

Mark Scheme (Results)

June 2012

PL Travel and Tourism (TT307)

Unit 7: Changes and Trends in
Travel and Tourism

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

Summer 2012

Publications Code DP033165

All the material in this publication is copyright

© Pearson Education Ltd 2012

Question Number	Answer	Mark
1(a)	<p>Award 1 mark for each correct trend identified from the data. A trend is when two or more variables/years have been identified.</p> <p>Examples of trends:</p> <ul style="list-style-type: none"> • Holiday visits have increased year on year for all years in the set (1) • Visitor numbers overall declined in 2008/2010(1) • VFR has decreased since 2008(1) • Business travellers decreased markedly in 2008-2009(1) • Holiday visits contribute the highest percentage of visits (1) • Business traveller numbers recovered in 2010 compared to 2009 (1) 	(2)

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"> • North American (and or European/Other Countries) visitors have seen steady decline since 2006 (1) • Overall visitor numbers have declined since 2007 • 2006 saw the peak of visitor numbers from the Us and Other countries (1) • 2010 saw a recovery from 2009 in numbers of visitors from other countries(1) 	(2)

Question Number		Indicative Content
1(c)(i) and (ii)		<p>Award 1 mark for the identification of a relevant specialist/niche market</p> <p>Award 5 marks for the explanation of the developments to target this market</p> <p>Specialist/Niche markets could include:</p> <ul style="list-style-type: none"> • Gastro tourism (1) • Dark tourism (1) • Heritage tourism (1) • Green tourism (1) • Adventure tourism (1) • Rural/agro tourism (1) • Sports tourism (1) <p>Explanation could include (as an example Gastro Tourism)</p> <ul style="list-style-type: none"> • The venue could develop its catering facilities to include upmarket provision such as a coffee shop selling bespoke coffees and teas and luxury cream teas • It could develop its restaurant facilities and maybe open it in the evening offering themed menus using locally sourced ingredients (e.g. historical meals such as suckling pig, etc.) • This could enhance additional visits in that people would visit during the day to come to the attraction and then return in the evening for the meal. • If appropriate the venue could put on banquets in summer evenings that were supporting other activities such as jousting or music. <p>Any other appropriate answers.</p>
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	A basic explanation of relevant actions identified
2	3-4	Relevant actions identified and explained
3	5-6	Relevant and appropriate actions identified and explained in detail

Question Number	Answer	Mark
2(a)	<p>Award 4 marks for each proposal that has a relevant and appropriate justification aligned to it. Award 1 mark for each security measure proposed if it does not have an accompanying justification.</p> <p>Justifications could include:</p> <ul style="list-style-type: none"> • Restrict visitor numbers at one time(1) • Artefacts behind armoured glass (1) so people can't vandalise them(1) • Guards could be placed at the entrance (1) this would ensure that people see the security in operation(1) they could also search suspicious items that customers are trying to bring in (1) • No bags allowed in the display area (1) checking the bags when people enter (1) this would ensure that people are not able to bring anything undesirable in (1). It would also ensure that people cannot hide artefacts or other items on their person. (1) • People scanners/metal detectors(1) could be situated at the major entrance (1) to ensure that people do not bring in any dangerous weapons (1) and to ensure that all people recognise the need for security (1). 	(8)

Question Number	Answer	Mark
2(b)	<p>Award 2 marks for each description as to how you could promote your attraction</p> <p>Examples of proposals:</p> <ul style="list-style-type: none"> • The provision of e- newsletters targeted at the Chinese market (1) to inform customers of upcoming offers and deals (1) • Enabling information to be available in Mandarin and/or Cantonese on the site (1) use translation tools to facilitate this which are embedded in your site (1) • Have a link from a tour operator's website (1) – one that offers holidays from China to the UK. So that they can find out about you and include a visit in their plans (1) • The use of 'Twitter' (1) to keep customers up to date with current and future events and activities (1) • Linking to other relevant attractions who you know successfully attract Chinese customers (1) Develop relationships so that links are shared between attractions (1) • Link to key Chinese sites that are used to develop visit itineraries (1) Form alliances with these sites to ensure links and information are shared (1) • To develop specialised pages on the website which are specifically targeted at the Chinese Market(1) Pages focussed on specific areas of interest to the Chinese visitor (1) 	(4)

Question Number	Answer	Mark
3(a)	<p>Award up to two marks for a consequence identified with a relevant explanation. Up to four marks can be awarded if there is a detailed explanation provided to one or more consequences identified but only a maximum of two marks awarded if no explanation provided.</p> <p>Examples of consequences explained:</p> <ul style="list-style-type: none"> • Decline in income (1). Decline in visitor numbers (1) • Poor customer feedback (1) which leads to less referred and repeat business (1) • A decline of visitor numbers could lead to a closure of the park (1). This could result in a loss of employment for their staff(1) • Customers visiting the other attractions (1) resulting a loss of potential revenue (1) which cannot then be reinvested in the facility(1) which could then lead to even less visitors coming to the park(1) 	(4)

Question Number	Answer	Mark
3(b)	<p>Award up to 2 marks for each correct activity described. The information should also be relevant to the park.</p> <p>Examples of possible activities:</p> <ul style="list-style-type: none"> • Quad-biking (1) Convert some of the trails into quad bike routes with ramps and other obstacles suitable for this activity (1) • Specific trails developed for walkers and runners (1) Develop a series of marked trails for different levels of runners/walkers (1) • Fitness trails (trim trails put in pace) (1) A trim trail could be developed these are a series of activity points which the person follows round the park stopping at each one to undertake a prescribed exercise (1) • Develop cycle routes(1) A series of challenges could be put onto cycle trails to enable people to test their skills (1) • Put on activities that encourage people to come to the park such as orienteering competitions(1) Arrange and organise competitions to encourage participation (1) • Paintballing (1) the woodland could be converted to act as a paintballing venue and this could be developed either as an activity to be held on specific days or through the summer when there may be more potential customers (1) <p>2 marks for each activity described – award 1 mark if the activity has only been identified</p>	(4)

Question Number	Answer	Mark
3(c)	<p>Award one mark for each factor outlined. Up to two marks if the factor has been outlined in detail.</p> <p>Examples of factors may include:</p> <ul style="list-style-type: none"> • Taxes on flying means (1) means that more people are holidaying at home (1) • Turbulent financial climate (1) meaning people have less money to spend on leisure activities (1) • People spending more leisure time on activities that are technical such as visitor attractions with thrill rides (1) or spending leisure time at home on game devices (1). • Financial climate means that the park cannot afford to promote its new products and services (1) 	(4)

Question Number	Answer	Mark
4(a)	<p>Award marks for the effects on one type of identified public transport. Up to four marks awarded for a clear and detailed explanation.</p> <p>Examples of transport include: Rail (over-ground), rail urban (e.g. underground), buses, trams, coaches, air, taxis, etc.</p> <p>Example for London Underground</p> <ul style="list-style-type: none"> • Increased user numbers may result in overcrowding on trains and stations (1). • Additional trains may be required (1) • Alterations to timetables to meet event timings (1) • People potentially wishing to travel late at night to return home (1) • Pressure on staffing (1) • May require staff to work unsociable hours or on holidays (1) 	(4)

Question Number	Answer	Mark
4(b)	<p>Award marks for a clear description of realistic and relevant strategies that can be put in place</p> <p>Responses may refer to:</p> <ul style="list-style-type: none"> • A strategy to enable the timetable to reflect the needs and requirements of visitors to the event(1) with an increased number of transports put into service at these busy time (1) • Specific transport routes and vehicles be assigned for people travelling to and from the event (1) for example special trains and busses being put on that go direct to the venue (1) • Additional capacity on buses and trains etc. put on at peak times to ensure capacity (1) For example additional carriages could be put onto trains traveling to the event (1) 	(6)

Question Number	Indicative Content	
4(c)	<p>Award 1 mark for each impact explained up to a maximum of two marks if the impact has only been identified and not explained.</p> <p>Examples of possible negative impacts can include:</p> <ul style="list-style-type: none"> • Visitors missing the events because of delays caused by transport problems. This leads to dissatisfied and disgruntled visitors • Accidents or injuries caused by overcrowding on trains and stations and other places where people are waiting for transport. • Poor perception of UK as a whole in terms of its ability to organise major events. Which could lead to less people wanting to visit Britain in the future due to the poor image that has been projected. • Dissatisfaction from the host community (e.g. London) if they cannot carry out their normal day-to-day work. 	
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	A basic explanation of negative impacts identified
2	3-4	Relevant negative impacts identified and explained
3	5-6	Relevant and appropriate negative impacts identified and explained in detail

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 DPO33165 Summer 2012

For more information on Edexcel qualifications, please visit our website
www.edexcel.com

Pearson Education Limited. Registered company number 872828
with its registered office at Edinburgh Gate, Harlow, Essex CM20 2JE

Ofqual
■■■■■■■■■■



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

