



Pearson

Mark Scheme (Results)

Summer 2017

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

Edexcel and BTEC Qualifications

Edexcel and BTEC qualifications come from Pearson, the world's leading learning company. We provide a wide range of qualifications including academic, vocational, occupational and specific programmes for employers. For further information, please visit our website at www.edexcel.com.

Our website subject pages hold useful resources, support material and live feeds from our subject advisors giving you access to a portal of information. If you have any subject specific questions about this specification that require the help of a subject specialist, you may find our Ask The Expert email service helpful.

www.edexcel.com/contactus

Pearson: helping people progress, everywhere

Our aim is to help everyone progress in their lives through education. We believe in every kind of learning, for all kinds of people, wherever they are in the world. We've been involved in education for over 150 years, and by working across 70 countries, in 100 languages, we have built an international reputation for our commitment to high standards and raising achievement through innovation in education. Find out more about how we can help you and your students at:

www.pearson.com/uk

June 2017

Publications Code 6987_01_1706_MS*

All the material in this publication is copyright

© Pearson Education Ltd 2012

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.

Question Number	Answer	Mark
1 (a)	<p>Up to two marks for a definition of the term outgoing tourism. Marks increase with detail or second mark may be awarded for an example.</p> <p>e.g.</p> <ul style="list-style-type: none"> • It is when you leave your home country/ country of residence (1) to visit another one on holiday (1) • If you leave the country where you live(1), for example the UK and go to Spain for your holidays(1) <p>Accept any other suitable definition and/or example</p>	(2)

Question Number	Answer	Mark
1 (b)	<p>Up to two marks for a definition of the term adventure tourism. Marks increase with detail or second mark may be awarded for an example.</p> <p>e.g.</p> <ul style="list-style-type: none"> • A holiday that has an edge of excitement to it/ adrenaline/ thrill seeking (1) such as trekking through the Himalayas (1) • A holiday that includes a daring experience (1) like paragliding (1) • An unusual holiday (1) that has an element of risk to the activities involved (1) <p>Accept any other suitable definition and/or example</p>	(2)

Question Number	Answer	Mark
1 (c) i)	<p>One mark for any one of the following appropriate type of tourism</p> <ul style="list-style-type: none"> • Domestic /domestic tourism • Leisure/leisure tourism • Excursions <p>No other answers are acceptable.</p>	(1)

Question Number	Answer	Mark
1 (c) ii)	<p>Up to four marks for explanation. e.g.</p> <p>Domestic Tourism</p> <ul style="list-style-type: none"> • There is a zoo there too, so not only groups of adults but also families and educational groups would find it appealing (1) • There are lots of transport options to see the city by bus, sailing or walking (1) They may not have a car, so will need this transport to get around easily (1) • Educational groups are attracted because of the ancient ruins (1) which they could link to subjects studied at school (1) • Chester would appeal for a weekend break(1) because there are a number of attractions within the centre(1) which they can get to without needing a car (1) couples could take a pleasure cruise or an open top bus (1) <p>Leisure Tourism</p> <ul style="list-style-type: none"> • The designer outlet may also attract as it has large discounts on famous brands (1) • It has lots of undercover shopping (1) this means that they can still come if the weather is bad (1) • There are many different places to shop both within the city and on the outskirts (1) so tourists visiting for leisure purposes have a choice of shopping opportunities (1) those without transport can shop in the city (1) whilst those arriving by car can benefit from the free parking available at Cheshire Oaks (1) <p>Excursions</p> <ul style="list-style-type: none"> • The open top bus enables people to see the city's attractions (1) without having to walk around (1) • The city is an ideal destination for a day trip (1) for people within a 2 hour journey time (1) as it has historical attractions, like Roman remains, the cathedral and walls all of which are centrally located (1) and there are lots of places for them to eat and drink (1) <p>Accept any other suitable explanation.</p>	(4)

Question Number	Answer	Mark
1(d) (i)	<p>One mark for each correctly identified external pressure.</p> <p>e.g. External Pressure</p> <ul style="list-style-type: none"> • Government legislation (1) • War/civil unrest (1) • Terrorist attacks/terrorism (1) • Economic Climate (1) • Currency fluctuations (1) • Climatic changes (1) • Natural disasters (1) <p>Accept any other appropriate external pressure.</p>	(2) 1x2

Question Number	Answer	Mark
1(d) (ii)	<p>Up to 3 marks for how this could affect the UK travel and tourism industry.</p> <p>e.g.</p> <ul style="list-style-type: none"> • <u>War/civil unrest/terrorist attacks</u> in the destination/ country could deter customers from travelling as they would think that it was not safe to travel as there would be too much danger (1), the infrastructure could be damaged (1) and flights could be cancelled at short notice (1) • <u>Government Legislation</u> may require visitors to have a visa to enter/depart (1) this would mean not only an extra cost but also may mean that people would not be able to travel at short notice (1) and operators would not be able to offer last minute deals (1) <p>Explanation of any other suitable external pressure may also be credited.</p>	(3)

Question Number	Answer	Mark
2(a)	<p>Up to two marks for a description of the term enabling factor. Marks increase with detail or examples.</p> <p>e.g.</p> <ul style="list-style-type: none"> • A factor that encourages/allows tourism to develop (1) • Factors that allow people to travel (1) such as money/time/transport links/accessibility (1) <p>Accept any other suitable answer. No marks for car ownership.</p>	<p>Graduate AO1</p> <p>(2)</p>

Question Number		Indicative Content
* 2(b) QWC AO1/AO4		<p>Responses may vary but likely to include:</p> <p>Growth/development of products and services</p> <ul style="list-style-type: none"> • Increase in UK short breaks as second holidays • Increase in day trips to seaside resorts, theme parks • Growth of events and festivals e.g. Glastonbury • Increase in camping and caravanning sites/holidays <p>Transport links/accessibility</p> <ul style="list-style-type: none"> • Countryside areas which offer outdoor activities more accessible by car than public transport • More motorways built, better accessibility for more places • Purpose built resorts such as Center Parcs in countryside areas <p>Negative evaluation which may include traffic congestion or pollution problems may also be credited.</p>
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	Basic responses that are mainly descriptive. 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 evaluation linking the importance of increased car ownership to growth of UK tourism. 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 with sustained links to the importance of increased car ownership to growth of UK tourism with justified conclusions. 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		Indicative Content
2 (c)		<p>Responses may vary but likely to include:</p> <p>Motivating factors</p> <ul style="list-style-type: none"> • Wanderlust • Sunlust • Relaxation • Escape from everyday life/work • Prestige • Socialisation • Advertisement/brochures/media coverage • Celebrities
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	Basic responses that are mainly descriptive.
2	4-6	Clear evaluation of motivating factors with links to the growth of long haul holidays.
3	7-8	Detailed evaluation with sustained links to growth of long haul holidays with justified conclusions.

Question Number	Answer	Mark
3(a)	<p>One mark for each key organisation correctly named.</p> <p><u>Tour Operators</u> e.g. Thomson; Cosmos; Kuoni; Thomas Cook</p> <p><u>Accommodation Providers</u> e.g. Hilton; Holiday Inn; Ramada; Travelodge</p> <p><u>Public Sector support services</u> e.g. VisitBritain or any tourist board named e.g. Visit Cornwall; Cumbria Tourism; or Tourist information centre</p> <p>Accept any other correctly named organisation.</p>	(3)

Question Number	Answer	Mark
3(b) i)	<p>Up to two marks for description</p> <p>e.g. interrelationship Virgin Trains have an interrelationship with some visitor attractions such as with Sea life centres. (1) If you show your Virgin train ticket you can have a discount on the price of admission (1)</p> <p>Accept any other suitable answer.</p>	(2)

Question Number	Indicative Content	
<p>*3(b) ii)</p> <p>8 marks</p> <p>QWC</p> <p>A01/A03</p>	<p>Responses may vary but likely to include these benefits to the organisations</p> <ul style="list-style-type: none"> • Joint marketing and promotion • Increased visitor numbers • Increased income/profit • Spin off sales • Improved image • Accessibility improved • Chain of distribution changed 	
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	Basic responses that are mainly descriptive. 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 analysis of two or more interrelationships. 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 analysis of range of interrelationships. 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
3 (c)	<p>For four marks two or more ways must be suggested. The suggestions must be linked to the trends for additional mark.</p> <p>e.g.</p> <ul style="list-style-type: none"> • Introduce improved secure payment methods for mobile and tablet booking (1) such as PayPal/ apple pay (1) • Develop a mobile/tablet friendly version of the website(1) to encourage increased usage (1) • Develop a mobile/tablet app (1) with easy to use touch facilities (1) • Promotions specific to mobile/tablet bookings (1) such as vouchers sent direct to customers (1) • Maintain investments in PC technology (1) as this continues to be the most popular method for online bookings (1) <p>Accept any other suitable suggestion.</p>	(4)

Question Number		Indicative Content
3(d)	AO2/4	<p>The assessment may include the following points:</p> <ul style="list-style-type: none"> • Faster rides • Improved special effects/3D animatronics • Fast track passes • Digital photography • Holograms • Improved audio devices • Better internal and external communication • Improved safety • The technology itself may be too expensive for smaller attractions to have • Increased risks due to faster rides • Health and safety issues/ increased liability • Costs • Loss of jobs <p>Any other points may be considered. Do not credit online booking.</p>
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	Basic response. Points made may be generalised and descriptive.
2	4-6	Clear assessment of positive and/or negative effects of technological factors on attractions. May include examples.
3	7-8	Detailed assessment of both positive and negative effects of technological factors on different types of attractions. May include examples to support assessment and justified conclusions.

Question Number	Answer	Mark
3 (e)	<p>Up to three marks for a definition of perishable with an example. Response may be 2+1 or 1+ 2. Must be related to the travel agencies. Maximum one mark if not related to travel agencies.</p> <p>e.g.</p> <ul style="list-style-type: none"> • Perishable means it has gone out of date (1) • Perishable means that the holiday can no longer be sold as the departure date has passed (1) • Once a flight has departed travel agents cannot sell tickets for it anymore (1) so any unsold tickets are wasted and no money can be received by the airline (1) another example is a night in a hotel cannot be sold the following day (1) 	(3)

Question Number	Answer	Mark
3 (f)	<p>Up to three marks for a definition of intangible with an example. Response may be 2+1 or 1+ 2. Must be related to the travel agencies. Maximum one mark if not related to travel agencies.</p> <p>e.g.</p> <ul style="list-style-type: none"> • intangible means you cannot touch it or hold it in your hand (1) this is like a holiday which is a dream for the future or a memory of a past holiday(1) travel agencies give receipts and itineraries as tangible evidence of the booking (1) • an 'intangible' holiday is a pre-conception of a product/service or destination (1) that cannot be tested prior to experiencing it. (1) Agencies may use videos, pictures of hotels or virtual tours to enable customers to visualise their holiday (1) 	(3)

Question Number	Answer	Mark
4 (a)	<p>Up to two marks for each product/service described - which must be appropriate for premium airline.</p> <p>e.g.</p> <ul style="list-style-type: none"> • Menu and/or wine list designed by famous chef (1) • Executive lounges at airports (1) • Separate check in and/or boarding arrangement for different classes (1) • Bigger, more luxurious planes with on-board facilities such as a bar (1) • A range of different fares for different levels of service (1) such as business and first class (1) • Flights to a wide range of destinations (1) across the UK, Europe and the world (1) • Bigger wider seats in Business and First to enable customers to sleep on their flight (1) • A range of tax and/or duty free (1) premium brands drinks and fragrances (1) <p>Accept any other suitable products/services described</p>	(4)

Question Number		Indicative Content
4(b) 8 marks		<p>Explanation linked to changing consumer needs- may include these changing consumer needs:</p> <p>Increased Availability of Technology Online or self-check in desks Wi-Fi access in terminals and lounges</p> <p>Excellent Customer service Premium lounges with drinks, snacks newspapers Information desks, staff , information screens and announcements Ramps, wheelchairs (with staff to push), hearing loops....</p> <p>High quality facilities Choice of high street restaurants, coffee shops and bars Tax free shopping Hotels nearby for overnight stay Nail bars/ massage chairs....</p> <p>Good Accessibility Rail links from city centre Motorway links Ease of parking/valet parking/meet and greet</p> <p>Improved Safety and Security Baggage and people scanners Multiple checks on passports/ boarding passes...</p> <p>Any other appropriate changing consumer need linked with airport may also be credited.</p>
Level	Mark	Descriptor
	0	No rewardable material.
1	1-3	Basic explanation. May consider consumer needs in general, or just describe products/services at an airport.
2	4-6	Clear explanation. Response links the development of products/services at airports and how they meet changing consumer needs. Examples are included.
3	7-8	Detailed explanation. Sustained links between the development of products/services at airports and how they meet changing consumer needs. Specific examples are included.

Question Number	Answer	Mark
5 (a) (i)	<p>One mark for each sector identified</p> <p>e.g.</p> <ul style="list-style-type: none"> • Accommodation providers/Accommodation(1) • Transport/ Transport Principals (1) • Visitor Attractions/Attractions (1) • Support services/private sector support/public sector support (1) • Tour operators (1) • Ancillary service providers (1) • Travel agencies (1) 	(3)
Question Number	Answer	Mark
5 (a) (ii)	<p>Up to six marks for explanation. For more than 4 marks must use the statistics provided. For maximum marks all three sectors must be considered.</p> <p>e.g.</p> <ul style="list-style-type: none"> • As the biggest increase in tourism demand will be from international growth at 6% p.a.(1) the accommodation and the transport sectors will see the largest growth in jobs. (1) • The second largest predicted increase is in domestic tourism (1) which will create more jobs in the attractions sector in the UK (1). • 630,000 is a lot of additional jobs.(1) Some of these may be in other transport sectors, such as rail services to the airports and taxi transfers to hotels in cities (1) • The increased number of international tourists, which is predicted to grow by 6% (1) will mean that there will be more flights arriving at UK airports (1) so not only airlines, but also the ancillary services at an airport (1), such as additional check in staff, security and baggage handlers will all be needed (1) <p>Accept any other suitable answer.</p>	(6)

Question Number	Answer	Mark
5 (b)	<p>Up to six marks for description of negative impacts of tourism on host environments. For more than 4 marks should include examples.</p> <p><u>e.g. for either host environment</u></p> <ul style="list-style-type: none"> • traffic congestion/queues (1) • Parking problems (1) leading to conflict between locals and tourists (1) • House price increases (1) many properties may be second homes (1) <p><u>e.g. Seaside resorts</u></p> <ul style="list-style-type: none"> • water pollution (1) from pleasure boats (oil/diesel etc)(1) • Litter on the beach e.g. carrier bags (1) which can get into the water and harm fish (1) • Development of lots of bars and clubs which are open late (1) leading to antisocial behaviour (1) especially if many stag/hen parties visit, like Blackpool or Newquay (1) • Takeaways such as fish and chips (1) will produce a lot of litter and attract vermin/gulls (1) <p><u>e.g. Countryside areas</u></p> <ul style="list-style-type: none"> • visual pollution (1) from tall buildings/caravan sites/ inappropriate developments (1) • Erosion of footpaths (1) on popular mountains e.g. Snowdon (1) • River bank erosion (1) from wake of boats such as on the Norfolk Broads (1) <p>Accept any other suitable answer.</p>	(6)

END OF PAPER 90 MARKS TOTAL