

Mark Scheme (Results)

Summer 2015

GCE Travel and Tourism

Unit 1 - 6987

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.
- Mark schemes will indicate within the table where, and which strands of QWC, are being assessed. The strands are as follows:
 - i) ensure that text is legible and that spelling, punctuation and grammar are accurate so that meaning is clear*
 - ii) select and use a form and style of writing appropriate to purpose and to complex subject matter*
 - iii) organise information clearly and coherently, using specialist vocabulary when appropriate.*

| Question Number | Answer | Mark |
|-----------------|--|------|
| 1 (a) | <p>Up to two marks for description of each type of tourism. Marks increase with detail. Examples may be generic or named.</p> <p>(i) Outgoing</p> <ul style="list-style-type: none"> ▪ A UK resident who flies out of the UK (1) to Turkey for a holiday (1) ▪ When you leave the country where you live (1) to go on holiday in another country overseas/abroad (1) <p>(ii) Domestic</p> <ul style="list-style-type: none"> • A holiday in a different UK destination to where you live (1) ▪ Someone who lives in Manchester goes to Cornwall for a holiday (1) ▪ When you leave your home area (1) but then you stay in the country where you live for your holidays (1) <p>(iii) Independent</p> <ul style="list-style-type: none"> ▪ If you booked flights with a low cost airline and then accommodation direct with hotel (1) ▪ When you book everything yourself (1) maybe separately online without the help of a travel agent(1) | (6) |

| Question Number | Answer | Mark |
|-----------------|---|------|
| 1 (b) | <p>Up to six marks for an explanation of why customers book with travel agents</p> <p>Descriptive responses, maximum 3 marks.</p> <ul style="list-style-type: none"> ▪ They know their money is safe (1) ▪ They have specialist knowledge/skills/better information/give advice (1) ▪ It is easier/quicker/less stressful (1) ▪ It can be cheaper/deals/packages or offers available (1) ▪ Extra services available in same place such as insurance/currency exchange (1) ▪ The press have published stories about how some people booking direct have no accommodation when they get there(1) ▪ Many agents are in ABTA which is widely publicised as a reputable place to book (1) ▪ As there has been a recession, the public want to ensure that they get the best value for money(1) travel agents can search for the best deals for them (1) and they also offer financial protection in case operators go bust (1) ▪ There have been more tour operators and airlines going bust as a result of the recession (1) so agents would be able to help their customers to re-book (1) or get a refund of their money (1) ▪ Travel agents have lengthened their opening hours and some open on Sundays (1) and opened branches in out of town shopping centres now(1) they used to only be on the high street, so they are more convenient for customers (1) ▪ Travel agents normally have financial protection (1) for the customer in case the travel agent or the suppliers of the holiday booked goes bust (1) so the customer's money is guaranteed to be refunded (1). Whilst customers have always want their holidays protected, they are now more of the risks and issues associated with online bookings because the media have made the public aware of the protection available(1) so they are wanting to book with a company that can provide this (1). Face to face contact also gives customers reassurance because they can ask the travel agent and get a direct response (1). <p>Answers which contrast travel agency bookings and direct bookings may also be credited, for example</p> <ul style="list-style-type: none"> • When you book through an agent you know that your money is safe, (1) whereas on the internet there is the possibility of fraud (1) | (6) |

| Question Number | Answer | Mark |
|-----------------|--|------------|
| 1 (c) | <p>Up to four marks for a definition of vertical integration. Marks increase with detail.</p> <p>“works with” or ‘relies on’ (0)</p> <p>Examples only without definition – up to max 2</p> <ul style="list-style-type: none"> • When different types of organisation are owned by one company (1) • A travel agent owned by a tour operator (1) • A large travel organisation, which may own companies on more than one level of the chain or distribution (1) such as an airline and accommodation (1) and a tour operator and a travel agent (1) • Vertical integration is when one company buys/merges with/takes over (1) another on a different level of the chain of distribution (1) such as a tour operator buying its own airline (1) or a tour operator buying its own travel agent(1) | (4) |

| Question Number | Answer | Mark |
|------------------|---|------------|
| 1 (d) (i) | <p>One mark for each tour operator correctly named e.g.</p> <ul style="list-style-type: none"> • Thomson/Tui • Thomas Cook • Virgin Holidays • Cosmos • Shearings <p>Any other suitable/real tour operator may also be credited. Must clearly be a tour operator e.g. Virgin (0)</p> | (2) |

| Question Number | Answer | Mark |
|-------------------|---|------------|
| 1 (d) (ii) | <p>Up to three marks for the role of a tour operator. Marks increase with detail or for three separate roles</p> <ul style="list-style-type: none"> ▪ Put package holidays together (1) ▪ Sell holidays direct through a website (1) ▪ Sell holidays through travel agencies (1) ▪ Provide a rep to look after customers in resort(1) ▪ Advertise package holidays on their website (1) and sell them through their call centres to the public(1) ▪ Tour operators combine transport, accommodation and sometimes transfers together(1) all at one price (1) and advertise these in brochures (1) | (3) |

| Question Number | Answer | Mark |
|-----------------|---|------------|
| 2 (a) | <p>One mark for a definition of the term 'motivating factor' and up to two marks for one example.</p> <ul style="list-style-type: none"> ▪ Intrinsic is what motivates you from within yourself, such as a burning desire to visit a certain destination (1) ▪ Sunlust/wanderlust (1) ▪ Persuades/makes you want/desire to visit (1) ▪ Extrinsic is an external motivating factor (1) such as adverts, television programmes etc (1) ▪ Scotland gets lots of snow in winter(1) which motivates people to go there to ski(1) ▪ Motivating factors make you want to go somewhere/do something (1) such as people who go abroad to Spain (1) to get some sun in the winter(1) <p>Repeating question – no marks e.g.</p> <ul style="list-style-type: none"> ▪ Motivating factors motivate you to travel (0) <p>Responses referring to weather must be specific e.g. hot, dry, wet, cold etc.</p> | (3) |

| Question Number | Answer | Mark |
|-----------------|---|------------|
| 2 (b) | <p>One mark for a definition of 'external pressure', with up to two marks for one example</p> <ul style="list-style-type: none"> • Things out of the control of the travel organisation (1) • External factors that affect business (1) such as currency fluctuations (1) such as the exchange rate between the pound and the dollar (1) • Any one named external pressure may also be credited e.g. government legislation (1) climatic change (1) war/civil unrest(1) terrorist attacks (1) economic climate(1) (MAX 1 for example without detail) | (3) |

| Question Number | | Indicative Content |
|-----------------|------------|--|
| * 2(c) | | <p>Responses may refer to...</p> <p>Positive aspects</p> <ul style="list-style-type: none"> ▪ High rainfall contributes to the scenery in some parts of UK such as Lake District ▪ Weather is good for activity holidays eg sailing or snow for Skiing in Scotland ▪ Temperatures in UK not as low as people think ▪ Rainfall totals in UK less than Paris ▪ promote spring breaks when weather likely to be better ▪ London weather is better compared to some other world cities ▪ Wide range of habitats and wildlife species ▪ Could also target domestic tourists ▪ Could also target southern hemisphere tourists/those from colder countries ▪ Could focus on indoor attractions instead of outdoor ▪ Not all tourists like warm climates eg elderly <p>Negative aspects</p> <ul style="list-style-type: none"> ▪ Press coverage of poor weather e.g. mud at Glastonbury, flooding in Cornwall/Devon ▪ Unpredictability of UK weather ▪ Other aspects could be focused on e.g. heritage attractions etc. ▪ Winter weather likely to be poor for some outdoor activities ▪ Overseas destinations have more consistently warm temperatures for sunbathing etc.... |
| Level | Mark | Descriptor |
| | 0 | No rewardable material. |
| 1 | 1-3 | Basic response with little assessment. May repeat information given in stem. 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 | Response with some assessment. May have considered both positive and/or negative aspects, and included examples 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 | Detailed and clear assessment. Will have considered both positive and negative aspects, and may have included additional examples. 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. |

| Question Number | Answer | Mark |
|-----------------|---|------------|
| 2(d) | <p>Up to six marks for evaluation of positive impacts of poor weather on organisations in the travel and tourism industry. May credit appropriate examples. Answers without examples Max 4. e.g.</p> <ul style="list-style-type: none"> • they will get more tourists/more income/more profit (Max 1) ▪ Indoor attractions such as Chill Factor E will see an increase in visitor numbers (1) ▪ More money for travel agencies (1) who may see an increase in bookings as people want to go abroad for some sun (1) ▪ More jobs in indoor attractions, (1) such as Sealife Centres, indoor swimming complexes (1) ▪ Increased income for souvenir shops (1) if the weather is poor, shopping, especially at large complexes e.g. in seaside resorts(1) will definitely be a popular choice with some tourist types (1) ▪ More income for hotel bars, restaurants,(1) as people are more likely to stay in and eat rather than go out and picnic (1) ▪ Some activities offered by attractions, e.g. white-water rafting(1) may actually be better if there has been high rainfall (1) | (6) |

| Question Number | Indicative content | |
|-----------------|--|--|
| 3 (a) Expert | <p>Up to eight marks for evaluation of how the new aircraft could affect the future of the travel and tourism industry. Points which may be considered include:</p> <p>Speed As it flies to destinations much faster, this would be good for business travellers, so other airlines may lose business to the Lapcat. (+ve)</p> <p>Cost It will be very expensive to fly on, so customers with less money may still prefer to fly on a traditional aircraft. (-ve)</p> <p>Competition Other airlines may have to offer more non-stop flights to compete on some routes, especially those used by business travellers who need to get to their destinations quickly</p> <p>Range of Destinations/ Holiday Types More accessibility to long haul destinations such as USA, China and Australia. More short breaks possible to further away cities e.g. Hong Kong as flying time will be so short</p> <p>Other Sectors Tour operators can offer a wider range of destinations e.g. New Zealand for shorter durations, as jet lag may not be so much of an issue Do not credit increase in pollution/emissions unless linked to more flights Any other valid point with evaluation may also be credited.</p> | |
| Level | Mark | Descriptor |
| | 0 | No rewardable material. |
| 1 | 1-3 | Basic responses with little evaluation. May focus on general developments e.g. faster, cheaper, and effects on customers rather than the industry 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 | Response contains some evaluation and links new aircraft to the future of the industry and its customers. May focus on other airlines rather than whole industry, and on either positive and/or negative effects. 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 | Detailed evaluation, clearly linking the new aircraft with the future of the travel and tourism industry and its customers. More than one sector will be referred to and both positive and negative effects will have been considered. 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. |
| Question Number | Answer | |
| 3b) (i) | <p>Up to two marks for description of each product development or innovation in the transport sector in <u>last</u> 50 years i.e. after 1965. No marks for explanation here. Do not accept Lapcat. Products may be named e.g. TGV (1) or generic e.g. trains that go over</p> | |

| | |
|------------------------|--|
| | <p>100mph (1). e.g.</p> <ul style="list-style-type: none"> • Concorde (1) which was a plane that flew supersonically at twice the speed of sound (1) • Eurostar (1) a fast train that travels to Paris in 3 hours (1) • Eurotunnel (1) where you can take your car to France without going on a ferry (1) • Jumbo Jet or 747 or Airbus 380 (1) which takes over 400 passengers (1) • Pendolino trains (1) operated in the UK by Virgin which go at 125mph and tilt round corners (1) • Sat Nav in cars and coaches (1) to give directions to destinations (1) • Metrolink Trams in cities such as Manchester(1) linking the different parts of the city together (1) • Growth of low cost airlines such as easyjet (1) which fly to many destinations in Europe at a cheap price (1) <p>Vague responses such as "faster trains" "bigger planes" may be credited with one mark only. Accept any other appropriate product from last 50 years.</p> |
| <p>Question Number</p> | <p>Answer</p> |
| <p>3b) (ii)</p> | <p>Up to two marks for an explanation of how each of the two products identified have influenced the growth of the industry. No mark for the name of product/innovation here.</p> <p>e.g.</p> <ul style="list-style-type: none"> • The speed of Concorde meant that business people to get to destinations much more quickly (1) It also made cities such as New York more accessible and tour operators could offer short breaks there (1) • Virgin Trains (and other high speed trains) have provided good competition for airlines, (1) as it is now just as quick to get for example from Manchester to London by train as to fly there(1) • Eurostar/Eurotunnel uses the Channel Tunnel to get to France, so makes weekend breaks in Paris more popular now(1) and customers who don't like to sail can now travel there, also bad weather means that they can still operate. (1) • Low cost airlines have opened up many new cities in Eastern Europe such as Prague,(1) which has now become popular as a stag and hen destination (1) <p>Any other product/innovation with explanation may also be credited</p> |

| Question Number | Answer | Mark |
|-----------------|---|------------|
| 4 (a) | One mark for each identified example of how Stonehenge is addressing possible negative impacts <ul style="list-style-type: none">▪ Use of local materials in building (1)▪ Returning the car park to grass (1)▪ Transit system to the Stones (1)▪ Environmentally sensitive building (1)▪ Keeping cars away from the Stones/1.5 miles away (1)▪ Having the visitor centre away from the Stones (1) | (2) |

| Question Number | | Indicative Content |
|-----------------|------------|---|
| * 4(b) | | <p>Changing expectations and fashions may include</p> <ul style="list-style-type: none"> ▪ Increased environmental awareness/sustainability ▪ High quality/standards ▪ Hands on and interactive exhibitions etc ▪ Low carbon transport ▪ Up to date technology e.g. iphone facilities <p>These may be met by</p> <ul style="list-style-type: none"> ▪ New visitor centre/design/build and food etc... ▪ Facilities for school groups – hands on/interactive ▪ Audio/video guides ▪ Transit system of transportation instead of car park <p>Or not met by</p> <ul style="list-style-type: none"> ▪ No mention of online booking/ smart-code scanning as etc <p>Any other suitable feature not present may also be included in the assessment</p> |
| Level | Mark | Descriptor |
| | 0 | No rewardable material. |
| 1 | 1-3 | <p>Basic assessment with little link between expectations and fashions and the facilities provided. May have just lifted information from the 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>The response has some assessment and application, facilities provided will be linked to some customer expectations and fashions. May have focused solely on positive assessment.</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>Detailed assessment and application, will have considered both positive and negative assessment and linked well with customer expectations and fashions.</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>One mark for each trend/ identified</p> <ul style="list-style-type: none"> • The visitor numbers are much higher in the summer months (1) • Groups make up about 50% of their visitors throughout the year though this is lower in summer(1) • The numbers in winter months of December. January and February are below 30,000 but rise rapidly in March (1) • The visitor numbers for groups start to increase in March (1) • The highest numbers are in the summer holidays for both groups and total visitors(1) <p>Any other correct trend may also be credited. Statistics simply lifted from the table are not trends, so no marks. Should refer to higher/highest/lower/lowest/ between-and-/ increase/decrease, fluctuations....</p> | (3) |

| Question Number | Answer | Mark |
|-----------------|---|------|
| 4 (d) | <p>Up to four marks for each suggestion. Marks may be awarded as 3+1, 2+2 or 1+3 for justification and detail in suggestion.</p> <p>A simple list of facilities they should offer max 2 marks</p> <p>Answers that do not relate specifically to groups max 2 marks.</p> <p>Answers may relate to different types of groups e.g. school/college, senior citizens, overseas</p> <p>Suggestions may include</p> <ul style="list-style-type: none"> • Coach parking (1) • Translators/multilingual staff (1) • Tour guides (1) • Guidebooks and leaflets in other languages(1) • Interactive games/quizzes and worksheets for school groups (1) • Play areas (1) • Specific facilities for ethnic groups e.g. washing area/prayer room/dietary requirements (1) as if they may be visiting at a time their religion says prayers (J1) • Function room for specialist talks/eating packed lunches (1) • Different times for visits e.g. sunrise/sunset (1) • Range of dietary options catered for in the café (1) like kosher or vegetarian (1) • School groups may need worksheets (1) for a range of key stages (1) so that they can get the most out of their visit (J1)They also usually arrive by coach, so would need specific parking for this (J1) <p>Justifications may be in relation to the groups needs e.g. do not speak English; or Stonehenge itself e.g. increased income from sales of guidebooks in other languages</p> | (8) |

| Question Number | Answer | Mark |
|-----------------|---|------|
| 4 (e) | <p>Up to four marks for explanation in each part of the answer. Descriptive/theoretical responses- max 2 marks for each part. Responses without examples max 6 marks in total. Repeated points may only be credited once</p> <p>Improves communication with customers</p> <ul style="list-style-type: none"> ▪ Have an electronic board with waiting times(1) for rides like they do at Alton Towers (1) ▪ Use mailshots by email, twitter, or other social media (1) to inform them of special offers (1) ▪ Text alerts if they have booked a timed ticket for a ride (1) ▪ Traffic news in the vicinity on their website, with alternative routes to get there (1) customers can access this on smart phones (1) and take an alternative route using sat nav instructions (1) provided by the attraction like Chessington do (1) <p>Enhancing the experience of the visitors</p> <ul style="list-style-type: none"> ▪ Have a fast-track ticket system (1) ▪ Audio tours/headsets available (1) ▪ Enable customers to book tickets on their website (1) to save them queuing at the entrance (1) ▪ Electronic wristbands for small children (1) so if they get lost they can be tracked (1) ▪ Have webcams of animals(1) like they do at Zoos for example at Edinburgh Zoo (1) to enable customers to see the pandas when they are inside (1) ▪ Having a camera on the ride to take photos of customers(1) which they can sell to them to take home (1) and remind them of their visit and maybe return in the future (1) e.g. the Big One at Blackpool Pleasure Beach (1) <p>Improving the efficiency of its operation</p> <ul style="list-style-type: none"> ▪ Website selling tickets online (1)to reduce the need for as many staff on the gate (1) ▪ Interactive exhibits and audio guides (1) which means that they do not need to employ guides at museums (1) ▪ Scan- entry for rides at attractions (1) ▪ Online bookings may also mean it is easier to collect data about customers (1) and do marketing activities in the future (1) | (12) |

