

Mark Scheme (Results)

June 2011

GCE Travel and Tourism
(6996) Paper 01

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June 2011

Publications Code UA027415

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Question Number	Answer	Mark
1(a)(i)	Up to two marks for each description. Max one mark for example. e.g. The seller needs to put the customer at ease by smiling and offering them a seat (1) perhaps by shaking their hand or getting them tea(1).	(2)

Question Number	Answer	Mark
1(a)(ii)	Up to two marks for description. Max one mark for example. e.g. The seller asks the customer open questions(1) such as what they want, how much they want to pay.(1)	(2)

Question Number	Answer	Mark
1(a)(iii)	Up to two marks available for each description. Max one mark for example. e.g. the seller must know the product so that if the customer is not sure about anything and raises possible problems with the product(1) the seller can minimise these in terms of meeting the customer's needs(1)	(2)

Question Number	Answer	Mark
1(b)(i)	One mark available for the identification of each skill/quality and up to two marks available for explanation. Skills identified should be different for each situation. e.g. Skill/Quality: Good communication skills (1) Explanation: With all the noise and excitement Jenny will need to listen carefully(1) and then respond clearly and concisely so the teacher can easily understand what she is saying(1) Skill/Quality: Good rapport with children (1) Explanation: She will make the children enthusiastic about what they will see(1) and make them listen to anything she has to say(1)	(3)

Question Number	Answer	Mark
1 (b) (ii)	<p>One mark available for the identification of each skill/quality and up to two marks available for explanation. Skills identified should be different for each situation.</p> <p>e.g.</p> <p>Skill/Quality: Good product knowledge (1)</p> <p>Explanation: Because the pig enthusiast is looking for specialist information(1) which he will be expecting Jenny to have as she works there(1)</p> <p>Skill/Quality: Good questioning skills (1)</p> <p>Explanation: As she works in the ticket office she may not have the knowledge required(1) but she should know who will have and be able to explain to them the customers needs.(1)</p>	(3)

Total for Question 1 – 12 marks

Question Number	Answer	Mark
2(a) (i)	<p>Up to 3 marks available for explanation</p> <p>e.g.</p> <ul style="list-style-type: none"> • To see if sales figures have gone up/down (1) • Because it is a primary research method and known to be accurate(1) • To see if the number of guests have increased(1) for each room (1) • This information will be useful because the manager will be able to see if the hotel has had more customers or made more money(1) if this is so the staff will have been busier(1) which might explain that they have not got as much time to deal with things(1) 	(3)

Question Number	Answer	Mark
2(a) (ii)	<p>Up to 3 marks available for explanation</p> <p>e.g.</p> <ul style="list-style-type: none"> • There is no change in the figures • Figures are too recent(1) • There is no information about staff (1) we do not know if there was sickness amongst staff (1) 	

	<ul style="list-style-type: none"> • Sales/occupancy figures may change due to other reasons(1) such as seasonality(1) • This information will not be useful because the Manager will only get an overview(1) they will not know the specifics of the problems(1) and will not know if it is just one member of staff causing problems for example(1) 	(3)
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Question Number	Answer	Mark
2(b)	<p>Up to 2 marks available for description. Up to 2 marks available for justification.</p> <p>e.g.</p> <p>Description</p> <ul style="list-style-type: none"> • The hotel could undertake primary research(1) through feedback questionnaires(1) which they hand to all customers (1) • Leave comment cards in the room for guests to fill in (2) <p>Justification</p> <ul style="list-style-type: none"> • and then if they get any feedback they can follow up (1) and find out exactly what happened (1). • This means they can compare with other complaints in detail(1) and think of ways to change(1) as they fully understand the issues customers are having(1) 	(4)

Total for Question 2 – 10 marks

Question Number	Answer	Mark
3(a)	<p>Up to 12 marks available: 3 for each P relating to the objectives. Max 1 mark for each P for description with no explanation. Max 4 marks in total if not referring to the objectives.</p> <p>e.g.</p> <p>Product Flights – many of them are in the peak months(1) Still have Easyjet all year so helps to increase all year round usage(1) Water skiing, sunset cruise and alcoholic drinks all adult requirements(1) and considered very necessary for wedding parties(1)</p> <p>Price They have start prices which are for the low season (1). Prices go up a lot at school holiday time, but lower prices at other times should increase year round occupancy (1). Also honeymoon customers not usually tied into peak summer holiday time as they don't usually have school aged children with them so this should help with this objective (1) (3 max)</p> <p>Place Sunshine all year around (1)so this should help their objective of all year occupancy as many people want sun on holiday(1). Also number of different ways you can buy the product (1). Flexibility might help wedding/honeymoon market as they get married on different days (1).</p> <p>Promotion Number of different ways hotel and resort is advertised (1). However no specific mention of winter sun holidays on TV which won't help year around usage (1). Will help advertising if people actively looking but not featuring in wedding magazines which might prompt their market to book (1).</p>	(12)

Question Number		Indicative Content
3(b) QWC		<p>Up to 8 marks available for analysis</p> <p>Likely themes in responses:</p> <ul style="list-style-type: none"> • People needing to be sure how much spending as they can't get as much for their money • Eating and drinking out seen as expensive because of fall in value of pound so they can promote the fact that they pay in £'s before travelling and then didn't need to worry about the exchange rate • All-inclusive holidays seen as more attractive than other hotels not offering this option because people could plan better how much they would spend. Promotions can show parents not worrying when children want drinks and ice creams as these can often be expensive. They are more worried about these things when money is scarce.
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	Basic responses which are mainly descriptive/theoretical. Possibly limited reasoning/application. No reference to all-inclusive. The candidate uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.
2	4-6	Responses with some analysis/application. Responses may have clear application and some analysis or some application and clear analysis. 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.
3	7-8	Focused responses with sustained analysis and application. 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.

Total for Question 3 – 20 marks

Question Number	Answer	Mark
4(a)	<p>Up to two marks available for each technique described. Maximum 1 mark for examples in each case.</p> <p>e.g.</p> <p>Direct Marketing</p> <ul style="list-style-type: none"> Any form of marketing which allows companies to communicate directly with the customer(1) e.g. sending mail shots to people's home addresses. <p>Public Relations</p> <ul style="list-style-type: none"> Maintaining good will and understanding between an organisation and the public (1) e.g. a press release (1) <p>Sales Promotion</p> <ul style="list-style-type: none"> This is a short term promotion(1) where an organisation will offer an added incentive for customers to buy their product (1) e.g. a discount (1) 	(6)

Question Number	Answer	Mark
4(b)	<p>Up to 3 marks available for explanation. Up to 2 marks available for an example. Max 4 marks overall</p> <p>Explanation</p> <p>This means even when a product or service gets bad press it still means it brings the product to the public's attention (1) and therefore they remember it(1) and may be more likely to investigate(1) and buy it(1)</p> <p>Example</p> <p>Ryanair constantly gets bad press for its bad customer service(1) such as showing misleading prices on website contravening laws (1) but people still book them in large numbers</p>	(4)

Question Number	Answer	Mark
4 (c)	<p>Up to 6 marks available for explanation. Max 2 marks for description. Up to 4 marks available for explanation of each market segment</p> <p>e.g.</p> <p>Lifestyle</p> <p>People work hard at work and often cannot get away for two weeks at a time(1) but they still feel they need a break(1) so 8 day holidays allow them to refresh (1) but don't mean they are away from work for too long(1)</p> <p>Socio-economic groups</p> <p>It can be very expensive to go away for 14 nights(1) and many people from lower socio-economic groups may not be</p>	(6)

	able to afford it(1) but 8 night holidays allow them to go with less spending money(1) so they can still get a break(1)	
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Question Number	Answer	Mark
4(d)	<p>Up to 2 marks available for recommendation. Up to 2 marks available for justification.</p> <p>e.g. A travel agency could have a TV advert (1) that they show at peak time in the evening(1) If customers don't realise that agents sell 8-13 night holidays the agency needs to get the message out to as many people as possible(1) and advertising on TV at peak time would do this(1) Send leaflets to past customers (1) telling them of shorter break holidays that they sell (1). As the customers have been with them before they are more likely to book with them again(1) if they enjoyed themselves and this is a cheapish way of getting the message out to specific customers(1)</p>	(4)

Total for Question 4 = 20 marks

Question Number	Answer	Mark
5(a)	<p>Up to 6 marks available for assessment. Max 3 marks for AIDA only. Max 2 marks for description only.</p> <p>e.g. AIDA The page has a lot of writing and not a lot of colour(1) There are no pictures of the product(1) which means it is difficult for the customer to understand what they are buying(1) Attracting new customers Not good as the 'join now' button is very small (1) and there is information about joining incentives(1) Is good because there is a 'join now' button(1) Existing customers This is a website with a lot of different hotel names (1) which is good as it gives the customer plenty of choice about which hotel to stay in(1) as some will be budget and not cost a lot of points(1) and others offer a luxurious experience but at a price(1). However too much choice confuses customer(1) and this one does offer 7 brands with no explanation of what each offers(1) which could mean the customer booking the wrong one and not being satisfied(1). Clicking on buttons to learn more is not clear(1)</p>	(6)

Question Number	Answer	Mark
5(b)	<p>Up to 5 marks for each description and justification. Descriptions must be different otherwise they will only be credited once. e.g.</p> <p>Leisure Customers The hotel chain could offer a short term sales promotion like a discount (d1) during January weekends when hotels are usually quiet (d1) Hotels can be very quiet during January weekends as leisure customers are getting over Christmas(j1) this would mean people in the hotel even if paying less they will still be spending(j1) and hopefully buy drinks and meals in the restaurant spending more money(j1)</p> <p>Business Customers The hotel chain could send mail shots(d1) to companies who have sent business people to stay before(d1) Those who have sent people before may remember good feedback and send people again(j1) The hotel chain could advertise in the business section of the local paper(d1) telling about their meeting rooms, technological equipment(d1) Businesses are often looking for somewhere to hold meetings and conferences(j1) and if they see the advert they may think about the local hotel(1)</p>	(10)

Total for Question 5 – 16 marks

Question Number	Answer	Mark
6(a)	<p>Max 2 marks if not a campaign e.g. Alton Tower Launch for new season</p> <p>The main technique they used was advertising (1) and they used a variety of materials from advertising (1). They also used direct marketing (1).</p> <p>Alton Towers had a leaflet about the start of the new season (1) plus a TV advert giving details of dates (1).</p> <p>The leaflet was sent out to past customers(1) and the TV advert was shown on regional television close to Alton Towers(1).</p>	(6)

Question Number		Indicative Content
6(b) QWC		Likely themes in responses; Promotional material content Promotional material placement Number of people who would see the campaign Types of people who would see the campaign Types of promotional techniques used and their relevance for the campaign Max 2 marks if not campaign.
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	Basic responses that are mainly descriptive/theoretical. Possibly limited reasoning/application. The candidate uses everyday language and the response lacks clarity and organisation. Spelling, punctuation and the rules of grammar are used with limited accuracy.
2	3-4	Responses with assessment/ application. The candidate uses specialist terms. Spelling punctuation and grammar are used with accuracy
3	5-6	Responses with sustained assessment and application. 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.

Total for Question 6 – 12 marks

Total for Paper – 90 marks

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Order Code UA027415 June 2011

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