

Mark Scheme (Results)

Summer 2014

Pearson Edexcel GCE
in Travel and Tourism (6987)
Unit 1: The Travel and Tourism
Industry

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Publications Code UA038047

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Question Number	Answer	Mark
1 (a) (i)	One mark for the correct answer <ul style="list-style-type: none"> ▪ Domestic (1) ▪ Domestic tourism (1) ▪ Excursion (1) 	(1)

Question Number	Answer	Mark
1 (a) (ii)	One mark for the correct answer <ul style="list-style-type: none"> ▪ Inbound or Incoming (1) ▪ Inbound tourism (1) ▪ Incoming tourism (1) 	(1)

Question Number	Answer	Mark
1 (b) (i)	One mark for the correct answer <ul style="list-style-type: none"> ▪ 16% ▪ 16 	(1)

Question Number	Answer	Mark
1 (b) (ii)	One mark for the correct answer <ul style="list-style-type: none"> ▪ £80 million (1) ▪ £80m (1) ▪ £80,000,000 (1) ▪ 80 million ▪ 80m 	(1)

Question Number	Answer	Mark
1 (c)	<p>Up to three marks for a description of example of a golf package holiday. Examples may be theoretical or applied to Scotland or other destinations in Europe or worldwide. For maximum marks must refer to golf.</p> <p>For example:</p> <ul style="list-style-type: none"> ▪ Accommodation and transport (1) ▪ Admission to golf courses/green fees (1) ▪ Accommodation and transport (1) both booked together (1) ▪ Any two from accommodation, transport, transfers and other services (1) put together at one price(1) ▪ Transport, accommodation and transfers (1) all sold together in a brochure(1) ▪ Three nights at a hotel near a golf course(1) with flights to Glasgow/Palma/Malaga (1) for an inclusive price of £399 (1) ▪ Accommodation at a Hilton Hotel (1) and flights to and from Edinburgh with British Airways (1) with transfers to the golf course to watch the Ryder Cup(1) 	(3)

Question Number	Answer	Mark
1 (d)	<p>Up to six marks for an explanation of the positive impacts that golf tourism brings to Scotland. Simple lists with basic explanation max 3 marks. For maximum marks must relate to golf and Scotland.</p> <p>For example:</p> <ul style="list-style-type: none"> ▪ More money/more income (1) ▪ Jobs for local people (1) ▪ Employment opportunities for locals(1) in hotels, or at major golfing events (1) ▪ More money to be invested in local areas/infrastructure (1) such as flowerbeds (1) ▪ Improved image (1) which will increase tourism even more (1) ▪ Facilities created for tourists can also be used by locals (1) such as better roads, local transport (1) and services such as swimming pools and golf driving ranges etc (1) ▪ Money spent by golf tourists will increase income for local shops/supermarkets/hotels etc (1) This may also have a knock on effect on increasing employment for staff not only in these places (1) but also for suppliers of food and services to them (1) Increased employment means locals have money to spend as well (1) this is known as the multiplier effect (1) ▪ Golf tourists tend to have more disposable income so they are likely to spend more money in Scotland on accommodation, food, shopping, entertainment (1) ▪ American tourists that like traditions will often buy merchandise and local products such as tartans, whisky etc...(1) which will support local craft industries and create employment (1) 	(6)

Question Number	Answer	Mark
1 (e)	<p>One mark for each impact identified.</p> <p>For example:</p> <ul style="list-style-type: none"> ▪ Litter (1) ▪ Congestion/busy traffic/more traffic (1) ▪ Destruction of habitat(1) ▪ Noise Pollution (1) ▪ Erosion of fields /mud(1) ▪ Damage/vandalism of local facilities (1) ▪ local people cannot go about their daily life/work because of the busy traffic (1) ▪ Plastic bottles etc on the floor causing visual pollution (1) ▪ Congestion on public transport(1) ▪ Congestion at airports with all the people arriving and departing(1) ▪ The price of hotels will rise(1) ▪ Media intrusion (1) ▪ Pollution (0) – must identify type 	(4)

Total for Question 1 - 17 marks

Question Number	Answer	Mark
2 (a)	<p>Up to six marks for an explanation of how products/services suit business travellers. Basic responses, maximum 2 marks.</p> <p>For example:</p> <ul style="list-style-type: none"> ▪ Because they can hold a meeting there (1) ▪ Because it has a 24 hour business centre (1) ▪ Rooms with imac PC means they won't have to bring their own laptop (1) ▪ Its location is ideal as many business people travel by train(1) and it is only 5 minutes from the station (1) ▪ It has free wifi, which they need (1) as they may need to research or keep in touch with work or emails (1) ▪ The rooms at the hotel have large desks which means they have plenty of space to work (1) this combined with the free wifi (1) will enable them to work in their rooms in the evenings (1) and the business centre allows them to print/scan/email(1) Buffet breakfasts are ideal as they may have early meetings (1) and need to eat quickly (1) 	(6)

Question Number	Answer	Mark
2(b)(i)	<p>One mark for each of two new product/service suggested Products/Services suggested must be suitable/appropriate for a city centre hotel and be for business travellers. Marketing activities or special offer prices (0) these are NOT products/services.</p> <p>Suitable products/services may include:</p> <ul style="list-style-type: none"> ▪ 24 hour Room service/butler service (1) ▪ 24 hour reception (1) ▪ Concierge service (1) ▪ A wider variety of sizes of business/meeting/conference/seminar rooms (1) ▪ In room technology such as ipod dock/charging points for laptops/4G etc(1) ▪ Video-conferencing facilities; data projector hire (1) ▪ Free taxis/chauffer driven cars/minibus to and from airport/station (1) ▪ Spa/beauty salon /hairdresser (1) ▪ Mini-bar (1) ▪ Complimentary newspaper (1) ▪ Fine dining restaurant (1) ▪ Laundry/dry cleaning service/trouser press (1) ▪ Exclusive floors of the hotel (1) ▪ Exclusive car parking/valet parking (1) 	(2)

Question Number	Answer	Mark
2(b)(ii)	<p>Up to 4 marks for explanation– which should be linked to business travellers needs and/or expectations</p> <p>For example:</p> <ul style="list-style-type: none"> ▪ As many business people travel alone, they may prefer to eat in their room rather than sit in the restaurant by themselves (1) ▪ The hotel would be suitable for a wider variety of business travellers if it had more rooms, for example local businesses could hire a room for a day to hold a training event giving the hotel additional income (2) ▪ Business people expect to get to places fast as time is money so the free transport might attract more of them as they could get to the hotel quickly from airport and start their meeting on time (2) 	(4)

Question Number	Answer	Mark
2(c)	<p>Up to two marks for a definition of leisure. Marks increase with detail. No marks for examples.</p> <ul style="list-style-type: none"> ▪ Holiday tourism (1) ▪ What you do in your spare time (1) ▪ It is tourism that is for rest or pleasure or relaxation or enjoyment (1) in the time when you are not working (1) <p>Answers which contrast with business/work travel may also be credited up to one mark.</p>	(2)

Question Number		Indicative Content
*2 (d)		<p>Different types of leisure travellers that may be named could include: Couples for Weekend breaks; families; groups for parties or events; Existing products assessed may include:</p> <ul style="list-style-type: none"> ▪ Wifi access e.g. this might attract families or younger couples as they like to keep in touch with friends etc on social networking sites ▪ Room for up to 50 guests e.g. Groups or families might be attracted to hold a party or celebration event ▪ Location - in the city e.g. so couples might like to come for weekend breaks, so will probably be close to shops ▪ Fridge in room e.g. this may attract families with babies as they can keep milk or food for them fresh. <p>Products NOT offered may also be included in response, e.g. no pool, no babysitting, no spa/pampering etc...no mention of a bar....</p>
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	<p>Basic responses with limited assessment. Response will have considered leisure travellers in general and/or simply lifted information from case study.</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, some links made from the information given to the needs of different types of leisure travellers. Assessment may be positive and/or negative.</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 and application, making clear links to different types of leisure customers. Both positive and negative assessment will be included.</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
<p>3 (a)</p>	<p>Up to four marks for a description of how the chain of distribution works. Marks may be awarded for the traditional chain, or for variations to the chain caused by direct bookings, internet etc. (Diagram of chain up to 2 mark only)</p> <p>For example:</p> <ul style="list-style-type: none"> ▪ The chain shows the order that all the different sectors link with each other (1) ▪ Different levels of the chain work together to offer package holidays (1) ▪ There are several levels to the chain, the producers,(1) the tour operators, the travel agents and then the customer.(1) ▪ The chain of distribution has the public and private sector support services at the top (1) It then has the accommodation, transport and attractions on the next level (1) and then tour operators, travel agents and finally the customer (1) <p>As above plus...</p> <ul style="list-style-type: none"> ▪ These are all joined together by arrows, which indicate how they work together, for example the tour operator has an arrow to the travel agent and also nowadays direct to the customer (4) <p>Examples which are applied/relevant may be credited. Reference to Vertical Integration may also be credited.</p>	<p>(4)</p>

Question Number	Answer	Mark
3 (b) (i)	<p>Up to six marks for products described- marks increase with detail in response e.g. 2 or 3 products/services with detail, or one or two products with extended detail. Single products identified or just listed may also be credited up to a maximum of three marks.</p> <p>For example:</p> <ul style="list-style-type: none"> ▪ Booking hotels/other accommodation (1) ▪ Booking holidays (1) such as all-inclusive, or self-catering (1) ▪ Giving out brochures and leaflets (1) ▪ Selling holiday insurance (1) ▪ Doing mailshots to customers with offers/promotions (1) ▪ ABTA protection (1) ▪ Booking flights for customers (1) and arranging transport to the airport and/or parking (1) ▪ Providing information on destinations (1) and passport/visa/health information (1) ▪ Offering a Foreign exchange service (1) such as travellers cheques and Euros for example (1) ▪ Arranging tailor made holidays(1) which may involve multiple bookings(1) flights, hotels, transfer and even attraction tickets (1) <p>Any other suitable product/service may also be credited.</p>	(6)

Question Number	Answer	Mark
3 (b) (ii)	<p>One mark for a named major travel agency</p> <p>For example:</p> <ul style="list-style-type: none"> ▪ Thomas Cook (1) ▪ Thomson/Tui (1) ▪ Co-operative Travel (1) <p>Any other suitable regional major travel agency may also be credited. e.g. Bath Travel (1)</p>	(1)

Question Number		Indicative Content
3 (c) QWC		<p>Benefits for travel agencies:</p> <ul style="list-style-type: none"> ▪ Help to grow business successfully and sustainably, which is important post-recession ▪ Financial protection for customers which offers reassurance they won't lose their money ▪ Can use the logo, so are recognisable as experts/reliable ▪ Agents can use ABTA to campaign on their behalf to the government ▪ Protection against tour operator going bust, can re-book with another ABTA agent ▪ Increased customer base/income/profit <p>Benefits for customers:</p> <ul style="list-style-type: none"> ▪ Customers will have confidence in their travel experience ▪ Customers will be confident that their money and holiday are protected ▪ Help when things go wrong such as operators going bust ▪ Package holidays are also protected – most of these booked by agents <p>Answers which contrast direct/independent bookings with booking through agencies may also be credited.</p>
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	<p>Basic responses that are mainly descriptive. Possibly limited reasoning/application - Answers with little or no evaluation. Candidates may have simply repeated the information given in the ABTA case study.</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 evaluation/application. Responses may have clear application and some evaluation or some application and clear evaluation. There will be links made from the information given to both the customer and/or the agencies</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 evaluation and application, making clear links to the benefits to both agencies and customers.</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
3 (d) (i)	<p>Up to two marks available for a description of the term. (Examples may be credited Max 1) For example:</p> <ul style="list-style-type: none"> ▪ Motivating factors motivate you to travel (0) ▪ Motivating factors make you want to go somewhere/do something (1) ▪ Intrinsic is what motivates you from within yourself, (1) ▪ Extrinsic is an external motivating factor (1) ▪ Motivating factors can be intrinsic or extrinsic. (1) ▪ Sunlust and wanderlust are types of motivating factors (1) 	(2)

Question Number	Answer	Mark
3 (d) (ii)	<p>Up to two marks available for a description of the term. Examples may be credited Max 1 For example:</p> <ul style="list-style-type: none"> • Enabling factors enable you to travel (0) • Enabling factors give you the opportunity to visit a destination (1) • An enabling factor is having enough disposable income to go on a holiday(1) • Special offers/price reductions (1) • Wheelchair accessibility (1) 	(2)

Question Number	Answer	Mark
3 (e)	<p>One mark for each correct factor. No marks for generic. E.g. weather (0) sea (0) food (0)</p> <p>For example:</p> <ul style="list-style-type: none"> • Sightseeing/Shopping (0) ▪ Good weather/plenty of sunshine (1) ▪ Local cuisine/good local food (1) ▪ Swimming in the sea/beaches (1) ▪ Language/somewhere that speaks Spanish or Italian (1) ▪ Hotels with old-fashioned décor (1) ▪ Quiet places (not noisy) (1) ▪ Great views (both scenery and/or city) (1) 	(4)

Question Number	Answer	Mark
3(f)	<p>Up to six marks for explanation. Examples should be credited. For max 6 marks, answers must have at least one specific example of destination/celebrity.</p> <p>For example:</p> <ul style="list-style-type: none"> ▪ If you see someone on TV or in the paper there, it makes you want to go there too (1) ▪ Pictures of Prince William skiing in Switzerland (1) motivate people to go there as they think they may see them there (1) ▪ Media coverage such as travel programmes on TV make places look attractive – they never show the bad bits – so motivates some people to travel there (1) ▪ Places that appear in films become popular with fans of that film,(1) e.g. New Zealand for Lord of the Rings/the Hobbit (1) ▪ There are some places that are well known for celebrities, e.g. Beverly Hills, Los Angeles (1), there are even tours to see their homes (1) Other places attract them for holidays (1), for example Monaco in the south of France which attracts famous people such as Elton John and their yachts. (1) ▪ If Paloma says the Bowery Hotel is good then that will motivate people to stay because people want to live the same lifestyle as celebrities(1) <p>Answers which identify different types of media e.g. social networking, websites, twitter, TV advert etc may also be credited as long as linked with why they motivate.</p> <p>Answers which link with motivating factors e.g. status/prestige may also be credited.</p>	(6)

Question Number	Answer	Mark
4	<p>Up to six marks for an explanation of how developing their products/services has enabled Virgin to grow. Up to three marks only for descriptive, lifted responses or those which explain from the customer point of view.</p> <p>Answers may include</p> <ul style="list-style-type: none"> • Faster speed -fastest ever journey times to NW England and Scotland (1) so they can compete with flying (1)and more passengers choose to travel by train now(1) • New technology such as online bookings since 1998 (1) which has enabled them to be ahead of all other train operators who may be their competitors (1) and also made it easier for customers to book tickets (1) • Excellent customer service is shown by 91% customer satisfaction (1) and they can advertise this to gain business (1) and get return customers and loyalty (1) • More customers means more income this means more profit (1)and money to invest in more and better trains (1) • More frequent services, e.g. 3 trains a day to Manchester (1) so many more passengers an hour can now be carried (1) • They are at the forefront of product development such as the new pendolino trains which tilt round bends (1)which make journeys quicker, smoother and more comfortable for passengers (1) 	(6)

Question Number	Answer	Mark
5 (a)	<p>Up to two marks each for two other examples of external pressures described. For more than one mark each should be linked to the travel and tourism industry, or with an example given to show understanding.</p> <ul style="list-style-type: none"> ▪ Currency fluctuation (1) when the £1 goes down against the Euro (1) ▪ Climatic changes (1) such as rising sea levels and higher rainfall in UK in summer (1) ▪ War (1) in tourist destinations like Israel (1) ▪ Civil unrest (1) in tourist destinations like Egypt (1) ▪ Terrorist attack (1) e.g. 9/11 (1) ▪ Economic climate (1) high unemployment/recession etc (1) ▪ Natural disasters (1) which may include severe weather events such as hurricane e.g, Sandy which affected New York in 2012.(1) <p>Any other suitable example of an external pressure may also be credited.</p>	(4)

Question Number		Indicative Content
* 5(b) QWC		<p>Analysis may include the following legislation</p> <ul style="list-style-type: none"> ▪ No smoking in public places laws ▪ Congestion charges in inner London ▪ VAT increase ▪ Health and safety laws – including airport security ▪ Disability Discrimination Act ▪ APD(Air passenger duty) tax ▪ Hotel tax ▪ Passport and visa regulations ▪ Transport Act (1968) Deregulation of coach travel <p>EU Package Holidays Directive</p> <p>Impacts on industry may include</p> <ul style="list-style-type: none"> ▪ Hotels having to spend money to install ramps, hearing loops ▪ All hotel staff need hygiene training ▪ Airlines having to pass on the rises in APD which was increased from £5 to £13 for short flights in April 2012 which makes flights look more expensive so they could lose customers ▪ VAT could cause attractions to have to add this on to ticket prices ▪ Toll motorways and congestion charges may impact on coach companies who have to increase the cost of their tours to London.
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	<p>Basic responses that are mainly descriptive. Possibly limited reasoning/application, little or no analysis. May have considered legislation in general.</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 argument/application. Responses may have clear application and some explanation of the reasons for it or some application and clear analysis. There will be some links made from the examples of legislation given to the impacts on the tourism industry.</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 analysis and application, making clear links between the examples of legislation given the impacts on the tourism industry.</p> <p>The candidate uses specialist terms consistently and the response shows good focus and organisation. Spelling,</p>

		punctuation and the rules of grammar are used with considerable accuracy.
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Total for Paper – 90 marks

