%
7	20-25%	20-25%	25-30%	25-30%
8	20%	25%	30%	25%
9	20%	25%	25%	30%
10	20-25%	20-25%	25-30%	25-30%
11	20%	25%	25%	30%
12	20%	25%	25%	30%

Question	Example Answer	Mark Allocation
<p>1(a)</p> <p>A01</p>	<p>Up to 2 marks for a definition of outgoing tourism. Maximum of 1 mark if only example given.</p> <ul style="list-style-type: none"> • e.g. from the UK to France (1) • when you go abroad (1) • if you go on holiday to Spain (1) • when you fly out of the country (1) • a tourist who leaves the country where they live, and travels to another country for a holiday (2) • also known as "outbound" tourism (1) 	<p>(2)</p>
<p>1(b)</p> <p>A01</p>	<p>Up to 2 marks for a definition of business tourism. Maximum of 1 mark if only example given.</p> <ul style="list-style-type: none"> • Travelling for business (0) • travel related to your work (1) • meetings/ trade fairs/ conferences (1) • leaving your home to work in another place (1) like going from Manchester to London for a meeting (1). 	<p>(2)</p>

Question	Example Answer	Mark Allocation
<p>1(c)</p> <p>A04</p>	<p>For more than 4 marks the answer must have assessment related to both leisure short break visitors and business visitors.</p> <p>Answers which just repeat information from case study only can be awarded a maximum of 2 marks.</p> <p>Assessment may be related to:</p> <p>Location, room facilities, hotel facilities, Madrid facilities etc...</p> <p>E.g.</p> <ul style="list-style-type: none"> • the location of the hotel is excellent for both business and leisure visitors, as it is only 5 minutes from the airport by free shuttle, they will not have to spend money or a lot of time in traffic going in to the city (2) • the facilities in the bedrooms are very good for businesspeople, as there is a desk for them to work at and internet so that they can keep up to date with emails etc... (2) • the hotel has both a restaurant and bar, so after a days work, the business person will not have to go in to the city to eat at night (2) • as the hotel is only 10 minutes from the city centre, a range of short break visitors could be attracted, as the city has lots of things for different age groups, such as museums for older couples and the park for families. (2) <p>Or any other Information from case study with assessment related to business and/or short break visitors.</p>	<p>(6)</p>

Question	Example Answer	Mark Allocation
<p>1(d)</p> <p>A04</p>	<p>Up to two marks for each product described. One additional mark to be awarded for justification (clear link to the leisure/short break customer/hotel occupancy).</p> <p>E.g.</p> <ul style="list-style-type: none"> • transport to the city centre (1) this could be a free minibus running every hour(1) • entertainment in the hotel (1) such as Spanish dancing and music (1). • larger range of eating options in the hotel (1) such as a café or bistro or self service restaurant (1) this would give customers a choice, and more revenue for the hotel, as they would be more likely to stay in than go into the city in the evening (1) • facilities for children/babies (1) such as a crèche or babysitting (1) this would enable couples on a weekend break to enjoy a meal in the intimate restaurant without their children(1) • more leisure or health related facilities (1) like beauty therapy or a nail bar (1) this might attract groups of ladies or women on a hen night or shopping weekend (1) <p>NB: Do not accept marketing activities</p> <p>Any other reasonable suggestion may be credited, as long as it is related to short break leisure tourists and is reasonable for a city centre/airport hotel.</p>	<p>(6)</p>
<p>1(e)</p> <p>A02</p>	<p>Up to two marks for an example of an interrelationship. Marks increase with detail.</p> <p>Theoretical answers max 1 mark only.</p> <p>Only 1 example max 1 mark only.</p> <p>E.g.</p> <ul style="list-style-type: none"> • Blackpool Pleasure Beach has a relationship with Northern Trains. If you travel there by train, you can buy a wristband to the Pleasure Beach at a reduced price (2) • The Big Bus Company in London has a relationship with some of the large attractions, such as Madame Tussauds. If you show your bus ticket you have priority entry into the attraction and 10% off the price (2) 	<p>(2)</p>

Question	Example Answer	Mark Allocation
<p>1(f)</p> <p>AO2</p>	<p>Up to 6 marks available for a clear explanation as to how Medmagic could use ICT to improve their booking systems and procedures</p> <p>Answers which relate to benefits to the customer should NOT be credited.</p> <p>Responses which describe ICT only, Max 2 marks.</p> <p>E.g.</p> <ul style="list-style-type: none"> • they should take payments by credit and debit card (1) • Medmagic should introduce a website (1) with a booking system (1). This would be good for them because the customer would be booking direct with them, and they would not have to pay any travel agent commission (1) • e-tickets and e-vouchers could be used instead of paper tickets (1). These could be emailed to the customer once they had made the booking, saving time and administration staff wages (1) • they could use the website to advertise late deals and special offers on unsold holidays (1). This would enable them to fill up seats at the last minute and increase their income (1) • all their brochures could be produced as e-brochures, for customers to download themselves(1). This is faster, cheaper and more efficient than printing large amounts of brochures and posting them to customers (1), and reduce the amount of administration staff they might need to employ (1) • they could have an answering machine (1) which would enable them to ring customers back when they are quieter (1). <p>Any other suitable use of ICT may be credited with explanation of its use by Medmagic in improving systems and procedures.</p>	<p>(6)</p>
Total for Question 1		24 marks

Question	Example Answer	Mark Allocation
<p>2(a)</p> <p>AO1 (6)</p> <p>AO4 (6)</p>	<p>Up to four marks for each activity/ attraction described and explained. Marks increase with detail and depth in both description and explanation.</p> <p>E.g.</p> <ul style="list-style-type: none"> ▪ birthday parties (1). Holding birthday parties at the farm will enable them to increase their Visitor numbers all year round. (1) They could have an all inclusive price of say £10 per child with a minimum number of 10. (2) ▪ adventure playground (1). Building an adventure playground may attract families with older children to visit (1) ▪ opening a café, craft centre or farm shop (1). Having a café, craft centre or farm shop would increase their visitor numbers, especially adults, to the farm as well as children (1) and the age profile of visitor to the farm (1) ▪ themed events at different times of year (1) E.g. Easter Egg Hunt, Father Christmas visits the Barn, Halloween evening opening (1). Special Events such as Halloween, Easter and Father Christmas will bring customers to the farm in the winter, autumn and spring. This will help meet the objective of increasing visitor numbers in months other than July and August. (2) ▪ shetland pony rides (1) or pony treks or riding lessons for older children (1). Not just offering pony rides, but also pony treks and lessons will enable the farm to increase its age profile, as riding is very popular with children older than 8 years (2). <p>Or any other reasonable suggestion described. Must be appropriate to a farm.</p>	<p>(12)</p>

Question	Example Answer	Mark Allocation
<p>2(b)</p> <p>A01 (3)</p> <p>A02 (3)</p>	<p>Up to 6 marks available for description of possible negative impacts of the farm on the environment.</p> <p>List of negative impacts not related to farms - max 3 marks.</p> <p>Pollution - must specify type e.g. noise, water etc...</p> <p>E.g.</p> <ul style="list-style-type: none"> • destruction of grassland, (1) which may have to be used for parking visitor cars (1) • footpath erosion (1) by the nature trails in the area (1) • pollution - litter dropped by visitors (1) may damage the habitats of wildlife (1) • congestion of local roads (1) in the countryside by cars going down narrow lanes to access the farm (1). There may also be congestion in villages and nearby towns if not well signposted (1) • loss of traditional farming (1) i.e. cattle/sheep/cereals - been replaced by tourism on the farm (1) • jobs on the farm are low paid and at present only seasonal (1) as it is not open in winter (1) • disturbing the animals (1) E.g. hens may not lay (1). 	<p>(6)</p>
<p>2(c)(i)</p> <p>A02</p>	<ul style="list-style-type: none"> • July, August and September 	<p>(1)</p>
<p>2(c)(ii)</p> <p>A02</p>	<ul style="list-style-type: none"> • Countryside/village 	<p>(1)</p>

Question	Example Answer	Mark Allocation
<p>2(c)(iii)</p> <p>A04</p>	<p>Up to 4 marks available. For maximum marks, the suggestions should refer to both tables of statistics.</p> <p>E.g.</p> <ul style="list-style-type: none"> • Farmer Ted's could use the statistics to see when most customers take trips (1). Most customers take trips in summer, but there are still many people taking trips in spring months (1). If the farm chose to open in Spring, which is when Easter and half term holidays are, then they would get plenty extra customers (1) • many people take trips in October to December, but these are likely to be short breaks (1). But Farmer Ted's could decide to open at weekends in these months, and even October half term all week, so they would increase visitor numbers (1) • although the countryside is the lowest type of destination visited, with only 23.47 million. Farmer Ted's is near a seaside resort (1) so has a potential for many more visitors if they advertise there (1). Many customers who visit seaside resorts are families who may take weekend breaks throughout the year (1). 	<p>(4)</p>
<p>Total for Question 2</p>		<p>24 marks</p>

Question	Example Answer	Mark
<p>3(a)</p> <p>A01</p>	<p>Up to 2 marks for a clear definition of “independent” MUST be in relation to the booking process.</p> <p>Do not credit “not using a travel agent”</p> <p>E.g.</p> <ul style="list-style-type: none"> • when the customer books flights on the internet (1) • when you book your trip using two different websites (1) • when a customer books their transport arrangements, for example a flight or ferry, separately from their accommodation (2). 	<p>(2)</p>
<p>3(b)</p> <p>A01</p>	<p>Up to 4 marks available. For maximum marks more than one advantage should be explained.</p> <p>“It is cheaper” (not necessarily true) MAX 1 mark.</p> <p>E.g.</p> <p>It gives the customer more flexibility, as they are able to select their own...</p> <ul style="list-style-type: none"> ▪ Flight times, ▪ departure day, ▪ stop off points; ▪ length of stay, etc... <p>It gives different customer types a choice of</p> <ul style="list-style-type: none"> ▪ airline ▪ class ▪ ferry route, ▪ price <p>Other advantages may include...</p> <ul style="list-style-type: none"> ▪ It saves time (1 max) ▪ Comfort of your own home (1) ▪ 24/7 (1) ▪ Quicker (0) 	<p>(4)</p>

Question	Example Answer	Mark Allocation
3(c) AO1	<p>Up to 3 marks available for a description of the role of ABTA in protecting customers in case of financial failure.</p> <ul style="list-style-type: none"> • if the tour operator goes bust they will help you to find an alternative holiday (1) • travel agents pay bond money to ABTA. They can use this bond money to pay for flights home or to compensate those who have lost money if they collapse.(2) • your money will be safe as long as you have booked through a company with an ATOL licence. Most ABTA travel agents will only use ATOL bonded operators (2) • ABTA offer an insurance policy that will give you your money back if your operator goes bust (2) • if the travel agent goes bust and is in ABTA you will get all your money back, or be able to continue with your holiday arrangements through another agent (2). • They will help to get you home if you are stranded abroad because a holiday company has gone bust (1) 	(3)

Question	Example Answer	Mark Allocation
<p>3(d)</p> <p>A02</p>	<p>Up to 6 marks available for description of the advantages to the customer of booking through a travel agent.</p> <p>Points may include</p> <ul style="list-style-type: none"> • They do it all for you (1) • Pay for everything together (1) • expertise and knowledge of destinations • have a wide range of products to choose from • save time searching through websites, and money on phone calls • convenience of location - high street or shopping centre • range of special offers • financial protection (max 1) • support to find alternative holidays if things go wrong. <p>E.g.</p> <ul style="list-style-type: none"> • using a travel agent is good for a customer, as most agents have expert knowledge of products, such as the best airline to fly with, the tour operators with the best special offers etc. The customer themselves would not have access to some of this information. Using an agent also saves lots of time for the customer, as if they had to search the websites of lots of different operators to find a holiday this may take ages, and even then they cannot be sure that the company is safe to book with and their money is protected. 	<p>(6)</p>

Question	Example Answer	Mark Allocation
<p>3(e)(i)</p> <p>A01</p>	<p>Up to 2 marks for a clear description of “economic climate”.</p> <p>Definition should include reference to at least two of the following</p> <ul style="list-style-type: none"> • mortgage rates • interest rates • stock market • prices and level of inflation • unemployment rates • exchange rates • industrial production • credit crunch • recession <p>E.g.</p> <ul style="list-style-type: none"> • economic climate refers to the state of the economy of a country. A poor economic climate is one with low exchange rates and a falling stock market, which is in recession (2). 	<p>(2)</p>
<p>3(e)(ii)</p> <p>A03</p>	<p>Up to 3 marks for an example of a travel organisation that has been effected by poor economic climate.</p> <p>E.g</p> <ul style="list-style-type: none"> • ‘Zoom’ (1), the airline which flew from the UK to Canada collapsed in 2008 (1) due to the high price of aviation fuel (1). <p>Theoretical answers - maximum 1 mark</p> <p>e.g.</p> <ul style="list-style-type: none"> • scheduled airlines have lost customers to no frills airlines (1) 	<p>(3)</p>

Question Number	Indicative Content	
3 (e) (iii) A03	<p>Answer should consider effects on different industry sectors e.g. accommodation, tour operators, airlines</p> <p>Positive effects e.g. more domestic holidays, use of cheaper accommodation, rise in camping holidays.</p> <p>Negative effects e.g. companies going bust, more second class travel, more use of no frills airlines.</p> <p>Level 1 - People have less money to spend on holidays. Travel organisations will lose money and may go bust because they have less customers</p> <p>Level 2 - In times of poor economic climate, travel organisations will have to offer products and services to customers at a more competitive price. For example, business customers may choose not to travel in first class on trains, so train companies will either have to reduce their fares, or have more availability in standard class on the trains. Less disposable income may affect tour operators. They may have to offer more one week holidays as customers cannot afford two weeks.</p> <p>Level 3 - Economic climate can affect travel organisations in many ways. With high interest rates and the high price of oil airlines may need to cut back on the number of flights they offer, so that they are not left with unsold seats. In times of higher prices and higher mortgage rates, customers with less disposable income may choose to book a domestic holiday or a self catering holiday instead of staying in a hotel, so these parts of the accommodation sector could be affected positively, and actually gain customers. (plus information from level 2 answer.)</p>	
Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1-3 marks	Basic responses that are mainly theoretical/descriptive. Possibly limited reasoning/application. May focus on the effects on the customer rather than the industry. May focus on 'tourism' in general rather than sectors.
Level 2	4-6 marks	Responses with some analysis/application. Responses may either have clear application and some analysis or some application and clear analysis. Effects of economic climate on one or more sectors of the travel and tourism industry are considered.
Level 3	7-8 marks	Focused responses with sustained analysis and application. The long term effects of economic climate on more than one sector of the travel and tourism industry are considered.
Total for Question 3		28 marks

Question	Example Answer	Mark Allocation
4(a) AO1	<p>One mark for each of two examples of transport organisations.</p> <p>Must be clear that it is a transport organisation</p> <p>e.g. Thomson (0) Thomsonfly (1)</p> <p>e.g. Virgin (0) Virgin Atlantic/Trains (1)</p> <p>E.g.</p> <ul style="list-style-type: none"> • P&O Ferries • National Express • Easyjet • British Airways 	(2)

<p>4(b)</p> <p>A01</p>	<p>Up to 2 marks for each need. Must be linked to development of products and services offered by transport.</p> <p>Credit relative examples.</p> <p>E.g.</p> <p>Luxury and comfort</p> <p><u>NOT</u> meals and drinks (0)</p> <ul style="list-style-type: none"> • Beds on aircraft • Business and first class facilities • Private jets • Wider seats • Seatback TV with games console on flights • Wifi access, laptop points on trains <p>Cheaper fares</p> <p><u>NOT</u> lower/cheaper fares (0)</p> <ul style="list-style-type: none"> • Advance purchase/saver tickets • Low cost airlines • Off-peak offers • Season tickets • Freedom Pass/ railcards <p>Health, safety and security</p> <p><u>NOT</u> first aid boxes (0)</p> <ul style="list-style-type: none"> • Sat nav built in to cars • Seatbelts (1) • Improved airbags • NCAP ratings • Airport security measures e.g. scanners,xrays • No smoking policy • Hand baggage -liquid restrictions etc • Financial security eg ATOL (1) 	<p>(6)</p>
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Question	Example Answer	Mark Allocation
<p>4(c)</p> <p>AO3</p>	<p>Up to 6 marks available for analysis. Description of transport only Max 2 marks Vague statements such as “faster planes” will not be credited, as question asks for examples.</p> <p>Technological factors could include advances in</p> <ul style="list-style-type: none"> • speed e.g. TGV • size e.g. A380 • movement e.g. tilting trains • range -e.g. link to long haul growth, less refuelling. <p>Types of transport which could be considered include:</p> <ul style="list-style-type: none"> • Jumbo Jet/747 • Concorde • A380 Airbus • Dreamliner • Eurostar • Pendolino/tilting trains • new types of car, e.g. people carriers, 4x4 • motorhomes e.g. Winnebago • city centre trams e.g. metro link. <p>E.g.</p> <ul style="list-style-type: none"> • The development of larger jet aircraft such as the jumbo jet has enabled more people to travel to long haul destinations. Smaller, older planes could only take 200 passengers, and fly short distances to European destinations (2). 	<p>(6)</p>
Total for Question 4		14 Marks
TOTAL FOR PAPER: 90 MARKS		

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