

Mark Scheme (Results)

January 2012

PL Travel and Tourism (TT307)
Paper 01 Changes and Trends in
Travel and Tourism

Edexcel is one of the leading examining and awarding bodies in the UK and throughout the world. We provide a wide range of qualifications including academic, vocational, occupational and specific programmes for employers.

Through a network of UK and overseas offices, Edexcel's centres receive the support they need to help them deliver their education and training programmes to learners.

For further information, please call our GCE line on 0844 576 0025, our GCSE team on 0844 576 0027, or visit our website at www.edexcel.com.

If you have any subject specific questions about the content of this Examiners' Report that require the help of a subject specialist, you may find our **Ask The Expert** email service helpful.

Ask The Expert can be accessed online at the following link:
<http://www.edexcel.com/Aboutus/contact-us/>

January 2012

Publications Code DP030914

All the material in this publication is copyright

© Edexcel Ltd 2012

Question Number	Answer	Mark
1 (a)	<p>Award 1 mark for each correct trend identified from the data</p> <p>Examples of trends:</p> <ul style="list-style-type: none"> • 65+ showing increase year on year (1) • 25-34 and 35-44 showing highest decline in 2009 from 2008 figures (1) • General decline in all but the youngest and oldest groups (1) • 25-34 steadily increases, peaking in 2007(1) • 55-64 is fluctuating(1) 	(3)

Question Number	Answer	Mark
1 (b)	<p>Award 1 mark for each correct trend identified from the data</p> <p>Examples of trends:</p> <ul style="list-style-type: none"> • 65+ group 's spend steadily increasing year on year (1) • 35-44 consistently have the highest spend (1) • Spend of 45-65+ increased from 2008-2009 (older age groups spend increasing) (1) • 25-44 age groups' spending decreased 2008-2009 (1) • Whilst spend of 0-15 is relatively steady it is low compared to the other age groups. (1) • Younger age groups (25-54) contribute more to overall spend (1) 	(3)

Question Number	Answer	Mark
1 (c)	<p>Award 1 mark for each appropriate proposal and up to 2 marks for justification that is relevant to the target market of customers who are 65+</p> <ul style="list-style-type: none"> • Provision of specialised menus (1) This would cater for the changing diets of older customers and also their need for nutritious food supports a healthy lifestyle (2) (3) • Providing excursions and trips that meet the older customer's needs e.g. to heritage and cultural sites and attractions (1) Older customers whilst maybe not as mobile as when they were younger are still looking for interesting and engaging activities which do not require excessive activity or organisation (2) (3) • Provision of targeted information through a range of media that caters for the older customer (1) Enabling these customers to easily identify activities and attractions that they can access when they visit and also the opportunity to develop their own itinerary that suits their specific requirements. (2) (3) <p>Any other equivalent appropriate answers.</p>	(6)

Question Number	Answer	Mark
2 (a)	<p>Award maximum 2 marks for each specific way described to more effectively communicate through the internet (not including the 'Facebook' social networking site)</p> <p>Examples of proposals:</p> <ul style="list-style-type: none"> • The provision of e-newsletters (1) to inform customers of upcoming offers and deals (1) • The use of 'Twitter' or other social media networks(1) to keep customers up to date with current and future events and activities (1) • Linking to other relevant information and attraction websites (1) to enable customers to find out about opportunities in the locale to aid their visit planning (1) • The use of targeted direct e-mails to existing customers (1) to make new offers known to them quickly(1) • To develop specialised pages on the website (1) Pages focussed at specific customer groups 	

	providing them with information about targeted offers and itineraries for their stay (1)	(6)
--	--	------------

Question Number	Indicative Content	
2 (b)	<p>Examples of potential actions to attract potential visitors could include:</p> <ul style="list-style-type: none"> • Being transparent with all costs when making a hotel booking. Booking agreement can include all additional costs such as VAT and other taxes as well as any additional costs for food or service • Providing the guest with an all-inclusive package. The offer to include all food and drinks costs as well as the accommodation costs • Providing the customer with tickets for attractions or theatres (Costs of tickets for attractions and/or theatres purchased by the hotel and then included in overall price of the package at purchase. • Note this could also apply to excursions. 	
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	A basic explanation of relevant actions. Maximum two marks for non applied responses.
2	3-4	Developed explanation with some application
3	5-6	Relevant and developed explanation with detail and application.

Question Number	Answer	Mark
3(a)	<p>Award 1 mark for each way to increase opportunities identified</p> <p>Examples of opportunities identified:</p> <ul style="list-style-type: none"> • Promote the theatre opportunities through your website (1) • Agree concessions with theatres for your customers (1) • Purchase tickets in advance for shows (1) • In room promotional materials to raise awareness of theatre opportunities (1) • Direct targeted marketing materials (1) • The development of theatre based packages sold as a complete offer (1) 	(3)

Question Number	Answer	Mark
3 (b)	<p>Award 1 mark for each appropriate activity identified.</p> <p>Examples of extreme/sports tourism activities:</p> <p>e.g.</p> <ul style="list-style-type: none"> • White-water rafting (1) • Hang gliding (1) • Rock climbing (1) • Mountain biking (1) • Coasteering (1) • Abseiling (1) • Surfing (1) • Being on a sports tour(1) • Attendance at a major sports event i.e. cricket/horse racing/golf etc (1) 	(2)

Question Number	Answer	
3 (c)	<p>Award marks for clear explanation of the benefits of using a SWOT analysis</p> <p>Response may refer to:</p> <ul style="list-style-type: none"> • Identification of Rose Group's strengths and weaknesses and the external opportunities and threats • Identify areas where the Rose Group's could develop which builds on their strengths and external opportunities and helps them prepare their strategy going forward • Identifies where threats could impact upon future business success e.g. competition from other hotel chains • Allows Rose Group Hotels to have a good overview of the current market situation e.g. trends in domestic and inbound stays in hotels 	
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	Limited explanation of the of the benefits of using a SWOT analysis. Maximum two marks for no application
2	3-4	Explanation sets out a limited number of benefits that relate to the Rose Hotel Group
3	5-6	Developed explanation of the benefits of a SWOT analysis which relates directly to the Rose Hotel Group

Question Number	Answer	Mark
4 (a)	<p>Award up to 3 marks for each point outlined marks increase with detail and development.</p> <ul style="list-style-type: none"> • Reduced and declining sales (1) • Lose customers to more modern hotels (1) • May have to spend more money on marketing (1) • Reduction in profitability (1) Because may have to reduce prices to attract customers (1) • Customers choose newer hotels that are modern e.g. Beatles Hotel (1) when compared to the out-dated <i>Rose Group</i> Hotel (1) • Negative customer perceptions (1) people failing to visit the hotel again (1) • Negative comments on the web/review sites e.g 'TripAdvisor'(1) could put off potential customers (1) therefore reducing the hotels income (1) 	(3)

Question Number	Answer
4 (b)	<p>Award up to 4 marks for explanation. Marks increase with detail and development.</p> <p>Response may refer to:</p> <ul style="list-style-type: none"> • Catering for a wider market than those just visiting for heritage experiences (1) • Younger customers looking for active and exciting experiences (1) • Not wishing to be pigeonholed as just a 'museum' (1) Therefore raising awareness of the wider range of experiences that Britain offers (1) • To encourage repeat business (1) as customers will come back if they think there is something new to see and experience (1) e.g. world class music festivals such as Glastonbury ((1)

Question Number		Indicative Content
5		<p>Examples of possible products and/or services which can be used as the basis for discussion:</p> <ul style="list-style-type: none"> • The development of a special tour that takes people around the key locations picking up and dropping from the hotel • Information leaflet that describes the key locations and provides guidance as to how to reach the locations and what to see when you are there • A Map which links to the hotel and shows where the key locations could be accessed and the route to and from the hotel • The development of a page on the website that describes the locations and what people can expect to see and experience. <p>Themed menus</p>
Level	Mark	Descriptor
	0	No rewardable material
1	1-3	Limited discussion. Little understanding of products and services to be developed. Maximum of three marks for no application.
2	4-6	Discussion of relevant product/service development with some application to the Rose Group.
3	7-8	Developed discussion that's relates to more than one appropriate product or service with clear application and relevance to the Rose Group

Further copies of this publication are available from
Edexcel Publications, Adamsway, Mansfield, Notts, NG18 4FN

Telephone 01623 467467

Fax 01623 450481

Email publication.orders@edexcel.com

Order Code DP030914 January 2012

For more information on Edexcel qualifications, please visit

www.edexcel.com/quals

Pearson Education Limited. Registered company number 872826
with its registered office at Edinburgh Gate, Harlow, Essex CM20 2JE

Ofqual




Llywodraeth Cynulliad Cymru
Welsh Assembly Government



