

Mark Scheme (Results)

June 2012

PL Travel and Tourism (TT308)

Unit 8: Political and Economic
Influences in Travel and Tourism

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Question Number	Answer	Mark
1(a)	<p>1 mark for each role identified.</p> <p>For example:</p> <ul style="list-style-type: none"> • lists/protects historic buildings (1) • is the lead on the Olympics 2012(1) • responsible for the National Lottery (1) • develops tourism strategies (1) • responsible for government policy on arts/sports/tourism/libraries/museums/galleries (1) • responsible for developing and promoting the benefits of UK culture, media and the sport sectors(1) 	(2)

Question Number	Answer	Mark
1(b)	<p>Up to 6 marks for explanation of benefits of proposals. Maximum 4 marks for descriptions. Do not credit repeat explanations 'more visitors/money'. For full marks must be applied.</p> <p>For example:</p> <ul style="list-style-type: none"> • Staff will be trained in customer services (1) • Increase in visitor numbers(1) from overseas due to improved visa process(1) • UK will gain greater appeal to overseas visitors (1) because process will be quick and easy (1) this will attract more visitors (1) • Higher standards experienced by visitors (1) who will then pass on experience by word of mouth (1) consequently gain more visitors(1) • Organisations in the sector will gain repeat customers (1) and better reputation (1) if they have a good customer experience (1) • An October bank holiday would encourage people to go on holiday(1) at a time which is usually quiet, 'off peak' (1) tourism businesses will receive a boost in income (1) from the extended season (1) • Hotels/restaurants/attractions will be used more than usual during this time (1) resulting in more income being generated(1) and consequently more profit(1) and more jobs being created (1) 	(6)

Question Number		Indicative Content
2		<p>Economic impact - increased costs due to:</p> <ul style="list-style-type: none"> • staff training in H&S, First Aid, appropriate use of fire extinguishers • need to ensure all coaches/vehicles are road worthy, regular maintenance and checks • servicing coaches • providing protective equipment to staff • coaches will need to be supplied with first aid kits/fire extinguishers • procedures for emergencies need to be set up, staff training and cost of producing literature/customer information on board • Cost of insurance – public liability • Cost of adapting older coaches that do not conform • Coach companies liable for fines if they don't follow legislation • Companies that can't afford to comply with legislation go out of business • Extra employees – comply with working times. Companies may need to employ two drivers on coach tour holidays as there is a limit to how long one can drive for. This would also incur costs as they would have to provide a bed/rest area for second driver on board. <p>Financial benefits:</p> <ul style="list-style-type: none"> • Increased business for coach companies that have a good reputation/safety record • Investment in H&S may lead to more customers as safety is a key priority/concern
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	Basic responses, may describe requirements of H&S legislation, limited reasoning related to economic impacts.
2	3-4	Responses with some analysis and some application. Responses likely to focus on economic impacts in terms of direct costs to coach companies.
3	5-6	Focussed responses with sustained analysis. Will focus on economic impacts both in terms of benefits and costs.

Question Number	Answer	Mark
3(a)	<p>Up to 2 marks for each way described. Max 1 mark each way if describe economic impacts to Glyth Farm Holidays (GFH).</p> <p>For example:</p> <ul style="list-style-type: none"> • Multiplier effect (1) • Provides jobs / employment for local people (1) reducing regional unemployment levels (1) • Glyth Farm Holidays pay taxes/VAT (1) to the Government to use on other expenditure (1) • Council rates are paid by GFH (1) these are then used to fund services and amenities in the area(1) • As GFH is self catering, guests will need to buy food or eat out in the local area (1) this secondary spend helps other businesses in the area (1) 	(4)

Question Number	Indicative Content	
3(b)	<p>Impacts of falling bookings:</p> <ul style="list-style-type: none"> • They cannot afford for bookings to fall anymore - between 2008 an 2011 they have lost £8000 tourism income. This is a lot of money in three years. They will have to find out why their repeat customers aren't coming back. • This is bad because visitor bookings may continue to fall if the trend towards city breaks rather than rural breaks continues. • Decline in visitor numbers may affect the long term viability of both GFH and the working farm. They probably set up GFH to diversify and provide a secondary income; falling bookings may have a 'knock on' effect on their farming activities - if income from their tourism business is needed to prop up the farm they may end up having to sell everything including the farm. • GFH will still have to pay staff such as cleaners, wages as well as bills to cover their overheads such as electricity and council taxes, they might get into debt • May have to make staff redundant and do the cleaning work themselves if no money comes in to pay their wages <p>Impacts of events:</p> <ul style="list-style-type: none"> • Can take advantage of inbound tourism to the UK; link up with agencies catering for inbound market • People living in cities hosting the large events may want to escape to the country may be increase in domestic tourism they could take advantage of • Could offer themed breaks to tie in with events such as Jubilee Party weekend; or sporting theme. 	
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	Basic responses likely to be descriptive and theoretical.
2	3-4	Responses with some evaluation and some application.
3	5-6	Focussed responses with sustained evaluation. May consider one or both aspects.

Question Number	Answer	Mark
3(c)	<p>Up to 4 marks for recommendation and justifications. For full marks must be justified. Max 2 marks for generic 'advertising/promotion'</p> <p>For example:</p> <ul style="list-style-type: none"> • Convert the derelict buildings for tea room/farm shop/accommodation (1R) • Offer kayaking/canoeing/fishing on the river (1R) for a small fee (1R) • Painting/walking/educational breaks (1R) • Use the fields for activities(1R) e.g. quad-biking, paint-balling (1R) • Convert one of the derelict buildings into a bunk barn (1R) that can accommodate groups (1R) such as schools (1R) this will offer a source of income all year round (1J) • Diversifying the range of accommodation (1R) by providing campsite with facilities such as shower blocks(1R) in the currently unused fields (1R) this would attract a different customer type (1J) 	(4)

Question Number		Indicative Content
3(d)		<p>Economic</p> <ul style="list-style-type: none"> • World recession - people cutting back on luxuries including holidays, this affects all tourism businesses such as GFH. Being such a small operation they will not have contingency funds in place to be able to afford to offer discounts. They won't be able to afford marketing activities to entice new customers and are unlikely to be able to compete for business with national organisations in such a tough economic climate. • Exchange rates - when the £ is weak against other currencies, this can increase inbound tourism and domestic tourism. GFH can offer overseas visitors the unique chance to stay on a working farm and experience rural life first hand. Also increasing interest in the UK of rural living; could gain holidaymakers who want a staycation due to weak £. • High unemployment rates - decline in disposable income people need money for essentials and can't afford to go on holiday – as with recession huge impact on all tourism businesses. Small scale operations such as GFH likely to suffer more as they cannot access finance for loans as easily nor are they protected by economies of scale like the big tour companies e.g. Haven and Thomson. • Increase in oil prices - affecting petrol and fuel prices, journey costs whether by car, rail and air have all gone up so even if people do go on holiday they won't travel far. GFH is in the countryside and likely to be accessible only by car, people will be put off going as they won't want to make long journeys. • Rising cost of food –should mean that GFH are at least able to earn more money for their produce. <p>Political</p> <ul style="list-style-type: none"> • Political instability in tourism destinations, Egypt affecting confidence in travelling - so domestic tourism increases – GFH could capitalise on fear with a 'holiday at home' • Adverse political instability in some of the major oil producing nations affecting the price of oil • Confidence in the economies of emerging markets means more people travelling from countries such as China to the UK • Continued risk of terrorism activity with reluctance to use air travel adding to growth of domestic tourism • Potential changes in policies by UK government and EU for rural tourism support.
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	Basic responses may be generic rather than applied.
2	3-4	Responses with some evaluation and some application. Responses may focus on either economic or political.
3	5-6	Focussed responses with sustained evaluation. Will focus on both economic and political and relate to Glyth Farm Holidays

Question Number	Answer	Mark
4(a)	<p>Up to 4 marks for description of role in responding to incidents and crises.</p> <p>For example:</p> <ul style="list-style-type: none"> • Gives advice when things go wrong (1) • Helps with repatriation of British nationals (1) • Provides travel news (1) and up to date information on a crisis (1) • Provides help and advice(1) on travelling to countries affected (1) • Sets restrictions (1) on travel to certain countries(1) when there is a high potential of risk to UK nationals (1) or where political relationships have been affected by the incident (1) 	(4)

Question Number	Indicative Content	
4 (b)	<p>Scenarios may include:</p> <ul style="list-style-type: none"> • Civil unrest - Egypt • Natural disasters – ash cloud • Epidemics <p>Responses may include:</p> <ul style="list-style-type: none"> • UK Government advising tourists not to travel • Providing additional advice • Arranging repatriation 	
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	Basic responses that are mainly descriptive. Little understanding of the role of UK Government.
2	3-4	Responses with some explanation and some application. Shows some understanding of the role of the UK Government.
3	5-6	Focused responses with sustained explanation. Demonstrates clear understanding of the role of the UK Government in dealing with the incident and some reasoning on how successful their actions were.

Question Number	Answer	Mark
4(c)	<p>Up to 6 marks for explanation. Max 4 marks if description only.</p> <p>For example:</p> <ul style="list-style-type: none"> • Offer customers who have already booked alternative destinations (1) • Offer to delay travel plans for booked customers (1) • Providing customers with the most up to date FCO guidance on safe areas with in the region(1) so they are still confident to travel.(1) • Offer to delay travel plans for booked customers (1) this means they retain the money customers have paid (1) which Travelsharp can gain interest on and maintain profitability(1) • Offer customers who have already booked alternative destinations (1) in the Mediterranean e.g. Cyprus and Turkey(1) which are known as safer destinations(1) this means the money from existing customers is not lost(1) 	(6)

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