

Mark Scheme (Results)

January 2011

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 Number	Answer	Mark
1(a)	<p>The mark may be awarded for either the definition or a suitable example of outgoing tourism.</p> <ul style="list-style-type: none"> ▪ When you leave the country where you live to visit another country (1) ▪ Going from the UK to Spain for a holiday (1) 	AO1 (1)

Question Number	Answer	Mark
1(b)	<p>The mark may be awarded for either the definition or a suitable example of long haul holidays or flights.</p> <ul style="list-style-type: none"> ▪ Long haul holidays involve flights which are longer than six hours (1) ▪ Long haul holidays are to places that are usually in another continent, e.g. Australia (1) ▪ Going on a flight from the UK to Florida (1) ▪ Travelling to a far away destination (1) ▪ Flights that take a long time (0) (not specific enough) ▪ Going away for a long time (0) 	AO1 (1)

Question Number	Answer	Mark
1(c)	<p>Up to three marks may be awarded for each of the features identified and/or described but for maximum marks there needs to be mention of features other than those to be found on a "traditional" package, i.e. flights, accommodation, transfers - (Max 2)</p> <ul style="list-style-type: none"> ▪ Flights to destination (1) ▪ Accommodation with all meals, snacks, ice cream (1) ▪ Drinks (including alcoholic) included (1) ▪ Transfers to your accommodation (1) ▪ Sports facilities included e.g. water-sports, tennis (1) ▪ All entertainment included e.g. kids clubs, cabaret (1) 	AO1 (3)

Question Number	Answer	Mark
1 (d)	<p>One mark for a suitable example of a destination which has had/has war or civil unrest.</p> <p>For example....</p> <ul style="list-style-type: none"> ▪ Thailand ▪ Kenya ▪ Zimbabwe ▪ Israel/Palestine ▪ Tunisia ▪ North/South Korea ▪ Egypt <p>Or any other tourist destination.</p> <p>Marks not to be awarded for non-tourist destinations e.g. Afghanistan, Iraq or events such as 9/11.</p>	AO1 (1)

Question Number	Answer	Mark
1 (e)	<p>Up to 4 marks available for an explanation of how war or civil unrest will affect the tour operator and what it could do if it broke out.</p> <p>Descriptive responses can be awarded a maximum 2 marks only.</p> <ul style="list-style-type: none"> ▪ the tour operator would have to cancel all holidays to that destination immediately (1) as it would not be safe for people to go there (1) ▪ the tour operator would have to bring everyone home who was already there on holiday as quickly as possible so they were not in any danger (1) ▪ the tour operator would have to check with the Foreign Office and take its advice on cancellation, (1) maybe they would also have to cancel holidays to destinations or countries nearby as it could spread(1) ▪ the tour operator would have to inform all travellers who had booked to go there in the future and either offer them a refund or an alternative holiday to another destination - the second option would be better as the tour operator would still be gaining income (2) <p>Responses such as increase the marketing; reduce the prices; have special offers; are not appropriate and should not be credited.</p>	AO2 (4)
	Total for Question 1	10 marks

Question Number	Answer	Mark
2 (a)	<p>One mark for the name of one other budget hotel chain.</p> <p>e.g.</p> <ul style="list-style-type: none"> ▪ Travelodge (1) ▪ Holiday Inn Express (1) (Must say Express) ▪ Ramada Encore (1) (must say Encore) ▪ Ibis (1) ▪ Hilton (0) Holiday Inn (0) Premier Inn (0) 	AO1 (1)

Question Number	Answer	Mark
2 (b)	<p>Up to 4 marks available. One mark for each valid point made or for extended responses.</p> <p>Responses which repeat the information from the article with only basic explanation - Max 2 marks.</p> <p>One mark may be awarded for a further definition of "enabling factors"</p> <ul style="list-style-type: none"> ▪ e.g. low priced hotels will enable/allow most people to take holidays, even those on low incomes (1) <p>One mark may be awarded for a further definition of "disposable income"</p> <ul style="list-style-type: none"> ▪ e.g. disposable income is the money you have left to spend on luxuries after you have paid all your bills (1) ▪ The offer from Premier Inn may allow couples who would not otherwise afford it to go on honeymoon (1). The fact that there are nine destinations all over the UK also means that they would be able to go to one close to home(1) and not have to spend too much on transport.(1) As a full breakfast and one dinner are also included they would not have to spend much on extra food either (1) 	AO2 (4)

Question Number	Answer	Mark
2 (c)	<p>Up to 9 marks available for description of how accommodation providers have responded with examples showing research.</p> <p>Maximum 6 marks for responses without examples.</p> <p>Safety and security - one mark for each acceptable response, marks increase with detail or for examples</p> <ul style="list-style-type: none"> ▪ Fire exits, doors and regular drills (1) ▪ Hotels have CCTV cameras (1) in public areas such as bars and car parks to ensure safety (1) ▪ Swipe cards for lifts to bedrooms to be used only by guests,(1) like in the Holiday Inn in London (1) ▪ Peep holes/chains on hotel doors (1) to check who is there before door is opened (1) ▪ Financial security is also important, so even budget hotels such as Travelodge offer cancellation insurance when booking a stay with them (2) <p>Excellent customer service - one mark for each acceptable response, marks increase with detail or for examples</p> <ul style="list-style-type: none"> ▪ Room service (1) ▪ A porter will take your bags up to your room for you (1) ▪ Some self catering apartments, will provide a free welcome food pack on arrival (1) ▪ Hotels like the Hilton will provide upgraded rooms or champagne to customers who are celebrating special events such as a honeymoon (2) ▪ Some hotels in major cities, have a concierge, who will book excursions, theatres or taxis for you (2) ▪ Facilities for different customer types e.g. express checkout for business travellers <p>Technology - one mark for each acceptable response, marks increase with detail or for examples</p> <ul style="list-style-type: none"> ▪ TV/DVD/CD player in rooms (1) ▪ Wireless internet in bedrooms and public spaces (1) ▪ Express or online check in/out (1) ▪ Customer reviews on line/on social networking sites (1) ▪ Website with pictures, webcams, virtual tours (1) ▪ Accommodation providers such as the Caravan Club have a website, which will show pictures and also allow customers to book and pay online (2) ▪ Electronic Payment systems such as swipe cards which mean that some hotels and cruises are “cashless” - your bill can be calculated automatically and even reviewed online (2) 	<p style="text-align: right;">A03(9)</p>
	Total for Question 2	14 marks

Question Number	Answer	Mark
3 (a)	<p>One mark for each example of an organisation from each named sector. No marks if a generic answer is given instead of an example.</p> <p>Private sector support services e.g. Direct Line insurance (1) ABTA (1)</p> <p>Transport e.g. Virgin Atlantic (1) National Express (1) trains (0)</p> <p>Travel agents e.g. Thomson/Tui (1) Co-op Travel (1) Expedia (0) (online tour operator)</p>	AO2 (3)

Question Number	Answer	Mark
3 (b)	<p>Up to 4 marks available for a description of the role of public sector support services. Marks may be awarded for appropriate use of examples. Responses which show knowledge of the public sector may also be credited i.e. not for profit / government funded (1) ABTA may NOT be credited as it is Private sector support.</p> <ul style="list-style-type: none"> ▪ They provide tourist information (1) ▪ They market different organisations such as attractions (1) ▪ They regulate the industry (1) and some offer financial protection to customers if their holiday company goes bust (1) ▪ They help to maintain standards (1) and some such as CAA issue licences eg ATOL to travel companies (1) 	AO1 (2) AO3 (2)

Question Number	Answer	Mark
3 (c)	<p>Up to three marks for a description of the role of the tour operator. Marks may be awarded for single points or for extended answers.</p> <ul style="list-style-type: none"> ▪ They put everything together in a package holiday (1) ▪ They combine transport, accommodation and other services such as transfers or excursions to form a package holiday (2) ▪ Tour operators put together the package holiday, consisting of transport, accommodation and extras, which are then featured in a brochure. The brochures are given to the travel agents or sent directly to the public, and customers choose and book their holiday from them, and they look after all the arrangements for the customer when on this holiday(3) 	AO1 (3)

Question Number	Indicative Content	
3 (d)* QWC i - iii A04 (6) A01 (2)	<p>Assess how the tour operator sector has been affected by the changes in booking methods in the last 10 years. NB The recession/credit crunch has not affected booking methods.</p> <p>Answers may consider;</p> <ul style="list-style-type: none"> ▪ Direct bookings by customers to the tour operator by telephone ▪ Direct bookings by the customer to the call centres owned by the tour operator ▪ Online bookings on the website of the tour operator ▪ Vertical integration of tour operator and travel agent ▪ Growth of independent packages and “personal or tailor made” packaging <p>Effects may include;</p> <ul style="list-style-type: none"> ▪ Increased profit as no travel agent commission to be paid ▪ Competition for sales from wide range of tour operators online may lead to need for lower prices and less profit ▪ More staff needed in call centres to handle queries, which would previously have been dealt with by travel agents ▪ Little effect would be seen if the travel agent and tour operator were vertically integrated ▪ Independent packages and the presence and ease of booking of low cost airlines and accommodation on the internet may reduce the need for tour operators altogether and they may go bust. 	
Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1-3	<p>Basic responses that are mainly theoretical/descriptive. Possibly limited reasoning/ application.</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 assessment/application. Responses may have either clear application and some assessment or some application and clear assessment. Candidates will have referred to both direct bookings and call centres, and the effects of these on the tour operator.</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 responses with sustained assessment and application.</p> <p>Candidates will have referred to both direct bookings and call centres. They will also have considered both the positive and negative effects of changes in booking methods on operations and profitability.</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 3 18 marks

Question Number	Answer	Mark
4 (a)	<p>One mark for each correct product/service named for each attraction. Marks not to be awarded for products/services NOT related to Festive Fair or Christmas Train.</p> <p>Chester Zoo</p> <ul style="list-style-type: none"> ▪ 7000 animals (0) ▪ Santa (1) ▪ Breakfast or lunch with Frosty/Waddle (1) ▪ Christmas Carousel (1) ▪ Side Stalls (1) <p>Longleat</p> <ul style="list-style-type: none"> ▪ Santa's Grotto (1) ▪ Colourfully lit North Pole Halt (1) ▪ Christmas Train ride (1) (day/night - max 1) ▪ Present for every child (1) ▪ Hippos, sea lions and gorillas (0) 	<p style="text-align: right;">AO1 (4)</p>

Question Number	Indicative Content	
4 (b)	<p>Marks may be awarded for each evaluative point made. Descriptive responses which repeat the case study, maximum 2 marks. For level 2, both articles should be considered.</p> <p>Chester Zoo Wide range of things to do (+) No prices shown (-) Open every day for almost a month (+) Language not “persuasive” (-)</p> <p>Longleat Language used makes the trip sound exciting (+) Range of customers - adult and child mentioned (+) Rather expensive (-) No indication as to whether it can be combined with a trip to Longleat House/Safari Park(-) Limited range of dates of departure (-)</p>	
AO4 (8)		
Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1-3	<p>Basic responses that are mainly descriptive. Information may be simply lifted from the article/s. Possibly limited or basic explanation/evaluation.</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 explanation/evaluation. Responses may have either clear explanation and some evaluation or some explanation and clear evaluation, with reference to positive and/or negative points from both articles.</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 responses with sustained explanation and evaluation. Both positive and negative effects will have been considered in some depth for both articles.</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 (c)	<p>Up to 4 marks available for a suitable example of an attraction that offers off peak or winter products/services to motivate customers to visit. Marks increase with detail in description.</p> <p>No mark for identification of visitor attraction, but it must exist/be a real attraction.</p> <p>Answers with more than one product/service or different events as long as appropriate to off peak may also be credited.</p> <p>Special offers/price reductions are NOT products/services so may NOT be credited.</p> <p>Example answers</p> <ul style="list-style-type: none"> • Thorpe Park has a fright night in October(1) • Alton Towers has a Halloween weekend at the end of October,(1) where it has staff dressed up as witches (1)and at the end of the evening it has a massive firework display (1) • Blackpool Sandcastle Waterpark does an event called "Caribbean Christmas"(1)held every Saturday and Sunday in December.(1) They have Samba dancing, treasure hunts, and Santa dressed in Caribbean swimming clothes, and Caribbean food tasting. (2 for additional detail) 	AO3 (4)
	Total for Question 4	16 marks

Question Number	Answer	Mark
5 (a)	£40	AO2 (2)
5 (b)	£400	

Question Number	Answer	Mark
5 (c) (i)	<p>Up to 3 marks for an analysis of the impact on a business person. Marks increase with detail or separate points made. Calculations included must be correct and relate to the new charges, and/or be a comparison between the old and new charges.</p> <p>Example answer...</p> <p>It will not affect him at all as he will probably be able to fit all he needs for one night and his meeting into the cabin baggage.(1) This will not cost any extra therefore. (1) However, even if he did have to check in bags, his company would probably pay so the effect on him personally would be minimal. (1)</p>	AO3 (3)

Question Number	Answer	Mark
5 (c) (ii)	<p>Up to 3 marks for an analysis of the impact on a family. Marks increase with detail or separate points made.</p> <p>Example answer...</p> <p>A family going on holiday would have to take lots of luggage, especially if the children were small. As they are travelling for two weeks this also would increase the amount they would take. As they are probably self catering, they may need extra things for their stay such as towels etc, which means they would have to pay a large amount in baggage charges, and this could increase the cost of their holiday enormously.(3)</p>	AO3 (3)

Question Number	Answer	Mark
5 (d)	<p>Up to four marks available for an explanation. Marks may be awarded for one detailed explanation (1 x 4) or for 2 separate points with basic explanation (2 x 2)</p> <ul style="list-style-type: none"> ▪ Many of the airlines that charge for baggage are low cost/budget, and sell the flights for as little as £5.99, so they increase revenue by charging people for hold baggage. (2) ▪ They do it to encourage people to travel with just cabin bags, this speeds up their turnaround at the airport and may enable the plane to do more flights in one day (2) ▪ If people have pre-booked seats, and/or checked in online, they will need less check in staff at the airport, so reducing their wage costs (2) 	AO2 (4)

Question Number	Answer	Mark
5 (e)	<p>Up to 6 marks available for an evaluation of the potential of the new aircraft design. Descriptive responses which repeat information from the case study without evaluation, maximum 2 marks.</p> <p>For maximum marks must refer to both customer and budget airlines.</p> <p>Points which may be made in the answer include:</p> <p>Customer</p> <ul style="list-style-type: none"> ▪ Cheaper fares (+) ▪ Less comfort (-) ▪ Health and safety concerns (-) <p>Airline</p> <ul style="list-style-type: none"> ▪ Save fuel (+) ▪ Fit more passengers in per flight(+) ▪ Lack of revenue from food/drink sales (-) ▪ Initial cost of buying new aircraft (-) ▪ Quicker turnaround if boarding/disembarkation is faster (+) 	AO4 (6)
	Total for Question 5	18 marks

Question Number	Answer	Mark
6 (a)	<p>Up to six marks available, and can be awarded for separate points or developed responses. For maximum marks, both positive and negative impacts should be considered.</p> <p>A list of “generic” impacts, maximum 2 marks. For more than this answer must be related to cruise ports/ /cruise passengers/cruise ship/the sea.</p> <p>Positive impacts</p> <ul style="list-style-type: none"> ▪ Employment in the ports for tour guides, coach drivers, taxi drivers (1) ▪ Income for souvenir shops, markets and cafes in the ports of call (1) ▪ Revenue for the attractions which may be visited on an excursion (1) ▪ Revenue for coach companies, who take cruise passengers on trips from the ship (1) ▪ Return tourism - tourists may like the destination so decide to come for a longer holiday next time, and therefore spend more (2) <p>Negative impacts</p> <ul style="list-style-type: none"> ▪ Visual pollution of the large ships in close proximity to the historic cities (1) ▪ Possible damage to harbours and sea beds by anchors of large cruise ships (1) ▪ Congestion on narrow streets of ports - people and coaches (1) ▪ Litter dropped by passengers in streets /in harbours (1) ▪ Staged authenticity/loss of culture (1) ▪ Cruises are seasonal, so employment is not all year round (1) ▪ Disruption to local shipping activities - fishing, local ferries, etc... (1) ▪ There could also be lack of revenue for local bars and cafes, as most cruises provide all meals on board and most ships will only stay for a few hours (2) 	AO1 (6)

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