

Mark Scheme (Results)

Summer 2013

Travel and Tourism (6987)

Unit 1: The Travel and Tourism
Industry

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General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

Question Number	Answer	Mark
1(a)(i)	One mark for correct example from the extract. Domestic – Leicester to Loughborough (1) or Yorkshire/Midlands to Liverpool or London (1)	(1)

Question Number	Answer	Mark
1(a)(ii)	One mark for correct example from the extract. Outgoing – UK to Paris (1)	(1)

Question Number	Answer	Mark
1(a)(iii)	One mark for correct example from the extract. Long Haul – UK to USA and/or China (1)	(1)

Question Number	Answer	Mark
1(b)	<p>Up to four marks for an explanation of vertical integration. Marks increase with detail and examples may also be credited (max 2).</p> <p>E.g.</p> <ul style="list-style-type: none"> ▪ When a company has different sorts of organisation in it (1) ▪ Merges or takes over another company(1) at a different level of the chain (1) ▪ A company which owns both travel agents and tour operators (1) and its own aircraft (1) ▪ Thomas Cook is vertically integrated because it has organisations on three different levels of the chain of distribution, - airlines, travel agents and tour operators (3) ▪ Thomas Cook is a large organisation operating in different sectors, as it has travel agents (1) and it also has a range of different tour operators (1) for example Airtours (1) and it also has 41 of its own aircraft (1) <p>Answers which correctly contrast vertical and horizontal integration may also be credited</p>	(4)

Question Number	Answer	Mark
1(c)	<p>Up to two marks for a description of economic climate. Marks increase with detail/clarity. Answers will probably focus on poor economic climate, however, positive statements may also be credited if appropriate.</p> <p>e.g.</p> <ul style="list-style-type: none"> • Recession/Credit crunch (1) • Low interest rates (1) • People have lots of debt (1) • Poor exchange rate for the £ or the \$ (1) which means people and organisations have less to spend (1) • The state the finances of a country or area are in (1) this may be good, when they have lots to spend, or poor when there is a credit crunch on (1) • Could accept examples e.g. Cyprus... 	(2)

Question Number	Answer	Mark
1(d)(i)	<p>One mark for a holiday destination affected by war/civil unrest in last five years.</p> <p>E.g.</p> <ul style="list-style-type: none"> • Tunisia (1) • Egypt /Cairo (1) • Israel (1) • Sri Lanka (1) • Greece/Athens (1) <p>Any other suitable holiday destination may be credited.</p> <p>Terrorist attacks (0)</p>	(1)

Question Number	Answer	Mark
1(d)(ii)	<p>Up to 4 marks for an explanation of how this could have affected Thomas Cook. Descriptive responses, maximum 3 marks. Less money/less profit (Max 1) E.g.</p> <ul style="list-style-type: none"> • They would have had to cancel all their holidays there (1) • They would have had to get people home who were already there (1) this may have cost extra money in flights (1) • The brochures would be wrong (1), so they would have to pay to re-print them (1) • They may have had to cancel flights for a few months (1) The customer who had booked for future dates may not re-book for another destination (1), so they would lose their business altogether (1) • There would be a lot of costs involved,(1) both staff time and money (1) in contacting all those booked to travel there, (1)and persuading them to book to travel to an alternative destination or refunding their money in full (1) <p>Answers must be appropriate to tour operator not destination or customer.</p> <p>Answers which refer to reduced bookings in future years due to adverse publicity may also be credited.</p>	(4)

Question Number	Answer	Mark
1(e)(i)	<p>Description may include the following points, marks increase either with detail or with individual changes identified. Can credit examples.</p> <p>E.g.</p> <ul style="list-style-type: none"> ▪ More internet bookings (1) ▪ More independent bookings (1) ▪ Use of mobile technology/apps (1) ▪ Increase in low cost airlines,(1) and customers packaging their own holidays (1) ▪ Websites such as Expedia, Holiday Supermarket(1) available for customers 24/7 (1) ▪ Call centres increase in popularity (1) they have specialist staff for destinations/holiday types (1) ▪ Tour operators have an online presence (1) people can view details on their holiday(1) and pay their deposits and balances(1) make changes and additions to their holidays (1) and even check-in online (1) <p>May also credit responses which contrast booking methods in the past.</p>	(6)

Question Number		Indicative Content
1(e)(ii)		<p>Answers may include:</p> <ul style="list-style-type: none"> • More/less need for high street agencies • High street agencies opening hours need to be extended • More travel agency presence in out of town shopping centres etc and open on Sundays/Bank Holidays • Thomas Cook Tour operators bookable on line – less staff needed in call centres/agencies • Possibility to do dynamic packaging for customers – good service and income potential • Need to price match/be price competitive, direct bookings are sometimes cheaper/easier • Tour operators online - less commission paid to agents, more profit
Level	Mark	Descriptor
	0	No rewardable material.
1	1-2	Basic responses that are mainly theoretical/descriptive/lifted from case studies. Possibly limited reasoning/application. May focus only on changes to booking methods.
2	3-4	Responses with some explanation/application. Responses may have clear application and some explanation or some application and clear explanation. Should focus on both changing booking methods and effects on TC. Could consider both positive and/or negative aspects
3	5-6	Focused responses with sustained explanation and application of both changing booking methods and how they affect TC both positively and negatively.

Total for Question 1 = 26 marks

Question Number	Answer	Mark
2(a)	<p>One mark for each correct answer.</p> <p>Do not accept named examples e.g. Thomas Cook</p> <p>X transport operator/transportation/transport (1)</p> <p>Y tour operator (1)</p> <p>Z travel agency/travel agent (1)</p>	(3)

Question Number	Answer	Mark
2(b)	<p>Up to six marks for the description of products/services offered by TIC. Marks increase with detail in response or examples to support description.</p> <p>E.g.</p> <ul style="list-style-type: none"> • Booking hotels/other accommodation (1) • Advice on... (1) • Direction to places (1) • Booking tickets for attractions/open-top buses etc (1) • Giving information to tourists (1) about attractions/transport etc in the area (1) • Displaying leaflets and brochures about what there is to do in the destinations (1) such as walking books (1) • Selling souvenirs(1) which are related to the destination e.g. London mugs (1) • Educating tourists about the area (1) e.g. they may have a display or exhibition within the TIC (1) or even offer free guided walks around the area (1) 	(6)

Question Number	Answer	Mark
2(c)(i)	<p>Up to 2 marks for definition of interrelationship</p> <p>E.g.</p> <ul style="list-style-type: none"> • Two organisations that work together (1) • Organisations that work together to benefit each other(1), in terms of income or customers (1) <p>No marks for examples.</p>	(2)

Question Number	Answer	Mark
2(c)(ii)	<p>Up to two marks for example of interrelationship which is relevant to a TIC.</p> <p>E.g.</p> <ul style="list-style-type: none"> • Tourist information in Birmingham may sell tickets to attractions(1) such as Alton Towers (1) • Some TICs in London will have a relationship with an open-top bus company like Big Bus(1) as they will sell their tickets at a discount for them (1) 	(2)

Question Number		Indicative Content
*2(d) QWC		<p>Positives which may be assessed</p> <ul style="list-style-type: none"> • Award-winning company • Simple process to get quote and book online in minutes • 24 hour assistance • no upper age limit • kids go free • scheduled airline failure • all medical conditions considered <p>Negatives which may be assessed</p> <ul style="list-style-type: none"> • No prices so people don't know how much it will cost at a glance. • No UK cover • No length of stay • Lack of detail on medical – says considered... • No ages of children who go free
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	<p>Basic responses that are mainly theoretical/descriptive/repetitive of information given. Possibly limited reasoning/application. May focus only on awards and advantages of online bookings rather than motivation for customers. May also focus on the attractiveness as a piece of marketing material.</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>
2	4-6	<p>Responses with some assessment/application. Responses may have clear application and some assessment or some application and clear assessment. Could focus on either positive and/or negative points from the webpage.</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>
3	7-8	<p>Focused responses with sustained assessment, considering a range of positive and negative points from the information given.</p> <p>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>

Total for Question 2 = 21 marks

Question Number	Answer	Mark
3(a)(i)	One mark for correct calculation 13.4 million	(1)

Question Number	Answer	Mark
3(a)(ii)	One mark for correct calculation Between 2005 and 2010	(1)

Question Number	Answer	Mark
3(b)	One mark for each cruise company named. E.g. <ul style="list-style-type: none"> • P&O (1) • Costa (1) • Cunard (1) • Celebrity (1) • Carnival (1) • Thomson (1) • Saga (1) • Royal Caribbean (1) • Norwegian Caribbean (1) • Viking River Cruises (1) Credit any other suitable cruise company. Cruise ship names (0)	(2)

Question Number	Answer	Mark
3(c)	<p>Up to six marks available for an explanation of the reasons for the recent growth in cruise holidays. Descriptive responses, maximum 3 marks.</p> <p>E.g.</p> <ul style="list-style-type: none"> • More ships being built (1) • More cruise operators (1) • Ships are now much bigger (1) • It is cheaper than it used to be (Max1) • Customers have more disposable income and maybe even more holidays (1) making cruising more affordable(1) • Fly cruises have increased (1) so customers who may not have cruised before can fly to avoid rough sea around the UK (1) • Increase in facilities on ships e.g. wave pools, climbing walls (1) has led to a wider customer range (1) such as families to be attracted to cruising instead of a land-based holiday as there is lots to do for all the family (1) 	(6)

Question Number	Answer	Mark
<p>3(d)</p>	<p>Up to four marks available for each sector chosen. Marks can be awarded for separate recommendations, or developed recommendations. Do not credit repetition e.g. reduce prices/special offers/discounts (Max 2) Answers that do not relate to competing or complementing the growth in cruises max 2 marks in total. e.g.</p> <p>Chosen Sector –Accommodation/Hotels etc...</p> <ul style="list-style-type: none"> • Hotels need to improve facilities to compete (max 1 if facilities not identified) • Hotels near ports and airports could offer accommodation (1) the night before departure on the cruise (1) • Hotels might have to offer improved services to compete with cruises, (1) such as more entertainment (1) or facilities such as climbing walls as some cruise ships now have these (1) • Hotels could form a link with cruise companies (1) as some cruises offer a cruise and stay option,(1)this would be beneficial to hotels in resorts near cruise ports (1) such as Barcelona or Corfu which could increase business for them(1) <p>Chosen Sector – Transport/Air/Coach etc...</p> <ul style="list-style-type: none"> • Coaches will be needed to take cruise passengers on excursions from the ports of call (1) • Rail or coach operators in the UK could offer transport to customers to the port if departing from the UK,(1) or airport if flying to join ship (1) • Airlines will get extra passengers, as many cruises start from foreign ports (1) so they will have to fly people there (1) for example many Caribbean cruises start in Florida(1) <p>Chosen Sector - Travel Agents</p> <ul style="list-style-type: none"> • They will have to advertise cruises more (1) • They will have to train their staff to sell them (1) • Cruises usually cost a lot,(1) so if they encourage people book through them they will have extra revenue (1) • However, some people may book direct so they will lose money. (1) so they will have to either form a link with a cruise operator (1)or ensure that their website has cruises available to book 	<p style="text-align: right;">(8)</p>

	<p>on it (1)</p> <p>Chosen Sector -Tour Operators</p> <ul style="list-style-type: none"> • They may buy a cruise company/Vertically integrate (1) • Many cruise companies are associated with or owned by tour operators,(1) such as Thomson cruises owned by Tui,(1) so they will be able to sell these and take advantage of the demand(1) • Package holidays may suffer (1)so they will need to make sure the ones they do offer have a good range of activities (1) such as the ones found on cruise ships, like lots of entertainment (1) and even all inclusive deals (1) <p>Any other sector e.g. attractions, with suitable recommendations, may also be credited.</p>	
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Question Number	Answer	Mark
3(e)	<p>Up to 4 marks one for each feature identified.</p> <p>E.g.</p> <ul style="list-style-type: none"> • No pre-booked seats (1) • Cheaper fares (1) • No free food/drink (1) • No on board entertainment (1) • Pay extra for luggage (1) • Sometimes use smaller airports (1) • Booked online (1) • No first/business class (1) • Usually short haul (1) • Self/online check in (1) <p>Answers which identify features from the airlines operational point of view, e.g. reduced turnaround at airports (1) may also be credited.</p>	(4)

Total for Question 3 = 22 marks

Question Number	Answer	Mark
4(a)	<p>One mark for a correctly named example of a wildlife attraction. Countryside areas are not acceptable.</p> <ul style="list-style-type: none"> • London Zoo (1) • Edinburgh Zoo (1) • West Midlands Safari Park (1) • Marwell (1) • Flamingoland (1) • Any Sealife centre (1) • Seaworld Florida (1) <p>Zoo (0) safari park (0)</p> <p>Award marks for other suitable answers</p>	(1)

Question Number	Answer	Mark
4(b)	<p>Up to four marks available for each visitor type, One mark for a correctly identified/appropriate visitor type. Up to three marks for the explanation Each reason can only be credited once.</p> <p>Visitor type -Families (1) E.g. It would be suitable for them because it has animals/big cats, a sea lion show, fairground rides meerkat viewing and the railway(1), all of which would be suitable for families, especially those with small children as this is what they like to see and do together (1)</p> <p>Visitor type - Groups of teenagers (1) E.g. It would be suitable for them because of the High rope adventure,(1) and the paintballing which they could do as a group,(1) they are exciting activities ideally suited to this age group (1)</p> <p>Visitor type - School groups (primary or secondary) (1) E.g. Knowsley has a good education programme (1) as it has half/one hour talks linked to the National curriculum (1) interactive sessions with horns etc (1) which would be great as they also provide worksheets for them to do, saving teachers preparing materials (1)</p> <p>Any other suitable visitor type may also be credited. (2+6)</p>	(8)

Question Number		Indicative Content
*4(c) QWC		<p>Responses likely to include:</p> <ul style="list-style-type: none"> • Virtual tours showing you what there is to see and do at the attraction. • Smart phone apps will give you a map on how to get there. • CCTV in the animal enclosures these can be viewed by a ranger to ensure visitor safety. • Interactive exhibits, such as the smells of Viking York that they use at Jorvik Viking Centre. • Online booking systems on their website these will let you book before you arrive and print your own tickets they do this at Anne Frank's House in Amsterdam.
Level	Mark	Descriptor
	0	No rewardable material.
1	1-2	<p>Basic responses that are mainly theoretical/descriptive/repetitive of information given, or focus solely on animal webcam technology.</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>
2	3-4	<p>Responses with some explanation/application. Must include some explanation of use of technology, should include examples and may have some links to enhancing visitor experience.</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>
3	5-6	<p>Focused responses with sustained explanation. Must include explanation of use of technology and examples, and be clearly linked to enhancing the visitor experience.</p> <p>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	Answer	Mark
4(d)	<p>Up to six marks for possible impacts described. These may be for separate points or one or two points with detail. For more than 4 marks, must be clearly appropriate for a large visitor attraction. Max 3 marks for a list.</p> <p>e.g. Positive</p> <ul style="list-style-type: none"> • More income/money coming in (1) • Multiplier effect in local area (1) • More jobs in the attraction (1) in souvenir shops, food outlets, as ride attendants...(1) • Money can be spent on further improving the attraction/area,(1) or adding new facilities/attractions (1) • The local area may also benefit as if the attraction is large they may come for more than one day (1), so people may also stay overnight in the area in local accommodation (1) and even eat in local restaurants and pubs increasing their income too (1) <p>e.g. Negative</p> <p>Non specific impacts may not be credited e.g. erosion (0)</p> <ul style="list-style-type: none"> • Pollution (0) –must be named and appropriate e.g. visual pollution/noise pollution (1) • • Congestion and air pollution from increased traffic/cars on road (1) • Seasonal attractions may only create jobs in summer months (1) • Disturbing habitats of animals, birds etc (1) such as squirrels in trees at Go Ape (1) • A large attraction will bring increased traffic (1) meaning that locals may not being able to get to work/shops (1) causing anger, frustration and even conflict with the visitors (1) 	(6)

Total for Question 4 = 19 marks

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