

Mark Scheme (Results) January 2008

GCE

GCE Travel and Tourism(6987) Paper 1

Question Number	Answer	Mark
1 (b)	<p>Up to 3 marks for each reasoned response.</p> <p>Reasoning must relate to differences in experience.</p> <p>Max 3 marks for explanation of tourist experience.</p> <p>Answers which only relate to facilities of accommodation - max 2 marks.</p> <p>Answers which relate to leisure/business in general - ie purpose - 2 marks max.</p> <p>Must be detailed explanation of experience for 6 marks and address both tourists.</p> <p>Leisure</p> <ul style="list-style-type: none"> • Transfers (1) • Meals (1) • Activities (1) • All inclusive (1) • A tour rep (1) • Tourist destination eg seaside (1) • Travel with family, friends etc (1). <p>Business</p> <ul style="list-style-type: none"> • Attending meetings (1) • Top hotels (1) (could include facilities provided in them) • Location (1) • Travel alone or with work colleagues (1) • Business destination eg city (1). <p>Differences</p> <ul style="list-style-type: none"> • Locations (business near buildings, leisure tourist near sea front or beach) • Charter or scheduled flight • Expensive or cheap flight • Transfers: coach for leisure tourist, taxi for business • Length of stay • Who pays • Who chooses destination. 	(6)

Question Number	Answer	Mark
1 (c)	<p>Up to 2 marks for each product/service described. Second mark for detail in description.</p> <p>eg</p> <ul style="list-style-type: none"> • Room service (1) where you can phone down to reception and order food which is bought to your room (1) • Internet access (1) wireless in the room through the TV with keyboard attached (1) • Leisure facilities (1) including sauna, pool, gym, beauty treatments (1) • Butler (1) available on call to clean shoes, organise laundry etc (1) • Transfers by taxi (1) from airports or station to hotel (1). <p>Products/services suggested must be appropriate to a 5 star hotel.</p> <p>Do not credit “restaurant”, “bar” (unless “high quality”, “ala carte” or “cocktail” for example).</p> <p>Do not credit answers relating to marketing activities such as special offers, cheaper prices etc.</p>	(6)
1 (d)	<p>Up to 6 marks awarded for clear description. 1 mark for each appropriate statement; can be for six different ways internet used or for detail of one or more ways.</p> <ul style="list-style-type: none"> • Gives information about products and services (1) • Promoting or advertising the hotel (1) • Providing internet access to their customers (1) • Can show menus for the restaurant (1) • Check in on line (1) • Can book online (1) and show different prices for different rooms (1) • Customers can email the hotel for more information (1) or to make special requests (1) • Can see photos of rooms (1) and virtual tour that takes you around the hotel (1) read reviews of the hotel (1). 	(6)

Question Number	Answer	Mark
1 (e) (i)	<p>Max 4 marks for a clear description. 1 mark for each appropriate statement. Max marks only apply if clear evidence of research. 1 mark only if external pressure named but no example given.</p> <p>Examples of external pressures might relate to:</p> <ul style="list-style-type: none"> • £/\$ currency fluctuation (1) • Air taxes (1) • Iraq war (1) • Civil unrest (1) in Kenya (1) • Growing environmental interest (1) • US housing market crash (1) • Terrorist attack 9/11 (1) • Climate change (1) Do not accept 'weather' • Natural disaster eg hurricane (1). 	(4)

Question Number		Indicative Content
1 (e) (ii)		<p>Level 1 - Candidates at this level are likely to give more details about the external pressure or comment in general terms eg 'if the pound is strong it is expensive for overseas visitors to come to the UK'. They probably won't relate to judging the effect on the industry.</p> <p>Level 2 - There should be evidence of judgements with some reasoning. The judgements will clearly relate to the effect of the pressure on the industry and not the tourist. As well as some judgement there will also be reasoning although this could be limited.</p> <p>Level 3 - At this level, candidates will be making clear, detailed, sustained reasoned judgements. They will focus on the one external pressure and consider different sectors of the industry.</p>
Level	Mark	Descriptor
Level 1	1-3 marks	Basic responses that are theoretical and mainly descriptive, or are hypothetical. Answers will be in this level when example given in e(i) is not specific.
Level 2	4-6 marks	Responses that make some judgement relating to how the identified external pressure affected the travel and tourism industry.
Level 3	7-8 marks	Clear assessment related to the travel & tourism industry.

Question Number	Answer	Mark
1 (f) (i)	1 mark for correct answer <ul style="list-style-type: none"> Hampshire County. 	(1)
1 (f) (ii)	Up to 3 marks awarded for clear explanation. Max 2 marks if not linked to data. Max 1 mark if responses only describe data. <ul style="list-style-type: none"> Employment levels are low therefore difficult to recruit experienced staff locally (1) Lots of skilled and experienced people to choose from in the South East area (1) Can be selective to get the best people (1) Lots of employees in hotels in the South East (1) so a wider area to look for employees (1) As there are only 900 employees this could imply only a few hotels in Southampton, therefore not much competition (1). Answers which relate to the contribution of Crown Hotels to the employment levels should not be credited.	(3)
1 (g) (i)	1 mark for any of the answers below: 743,000,000 743m (£)743 million(s).	(1)
1 (g) (ii)	1 mark for correct answer Tourism South East Region.	(1)
1 (g) (iii)	1 mark for any of the answers below: 7.735849 7.74 7.73 7.7 7 (nights) 8 (nights) between 7 and 8 nights.	(1)

Question Number		Indicative Content
1 (g) (iv)		<p>Do not award marks if data is incorrect.</p> <p>Level 1 - Hampshire has 10.7m nights and 558m spend. Tourism South East has 48.5 and 3006. England has 314 nights and 18960m £. This is for UK tourists. For overseas it is 4.1m nights and 185m for Hampshire, 31.3 and 1467 for South East and 199.4 and 11343 for England.</p> <p>Level 2 - UK residents spend more and stay longer than Overseas residents in Hampshire, the South East and England. This is probably because there are more domestic tourists and you can see they make lots more trips than overseas tourists. Overseas tourists spend more per trip than UK tourists even though they don't spend as many nights on their trips. This might be because transport costs are included or because overseas people stay in more expensive accommodation.</p> <p>Level 3 - UK residents spend more and stay longer than Overseas residents in Hampshire, the South East and England. This is probably because there are more domestic tourists and you can see they make lots more trips than overseas tourists. Overseas tourists spend more per trip than UK tourists even though they don't spend as many nights on their trips. This might be because transport costs are included or because overseas people stay in more expensive accommodation. Both UK and Overseas tourists spend fewer nights per trip in Hampshire than they do in the South East - 2.74 rather than 7.73. This suggests that UK residents visit Hampshire for a short break rather than a holiday but overseas tourists visit for a holiday. There is less money spent per trip in Hampshire by UK and overseas tourists so this is either that there are lots of natural attractions there that you don't have to pay for or accommodation is cheaper there. There are probably more guest houses and camping as it is in the south.</p>
Level	Mark	Descriptor
Level 1	1-3 marks	Descriptive responses with some reasoning. Calculations only with no reasoned conclusions.
Level 2	4-6 marks	Detailed responses with some reasoned conclusions ie reasons given for data.
Level 3	7-8 marks	Detailed reasoned conclusions.

Question Number	Answer	Mark
2 (a)	<p>Up to 3 marks for each example. Marks increase for detail.</p> <p>eg</p> <ul style="list-style-type: none"> • Faster Train (1) for example Pendolino operated by Virgin Trains (1) tilts as it goes round bends (1) • Concorde (1) operated by Air France and British Airways (1) able to fly faster than the speed of sound (1) • No frills airlines (1) cheap flights (1) with extras such as drinks available at a cost (1) • Online check-in by airlines (1) reserve seats from home (1) up to 60 days before travel (1) • Eurostar (1)- High Speed train service (1) between UK and France/Belgium (1) • Airbus A380 (1) seating 550 - 800 passenger (1). <p>No marks for planes/trains/cars/ferries on their own, as these were available before 2nd world war.</p> <p>No marks for internet, unless linked to a specific product example eg online booking or check-in.</p>	(6)
2 (b)	<p>Max 1 mark for explanation of expectation which is not linked to the development of the transport sector.</p> <p>Max 1 mark for explanation of fashion which is not linked to the development of the transport sector.</p> <p>Up to 3 marks for each explanation which could be based on one or more examples of how expectations and fashions have affected the development of the transport sector.</p> <p>Max 3 marks for a description of products only which have been developed in the transport sector.</p> <ul style="list-style-type: none"> • There are now lots of no frills airlines that fly all over Europe (1) as people now expect to be able to fly cheaply (1) • You can travel first class and get a bed (1) • On the new Airbus there will be casinos and jacuzzis (1) • Business people are used to travelling business and first class (1) so charter airlines like First Choice introduced two levels of service with a premium class that is similar to business class (1) to meet the expectations of business people (1). 	(8)

Question Number	Answer	Mark
3 (a)	<p>1 mark for each correct answer. Up to a max of 7 marks.</p> <ul style="list-style-type: none"> • Top, right hand box ‘Public Sector Support Services’ (1) • Top, right hand box ‘Public Sector’(1) • Top, right hand box ‘Public Sector Services’ (1) • Middle boxes ‘Accommodation’ (1) • Middle boxes ‘Accommodation Provider’ (1) • Middle boxes ‘Attractions’ (1) • Middle boxes ‘Attractions provider’ (1) • Middle boxes ‘Visitor Attractions’ (1) • Arrow from top right hand box to Producers (1) • Arrow from middle box to Tour Operators (1) • Arrow from Tour Operators to Travel Agent (1). <p>These arrows must be in the right direction</p> <ul style="list-style-type: none"> • Arrow from Customer to any or all of the three middle boxes (Attractions/Accommodation/transport) (1). <p>This arrow can be in any direction.</p>	(7)
3 (b)	<p>Up to 4 marks available. Marks increase for level of detail. Max marks only if clear evidence of research. Max 1 mark for theoretical description of vertical integration. Max 1 for example only of a vertically integrated company eg Thomson. eg</p> <ul style="list-style-type: none"> • TUI (1) own Thomson travel agents formerly Lunn Poly (1), Thomson airline, formerly Britannia, Thomsonfly, (1) and Thomson TUI tour operators (1). 	(4)

Question Number		Indicative Content
3 (c)		<p>No marks awarded for answers which relate to horizontal integration.</p> <p>Level 1 - There are lots of organisations vertically integrated where the same company owns an airline, travel agent and tour operator - a customer can book 'in one place'/'with one company'.</p> <p>Level 2 - Through vertical integration there is now less choice for the customer because they go to a travel agent and are sold the same company's package holidays and fly on their airline. It also means that really the travel agent is mainly the tour operator so the chain of distribution shouldn't really have travel agents in it because for the big four the travel agent and the tour operator are the same thing.</p> <p>Level 3 - The effect of vertical integration on the structure of the industry is greater in some sectors than others. Although, even affecting one sector means the structure is affected. There hasn't really been any vertical integration with the support services as these remain independent although many tour operators have partnerships with car hire companies. Travel agents and tour operators are members of some of the support organisations and so could be considered owners of ABTA, UKInbound etc and as those integrated companies get bigger they have more effect on the membership organisations. The attractions sector also has not really been affected by vertical integration although now some leading attractions have opened hotels but this is really horizontal and not vertical integration. The most significant effect has been with transport operators (mainly airlines and to some extent coach companies), tour operators and travel agents. There is some integration that incorporates accommodation but this is also limited and airlines that did own hotels have sold them off. Most customers still go to a travel agent to buy their holidays although they may do that online and it may be owned by the tour operator they travel with. They may also fly with the tour operator's airline and those airlines sell their flights direct to the customer and through travel agents.</p>
Level	Mark	Descriptor
Level 1	1-3 marks	Basic responses that are mainly descriptive and theoretical, including descriptions of the benefit of VI. Must relate to vertical integration.
Level 2	4-6 marks	Responses that have some reasoning and analysis. Must be related to the <u>structure</u> of the industry.
Level 3	7-8 marks	Clearly analytical responses.

Question Number	Answer	Mark
3 (d)	<p>Up to 3 marks for an explanation of each point made. Max 3 marks in total for descriptive response.</p> <ul style="list-style-type: none"> • A travel agent sells holidays and other services and the tour operator puts the holidays together (1) • The travel agent sells the holidays that the tour operator has put together (1). If the tour operator didn't have the travel agent they would find it harder to sell their holidays (1) • They rely on each other to work properly and make a profit (1) • Tour operators have been dependent on travel agents to sell the holidays they put together (1). Although some were direct sell, most weren't so the only way to get their holidays to the customer was through a travel agent (1). That is less so now with tour operators using their own websites and people booking online (1) • A travel agent exists as an agent to principals and tour operators to sell the products and services of others (1) so if tour operators didn't use them to sell their packages they would have a lot less to sell (1) and would rely on selling flight only and currency (1) • As more tour operators are using their websites (1) travel agents have started to look at other services so they depend less and less on tour operators (1) • Even if tour operators are less dependent they still need the relationship as people still like to book holidays or get hold of brochures from a travel agent (1) and travel agents deal with queries, complaints and changes (1) • A travel agent relates with a tour operator if they want more information on a product or to help them deal with a problem with a customer (1) so the fact they need each other and work well with each other means interdependency and interrelationship (1). 	(6)
	Total mark for this paper	90