

# Mark Scheme (Results)

June 2010

GCE

GCE Travel and Tourism (6987/01)

Unit 1: The Travel and Tourism Industry

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Question Number	Answer	Mark
1(a)	i) Outgoing/Outbound ii) Domestic iii) Inbound/incoming Credit with or without the additional word 'Tourism' or 'Tourists'	(3)
1(b)	Up to 4 marks for an example of an organisation that has responded/adapted to recent poor economic climate. Answers which are theoretical and refer only to reduced prices with no detail maximum 2 marks in total. Answers may be description or explanation Marks may be awarded for; <ul style="list-style-type: none"> <li>▪ Name of organisation (1)</li> </ul> However, no marks for name of organisation if rest of response is incorrect. Further marks for details of response, e.g. <ul style="list-style-type: none"> <li>▪ price reduced by 20% (1)</li> <li>▪ Customers must book before the end of January (1)</li> <li>▪ free child places (1)</li> <li>▪ free insurance or airport tax (1)</li> <li>▪ buy two nights, stay third night free (1)</li> <li>▪ merger or takeover (1)</li> <li>▪ consolidation/cancellation of routes (1)</li> </ul> e.g. Easyjet (1) had a seat sale in January (1), it had a limited number of seats available to all its European destinations, such as Paris (1) for only £9.99 including tax (1). This was a limited offer for three days only. (1)	(4)
1(c)	Up to 2 marks for a description of business tourism. Examples can also be credited. Marks can be awarded for... <ul style="list-style-type: none"> <li>▪ Purpose of travel, e.g. meeting, (1) conference, (1) sales exhibition, (1) training course etc...(1)</li> <li>▪ Any reasonable destination/s (1)</li> <li>▪ Any reasonable duration (1)</li> <li>▪ Any reasonable travel method (1)</li> <li>▪ "away from usual place of work" (1)</li> <li>▪ when you travel for business reasons (1)</li> <li>▪ A sales manager going from London to New York for three days for a meeting with a customer(2)</li> </ul>	(2)
	<b>Total for Question 1</b>	<b>9 marks</b>

Question Number	Example Answer	Mark
2(a)	<p>For each of the two objectives, up to two marks for each new product/suggestion described. Second mark for detail in description or example.</p> <p>Suggestions must be feasible for a Birmingham based coach company.</p> <p>Up to three marks for each explanation/justification as to how suggestions are linked to the objectives.</p> <p><b>1. To attract a lower age group to their <u>existing</u> UK tours</b></p> <p>New product/suggestions may include</p> <ul style="list-style-type: none"> <li>▪ Changing the destinations they go to (Max 1)</li> <li>▪ Adding more modern entertainment to the hotels (1) such as cabaret or comedians (1)</li> <li>▪ Doing short breaks in the summer months (1)</li> <li>▪ Themed holidays (1) such as “rock and roll” (1)</li> <li>▪ Using self catering accommodation (1) such as apartments (1)</li> <li>▪ Sporting activities e.g. tennis, football (1)</li> </ul> <p>NOT day trips unless clearly day excursions on existing holiday</p> <p>Example of a Justified suggestion</p> <p>Self catering would probably be cheaper accommodation for families and younger couples, (1) they would not be stuck in a hotel with full board food which they may not like, they can choose what they want to cook for themselves or eat out if they wish (1) and they will be able to find their own entertainment, such as clubs which will be more to their taste (1)</p> <p><b>2. To increase their UK product range in the off peak months from October to March.</b></p> <p><u>NOT</u> London theatre weekends.</p> <p>New product/suggestions may include:</p> <ul style="list-style-type: none"> <li>▪ A range of short breaks for older people (1) for example turkey and tinsel breaks (1)</li> <li>▪ Doing day or overnight trips to see concerts, (1) such as Robbie Williams live at the O2 (1)</li> <li>▪ Doing trips to cities for weekends (1) for example a weekend in Edinburgh with a trip to the Castle (1)</li> </ul> <p>Example of a justified suggestion</p> <p>Short breaks such as weekend city breaks in the winter months would attract a range of different customer types, both younger and middle aged couples.(1) If the break included an indoor attraction like a castle, it would not matter if the weather was not good (1) and the coaches would be put to good use throughout the year (1)</p>	(10)

Question Number	Example Answer	Mark
2(b)	<p>Up to two marks for an example of an interrelationship. Second Mark for detail. Theoretical answers max 1 mark only.</p> <p>e.g. an attraction working with a coach company (1) e.g. Thomas Cook working with Hilton (1) e.g. 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) e.g. Easyjet has a relationship with Europcar (Car Hire) (1) if you fly with easyjet, you can have 20% off your car hire in resorts if you show your flight ticket (1)</p>	(2)
2(c)	<p>Up to 4 marks available, one point for each valid explained point.</p> <p>Information/Statistics that are described and not related to the coach company, maximum 2 marks.</p> <p>For maximum marks, the explanation should refer to the statistics and the coach company's use of them.</p> <p>Example Answer</p> <p>As the pound is falling against the euro, this means that they are in a good position as they only offer tours in the UK. (1) But they should resist expanding and doing outbound tours to Europe as there may not be a market for this(1) However, the exchange rate for the euro will mean more incoming tourists, so maybe they could consider advertising in France to encourage tourists to come to the UK and use their coaches (1) they could also use the statistics to compare how much things such as coke and newspapers cost in France and use them to encourage more people to take domestic holidays in the UK (1)</p>	(4)
	<b>Total for Question 2</b>	<b>16 marks</b>

Question Number	Example Answer	Mark
3(a)	<p>1 mark per correct answer</p> <p>(i) Accommodation - Marmaris Apartments (1) (must say Apartments)</p> <p>(ii) Tour Operator - Cosmos Holidays (1) Cosmos holiday brochure (1) Cosmo (1)</p> <p>Credit with or without 'holidays'</p> <p>(iii) Transport - Monarch airlines (1) Monarch (1) Monarch airways (1)</p> <p>(iv) Travel Agent - Co-op Travel (1)</p> <p>Reject 'Co-op' on it's own</p> <p>(v) Private Sector Support Service- Barclays Bank (insurance) (1) Barclays (1)</p> <p>(vi) Public Sector Support Service - visit Turkey website (1)</p>	(6)
3(b)	<p>Up to six marks available for clear assessment.</p> <p>List of advantages and/or disadvantages, max 3 marks. For more than 4 marks, candidate should consider both advantages and disadvantages No credit to be given for "cheaper" Examples of advantages and disadvantages that could be used in the assessment.</p> <p>Advantages</p> <ul style="list-style-type: none"> <li>• Available 24/7</li> <li>• Convenience - from their own home</li> <li>• Able to mix and match accommodation/flights etc</li> <li>• More choice of date, airline and accommodation</li> <li>• Speed</li> <li>• Price comparison</li> </ul> <p>Disadvantages</p> <ul style="list-style-type: none"> <li>• travel clerks have expertise and knowledge of destinations, may be lack of info on internet</li> <li>• Information could be difficult to find - lots of time could be spent searching through websites, and money on phone calls</li> <li>• Travel agents may have better special offers</li> <li>• No financial protection (unless you pay by credit card or company is ABTA or ATOL protected)</li> </ul>	(6)

Question Number	Example Answer	Mark
3(c)	<p>Up to 4 marks available. One mark for each valid statement made. The explanation of vertical integration can be theoretical or using an example.</p> <p>Answers may refer to:</p> <ul style="list-style-type: none"> <li>▪ Different levels of the chain (1)</li> <li>▪ Take over/merge/buy (1)</li> <li>▪ Tour operators buying travel agents</li> <li>▪ Tour operators buying their own airline</li> </ul> <p>Example answer Vertical integration is when one company on one level of the chain buys or merges with another company on a different level of the chain, like a tour operator buying an airline, or a travel agency. (4)</p> <p>Example answer using a real example Vertical integration is when an organisation on one level of the chain of distribution is merged with (1) or buys an organisation on a different level of the chain, (1) for example a travel agency such as Thomson which is owned by Tui, the tour operator (1) which also has its own airline which is Thomsonfly (1)</p>	(4)
<b>Total for Question 3</b>		<b>16 marks</b>

Question Number	Answer	Mark
4(a)	<p data-bbox="395 304 895 338">One mark for a correct example. e.g.</p> <ul data-bbox="443 344 815 757" style="list-style-type: none"><li data-bbox="443 344 635 378">▪ Cunard (1)</li><li data-bbox="443 385 815 418">▪ P&amp;O Cruises (1) P&amp;O (1)</li><li data-bbox="443 425 651 459">▪ Princess (1)</li><li data-bbox="443 465 667 499">▪ Celebrity (1)</li><li data-bbox="443 506 619 539">▪ Costa (1)</li><li data-bbox="443 546 724 580">▪ Ocean Village (1)</li><li data-bbox="443 586 596 620">▪ NCL (1)</li><li data-bbox="443 627 596 660">▪ MSC (1)</li><li data-bbox="443 667 756 701">▪ Royal Caribbean (1)</li><li data-bbox="443 707 692 741">▪ Fred. Olsen (1)</li></ul>	(1)

<p>4(b)</p>	<p>Up to 6 marks available, one mark for each valid point explained. Marks can increase for detail on one point, or can be for separate points.</p> <p>NB the cruise is NOT all inclusive as drinks are not included in the price</p> <p>All positive responses can gain maximum marks as long as candidates explain why families would be motivated.</p> <p>Negative points - i.e. why families may not be motivated by the article can also be credited.</p> <p>A list of things to do, lifted from the case study, Maximum 2 marks</p> <ul style="list-style-type: none"> <li>▪ The article is effective as it describes all the things there are to do for children on the ship (1)</li> <li>▪ From this article families with all ages of children can see that there will be lots for them to do (1), so it will be effective in motivating them to go on a cruise as they will be busy all day and evenings(1)</li> <li>▪ The cost seems quite high, so this may put some families off, as it is only for 7 nights (1)but others may see this as reasonable as all entertainment and food is included, so they will have not to find much extra spending money(1)</li> <li>▪ The Mediterranean is a popular destination for families, but there are no details of the ports it calls at, so this does not help motivate them to travel. The families will want to know where they will sail to (1) as if the destinations are all historical then they may not be interested in it (1)</li> <li>▪ The fact that the article mentions buffet dining is good for families,(1). The article concentrates solely on the children in the family, there is no mention of what there is to do for the parents, so is not motivating for the whole family (2)</li> </ul>	<p>(6)</p>
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Question Number	Answer	Mark
4(c)	<p>Up to 6 marks available.</p> <p>These may be; 3 products/services justified; or 2 products/services justified, additional detail gaining extra marks.</p> <p>Reduced prices/special offers (1 mark max)</p> <p>New products/services which may be suggested could include:</p> <ul style="list-style-type: none"> <li>▪ Evening entertainment, e.g. theatre productions, classical recitals, ballroom dancing, cabaret (2)</li> <li>▪ Daytime events such as bridge, port talks and lectures, special interest demonstrations e.g. flower arranging (2)</li> <li>▪ A range of shore excursions by coach to places of historical or cultural interest in the ports visited (2)</li> <li>▪ Waiter service restaurant meals</li> </ul> <p>Examples of justification for these suggestions:</p> <ul style="list-style-type: none"> <li>▪ Older/retired couples may not want 'disco' style entertainment, but prefer more sedate and upmarket activities in the evening (1)</li> <li>▪ Older/retired couples may travel out of season, in spring/autumn when the weather is cooler, so will need these types of indoor activities to keep them amused in the daytime (2)</li> <li>▪ Older/retired couples may not be as active as young families, so prefer coach excursions (1) to historical destinations such as Rome (1)</li> </ul> <p>Or any other suitable product/service may be credited.</p>	(6)
4(d)	<p>Up to 2 marks available for an example of horizontal integration. First mark for sector, second mark for company names, showing clearly that they are of the same type e.g. two tour operators, two travel agencies....</p> <p>A theoretical answer = 1 mark only.</p> <p>e.g. when a travel agent buys another travel agent (1)</p> <p>e.g. Thomson Holidays the tour operator, bought Crystal Holidays the ski tour operator. (2)</p> <p>Cruise operators may NOT be credited.</p>	(2)
<b>Total for Question 4</b>		<b>15 marks</b>

Question Number	Example Answer	Mark
5(a)	<p>One mark each for any reasonable example of a built attraction, Examples may be in the UK or overseas.</p> <p>e.g.</p> <ul style="list-style-type: none"><li>▪ Alton Towers,</li><li>▪ Disneyland Paris</li><li>▪ Chester Zoo</li><li>▪ Madame Tussauds</li><li>▪ Jorvik Viking Centre</li><li>▪ Natural History Museum</li><li>▪ Edinburgh Castle</li></ul> <p>Natural Attractions, eg. Niagara Falls may <b>NOT</b> be credited.</p>	(2)

Question Number	Indicative Content	
<p>5(b) QWC (i - iii)</p>	<p><b>Level 1</b> - At this level candidate responses will probably focus on the internet and faster and more interactive rides.</p> <p><b>Level 2</b> - At this level, the candidate will have considered a range of uses of the internet, and maybe considered some operational technology and will have clearly applied it to the attractions sector.</p> <p><b>Level 3</b> - At this level, the candidate will have considered an extensive range of uses of technology in a <i>range of different attractions</i> across the sector. 'Design-related' technology may also be credited e.g. CAD/Robots</p> <p>Level 1 e.g. The main technology is the internet, now you can book your tickets on line from your own home. There are also faster rides because of technology.</p> <p>Level 2 e.g. Attractions have used technology to give their customers a more interactive experience when visiting, for example they have simulators, 3D cinemas, and ghost rides with holograms. They also use technology when promoting their attractions, they may have a website with a virtual tour, online booking facilities and a webcam.</p> <p>Level 3e.g. Attractions have used improved technology in their operations, for example they have fast track tickets, and automated boards which display how long the queue will be in theme parks. Interactive displays in museums, such as dinosaurs whose body parts move, are also a result of new technology. They can also use computer technology to keep customer details, to enable them to send details of new attractions, such as a new lion cub at the zoo, or special offers, either by post or email. They will use internet technology for not only publicity, but also to take online bookings and payments, and enable customers to print off their own tickets before they arrive.</p>	
Level	Mark	Descriptor
	0	No rewardable material
Level 1	1-3	<p>Basic responses with limited application to the attractions sector.</p> <p>The candidate uses everyday language and the response lacks clarity and organisation. Spelling punctuation and the rules of grammar are used with limited accuracy.</p>
Level 2	4-6	<p>Responses with some detail and application to the attractions sector The candidate uses everyday language and the response lacks clarity and organisation.</p> <p>The candidate uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.</p>
Level 3	7- 8	<p>Focused and detailed responses with clear application to the attractions sector. The candidate uses specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p>

Question Number	Example Answer	Mark
5(c)(i)	<p>Up to 2 marks available for explanation of intangible, For second mark explanation must clearly relate to tourism</p> <p>Intangible is when you cannot touch or pick up a product or service, you only experience it (1) Like a guided tour around a castle or a flight. (1)</p>	(2)
5(c)(ii)	<p>Up to 4 marks available. Up to 2 marks for detailed explanation of each of two points.</p> <p>A list of uses with no explanation, Max 2 marks</p> <p>Uses of the internet could include</p> <ul style="list-style-type: none"> <li>▪ Pictures on website (1)</li> <li>▪ Virtual tours (1)</li> <li>▪ Webcams (1)</li> <li>▪ Email forms for more information, queries, bookings, (1)</li> <li>▪ Reviews/blogs (1)</li> </ul> <p>These address intangibility because</p> <ul style="list-style-type: none"> <li>▪ You can see what it is like before you go there, maybe print out the pictures etc.. (1)</li> <li>• You can use the internet to book in advance, so you then have a ticket (tangible) before you arrive (1)</li> <li>• You can decide whether you will like it or not (1)</li> <li>• If you fill in a form on the internet you could be sent a DVD on the attraction to look at before you go (1)</li> </ul> <p><b>Example answer</b></p> <p>Attractions could use their website on the internet to show pictures of the attraction (1). This will enable people to see what it is like there before they arrive (1). They could also use the internet to take bookings in advance, so that the customer could print out his own tickets at home and have something tangible. (2)</p>	(4)
<b>Total for Question 5</b>		<b>16 marks</b>

Question	Example Answer	Mark Allocation
6(a)	<p>Up to 4 marks may be awarded for appropriate analysis of the data. Answers should relate primarily to public transport, but may also consider the alternative i.e. private car.</p> <p>Analysis may consider the following points from the data</p> <ul style="list-style-type: none"> <li>▪ Only 9.9% of people currently arrive by rail, despite there being a high speed link</li> <li>▪ Tube links are good, but only 15% of people use it to travel to Heathrow</li> <li>▪ 74.7% of people in 2007 arrived by road, by car, bus or taxi.</li> </ul> <p>Example of Analysis answer</p> <ul style="list-style-type: none"> <li>▪ There is a large range of public transport choice for passengers; however, many people (58.9%) still choose to travel by private car or taxi. (2)</li> <li>▪ For maximum marks, answer must include some statistics.</li> </ul>	<b>(4)</b>
6(b)	<p>One mark for each example described</p> <p><b>Negative Impacts may include</b></p> <ul style="list-style-type: none"> <li>• Loss of homes</li> <li>• Reduced value of property in the area</li> <li>• Noise pollution</li> <li>• Road Traffic congestion</li> <li>• Busy trains and underground</li> <li>• Air pollution/carbon emissions</li> </ul> <p><b>Positive Impacts may include</b></p> <ul style="list-style-type: none"> <li>• Jobs for locals in construction</li> <li>• Increased investment in businesses in the area</li> <li>• Possible improvements to transport networks in the area</li> </ul> <p>NB Impacts are NOT the same as advantages e.g. able to compete with other European airports (0)</p>	<b>(6)</b>

Question Number	Indicative Content
<p>6(c)</p> <p>QWC (i - iii)</p>	<p>Marks to be awarded for an explanation of HOW these impacts will affect the local area.</p> <p><b>Level 1</b> At this level, candidate will probably have focused on obvious impacts, such as congestion and people losing their homes. They may have simply listed the impacts again.</p> <p><b>Level 2</b> - At this level, candidates will have used the case study and have explained how some of the possible impact will affect the local community. Their answers will probably focus on negative impacts, though there may be some mention of positive impacts.</p> <p><b>Level 3</b> - At this level, candidates will have used the case study material well, and will have explained in detail how a range of positive and negative impacts of the building of the runway will affect the local community.</p> <p>Level 1 e.g. As they are going to bulldoze a village lots of people will lose their homes. There will be a lot more noise as there is a big increase in number of flights.</p> <p>Level 2 e.g. If the new runway goes ahead, I think that there will be a considerable impact on the local community, not only those who are going to lose their homes, but all the others who live nearby, they will have to put up with a lot more traffic on the roads trying to get to the airport. There will also be additional noise from all the extra flights taking off and landing. However a positive here may be a possibility of extra jobs at the airport for the locals, not only in the short term in the building of the runway, but also once it is built there will be more jobs at the terminals.</p> <p>Level 3 e.g. I think that there will be very many negative impacts on the local community. It is already busy at Heathrow as it is one of the biggest airports in the world, so an additional runway will put added pressure on the local roads and rail network. This will add to the congestion in the area, and make it very difficult for them to travel around. Congestion, together with the noise pollution created by additional flights, will mean that property prices will be negatively affected in the area immediately surrounding the airport. However, on the positive side there may be many new jobs created, both at the airport and in the new businesses attracted to the area because of the airport's expansion.</p>

Level	Mark	Descriptor
	0	No rewardable material
Level 1	1-3	Basic responses that are mainly theoretical/descriptive. Possibly limited reasoning/application to the case study. The candidate uses everyday language and the response lacks clarity and organisation. Spelling punctuation and the rules of grammar are used with limited accuracy.
Level 2	4-6	Responses with some analysis/application to the case study. Responses will have application and some explanation, or some application and clear explanation. The candidate uses everyday language and the response lacks clarity and organisation. Spelling punctuation and the rules of grammar are used with limited accuracy.
Level 3	7-8	Focused responses with detailed explanation and application, case study information used effectively. The candidate uses specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.
<b>Total for Question 6</b>		<b>18 marks</b>
<b>TOTAL FOR PAPER: 90 MARKS</b>		

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