

Mark Scheme (Results)

Summer 2016

GCE Travel and Tourism (6987/01)
Unit 1: 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.
- For questions worth more than one mark, the answer column shows how partial credit can be allocated. This has been done by the inclusion of part marks e.g. (1).
- 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.

Quality of Written Communication

Questions which involve the writing of continuous prose will expect candidates to:

- Write legibly, with accurate spelling, grammar and punctuation in order to make the meaning clear
- Select and use a form and style of writing appropriate to purpose and to complex subject matter

Organise information clearly and coherently, using specialist vocabulary when appropriate.

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Question Number	Answer	Mark
1 (a) (i)	<p>One mark for definition of each type of tourism. For 2 marks example must be given.</p> <p>Business Tourism</p> <ul style="list-style-type: none"> • A traveller who leaves their area of residence for work purposes(1) • Tourism related to your job (1) • When you are sent to work somewhere else by your company (1) • Example – meetings/seminars/conferences/exhibitions (1) <p>Accept any other appropriate example</p>	(2)

Question Number	Answer	Mark
1 (a) (ii)	<p>One mark for definition of each type of tourism. For 2 marks example must be given.</p> <p>Domestic Tourism</p> <ul style="list-style-type: none"> • A holiday in a different UK destination from where you live (1) <ul style="list-style-type: none"> ▪ When you leave your home area but then you stay in the country where you live for your holidays (1) ▪ Example - someone who lives in Manchester goes to Cornwall for a holiday (1) <p>Accept any other appropriate example</p>	(2)

Question Number	Answer	Mark
1 (a) (iii)	<p>One mark for definition of each type of tourism. For 2 marks example must be given.</p> <p>VFR</p> <ul style="list-style-type: none"> • Visiting Friends and Relatives (1) • Visiting Friends and Relations (1) • Visiting Family and relations/relatives (0) <p>Example-</p> <ul style="list-style-type: none"> • I live in Belfast and go to visit my cousin in London (1) • A family from Bristol going to Pakistan to stay with their parents (1) • A couple from Lancaster going to London to see their daughter at university there (1) • Going to Australia (0) <p>Accept any other appropriate example</p>	(2)

Question Number	Answer	Mark
1 (b) (i)	34.1million visits	(1)

Question Number	Answer	Mark
1 (b) (ii)	£20,638 million	(1)

Question Number	Answer	Mark
1 (c)	<p>Up to six marks for an explanation linked to chosen country.</p> <p>e.g.</p> <ul style="list-style-type: none"> • There is a much larger choice of accommodation and more hotels in England (1) • Public transport for visitors around England may be easier e.g using the underground in London(1) • London and Manchester have international airports (1) which many inbound travellers especially those from other continents will use to arrive/depart from (1) • Destinations in England are much nearer to the channel tunnel (1) for people from Europe to come on short breaks (1) • England has many more choice of visitor attractions than Wales/NI which are world famous e.g. London Eye, Alton Towers(1), whereas Wales has a lot of countryside which may not attract as many different types of inbound visitor(1) • Scotland has many good attractions like Edinburgh Castle and cultural appeal like the Festival (1) however, it is much further to travel for European visitors(1) • Accommodation may be cheaper in Wales/NI/Scotland (1) but it could cost more to get here as they may have to pay for a hire car (1) as the countryside areas are not as well served by public transport (1) <p>Any other suitable factor used in explanation may be credited e.g. media coverage, marketing budgets etc.....</p> <p>Marks may be awarded for why England is so much more popular than chosen country, or why country is less popular for inbound visitors.</p> <p>Accept any other appropriate answer</p>	(6)

Question Number		Indicative Content
* 1(d)		<p>Explanation and examples may include:</p> <p>Changes to countries of origin/visitor numbers</p> <ul style="list-style-type: none"> ▪ Top 3 are the same, but numbers have only increased for France and Germany, not USA ▪ Irish Republic has dropped from 4th to 8th in the 10 years ▪ Italy and Spain have increased significantly in both numbers and places on the table. ▪ Canada has dropped out of the top 10, but actually may actually still send more visitors to London, as 10th place in 2013 is 523,000 now. <p>Possible external pressures</p> <ul style="list-style-type: none"> • <u>Government legislation</u> had affected the cost of transatlantic flights as tax has increased a lot in the last 10 years, so USA and Canada visitors have decreased. • Changes to <u>economic climate</u> - short breaks are more popular, so those from European countries may have visited more often and those from further away less • <u>Deregulation of air routes</u> had mean that low cost airlines operating to/from European destinations have increased in number and frequency • <u>Terrorist attacks</u> in both the UK and other destinations • <u>Currency fluctuations</u> value of pound to dollar/euro <p>Any other relevant data from the table that has been explained may be positively marked. Similarly any other appropriate external pressure may also be considered for marks. e.g. Eurostar connections to European cities have improved (linked to government legislation)</p>
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	Limited explanation. May simply repeat information given in table. Considered external pressure(s) in general. 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	Clear explanation. Will have made an attempt to interpret the data. May have linked with one or more named external pressures. 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 explanation. Will have considered a range of external pressures and linked these effectively with the changes in numbers and origin. 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 (a) (i)	One mark for an example given for each sector Travel Agent e.g. Thomas Cook; Thomson; Co-op Travel; Tour Operator e.g. Cosmos; Kuoni Transport Principal e.g. British Airways; P&O Ferries Accept any other appropriate example.	(3)
2a) (ii)	One mark for each of three products/services given for the stated transport principal e.g. British Airways Different classes of travel (1) Tickets for flights (1) food and drink (1) in-flight entertainment (1), P&O Ferries Tickets for ferry crossing (1) free Wi-Fi (1) shopping opportunities (1) Accept any other appropriate products/services	(3)

2b)	One mark for each of three functions offered by a TIC. e.g. <ul style="list-style-type: none">• Booking accommodation (1)• Selling transport and attraction tickets (1)• Selling theatre tickets (1)• Promoting local events (1)• Providing leaflets/maps/guidebooks (1)• Giving directions to local places(1) Accept any other appropriate product/service	(3)
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Question Number	Answer	Mark
2(c)	<p>Up to six marks available for explanation of how ancillary service providers interrelate with other sectors</p> <p>List or descriptive response, Max 2 marks.</p> <p>Ancillary services that may be considered include:</p> <p>e.g.</p> <ul style="list-style-type: none"> • <u>Tourist Boards</u> (1) work with tour operators by providing more information on destinations for their brochures(1) • <u>ABTA/ATOL or other regulatory bodies</u> (1) interrelate with travel agents as they protect customers on holidays overseas especially those including flights, package holidays and cruises (1) • <u>Insurance Companies</u> (1) work with travel agents/tour operators as they sell insurance to customers travelling especially overseas (1) • <u>Voluntary</u> organisations e.g National Trust (1)– can provide rangers and instructors to educate customers visiting attractions(1) • <u>Guides</u> and other Guiding services (1) such as Blue Badge guides who may lead excursions from a cruise ship (1) • <u>Leaflet/Brochure/Website</u> designers (1)interrelate with tour operators/airlines/coach companies etc by advertising their prices/tickets/holidays (1) <p>Accept any other appropriate answer</p>	<p>(3)</p> <p>(6)</p>

Question Number		Indicative Content
3(a)		<p>Evaluation may include:</p> <p><u>Positive impacts</u> Jobs – in hotel and its construction. Additional accommodation, including for conferences New tourist types e.g. stag and hen parties More trade for businesses in the town e.g. pubs</p> <p><u>Negative impacts</u> Jobs (to overseas workers not locals) Visual impact in conservation area Loss of trade to local B&Bs/Price war/competition Loss of business for local suppliers</p> <p>Accept any other appropriate impact</p>
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	Limited evaluation. May simply repeat information given in cases study with no/little comment.
2	4-6	Clear evaluation. Will have considered the positive and/or negative impacts.
3	7-8	Detailed evaluation. A range of positive and negative impacts will be considered. A conclusion about the impacts is likely to be included.

Question Number	Answer	Mark
3(b)	<p>Up to four marks for an explanation. e.g.</p> <ul style="list-style-type: none"> • Once the date has passed the room can no longer be sold (1) • Accommodation providers often use websites like laterooms.com to sell rooms before the date has passed (1) • An accommodation provider needs to ensure that as many of its rooms are sold prior to the night as possible (1) if they do not do this, then they cannot gain any income from them (1) Many will offer last minute special prices for rooms as it is better for them to gain some money rather than none at all (1) • Hotels can offer low prices for early bookings (1) which enables them to fill lots of rooms to guarantee their income (1) as a lot of these bookings are paid in full and are non refundable (1) this means that they will not have empty rooms (1) <p>DO NOT accept products/services e.g. special events</p> <p>Accept any other appropriate answer</p>	(4)

Question Number	Answer	Mark
3 (c)	<p>Up to three marks for a description. Max 2 marks for list.</p> <p>e.g.</p> <ul style="list-style-type: none"> • Valentines weekend in February (1) • Butlin's have many themed weekend breaks in Sept/Oct (1) such as 80's music, bowling, darts etc (1) • Hotels in countryside areas may offer spa weekend treatment packages (1) for a special price out of season (1) • Hotels capitalise on local area off season attempts to gain customers (1) e.g. Blackpool Illuminations or Lincoln Christmas Market (1) by offering one night breaks travelling by coach (1) • Wine tasting and gourmet food breaks (1) are offered at hotel chains like the Hilton (1) in city locations, as these can be linked with Christmas shopping (1) <p>Credit any other valid and appropriate response.</p>	(3)

Question Number		Indicative Content
* 3(d)		<p>Assessment may include the following points:</p> <ul style="list-style-type: none"> • Accommodation sector is not just hotels - will also include camping, caravanning, self-catering cottages, apartments etc., many of which are small and medium sized. • The hotel sector will include international chains such as Hilton, Intercontinental etc but there are also very many independent and world famous hotels not part of these chains e.g. Savoy or Ritz in London, Raffles in Singapore or Burj Al Arab in Dubai. • Low cost chains such as Premier Inn and Travelodge are predominant in cities and roadside locations but not in rural or countryside where there are many more small and B&B accommodation providers. • Apartments and self-catering are not usually part of large organisations. • Statement more true for travel agents and tour operators than for hotels. <p>Any other points may be considered in assessment.</p>
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	Limited assessment. May consider the accommodation sector in general. 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	Clear assessment. The responses will have considered more than just the hotel part of the accommodation sector. 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 assessment. Response will have considered different parts of the accommodation sector, and may have included examples. A conclusion about extent is likely to be included. 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
4 (a)	<p>Up to six marks for explanation of how the singles holidays meet changing customer needs. Max 3 marks for a descriptive, generalised response. For maximum marks must consider both sides of the argument.</p> <p>e.g.</p> <ul style="list-style-type: none"> • <u>Feel safe</u>(1) as the wine tour is fully escorted so no single traveller will feel isolated/ at risk (1) • <u>Not to eat alone</u>(1) most of the holidays include all meals which means that the travellers can sit with others and share their experiences of their day (1) • <u>Need for single rooms/ en-suite</u> (1) both the cruise and the wine holiday include these at no extra cost (1) However the walking holiday charges extra for the single room so this is not as effective (1) • <u>Interact with others</u> (1) this need is met by evening entertainment included on the working holiday which will enable them to socialise (1) and organised activities/walks in groups are included on most of these holidays (1). <p>Any other changing consumer need linked to the singles holidays may also be credited.</p>	(6)

4b) (i)	<p>One mark for each of two factors Marks may be awarded if factor not exactly as stated here. Examples not acceptable unless given in addition to factor.</p> <p>e.g.</p> <ul style="list-style-type: none"> • Motivating factors (1) • Enabling factors (1) • Socio-economic factors(1) • Technological factors (1) • Product development and innovation (1) • Expectations and fashions (1) • Changing consumer needs (0) 	(2)
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Question Number	Answer	Mark
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4b) (ii)	<p>Up to six marks available for an explanation of how factors identified in (b)(ii) have led to growth of the industry</p> <p>e.g.</p> <p>Technological factors:</p> <ul style="list-style-type: none"> • Booking systems are now online (1) so travel agents can sell their holidays 24 hours a day as well as having a high street shop (1) <p>Enabling factors:</p> <ul style="list-style-type: none"> • Holidays with Pay Act (1) meant that people have paid time off work (1) so could book and take holidays so the package holiday grew (1) <p>Socio-economic factors:</p> <ul style="list-style-type: none"> • Recession meant that domestic holidays grew (1) and all inclusive holidays became more popular (1) as people had less disposable income (1) <p>Product development and innovation</p> <ul style="list-style-type: none"> • Channel Tunnel and Eurostar (1) mean easier access to much of Europe (1) so tour operators offering short break holidays and rail holidays have grown (1) <p>Accept any other appropriate answer</p>	(6)
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5 (a)	<p>One mark for each example of a built attraction e.g.</p> <ul style="list-style-type: none"> • Alton Towers (1) • London Eye (1) • Sea life Centre (1) <p>Any other appropriate examples may be credited.</p>	(2)
5 (b)	<p>Up to six marks for an explanation of how the Sherwood Forest Country Park meets the objective of providing for the local community. e.g.</p> <ul style="list-style-type: none"> • Because it is free to enter (1) so local people can enjoy the countryside for nothing (1) • There are level and flat trails suitable for prams, wheelchairs etc (1)–so both young and old are catered for (1) • Walks are short walks and do-able (1) so they are encouraging a more healthy lifestyle (1) • Local school children can be educated (1) because it has history, nature and birds for them to learn about and observe (1) • There are picnic tables to eat own food (1) so a family can have fun and interact (1) • There are children’s activities in August when they are on holiday (1) this helps parents entertain children who are looking for something new to do (1) <p>Any other appropriate point explained can also be credited.</p>	(6)

5c)	One mark for each of two new products/services identified. e.g. <ul style="list-style-type: none">• Mountain biking trails (1)• Go Ape (or similar)-trees which you swing to and has rope bridges (1)• Segway hire/tours of the area (1)• Go-karting track (1) Any other feasible product may also be credited as long as appropriate to adventure tourism in this Country Park.	(2)
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<p>5 (d)</p>	<p>Up to six marks for explanation of how they could use new technology to enhance the visitor experience.</p> <p>e.g.</p> <ul style="list-style-type: none"> ▪ Webcams in the park/nests etc.(1) to enable people to see it on their website before visiting(1) OR to see wildlife in their natural habitat at the visitor centre (1) ▪ Photographs/ virtual tours on the website, which can be played as a slideshow (1) to enable customers to see the park in different seasons of the year (1) ▪ Twitter/Facebook posts from past customers (1) giving information/pictures of their visit and encourage others to come (1) ▪ Audio guides on walks and trails (1) which describe the trees/ flowers/ animals (1) ▪ Interactive displays in visitor centre (1) which will allow visitors to experience the sights and sounds of the natural attraction (1) <p>Accept any other appropriate answer</p>	<p>(6)</p>
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