



Mark Scheme

Sample Assessment Materials

Pearson LCCI

Level 1 Certificate in Travel and Tourism
(VRQ) (ASE1050)

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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 be 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 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>Components of the travel and tourism industry:</p> <ul style="list-style-type: none"> • transport (1) • accommodation (1) • attractions/amenities (1) <p>An acceptable alternative answer could be:</p> <ul style="list-style-type: none"> • leisure/business facilities 	(3)

Question number	Answer	Mark
1(b)	<p>Natural attractions:</p> <ul style="list-style-type: none"> • beach (1) • mountain (1) • lake (1) <p>Built attractions:</p> <ul style="list-style-type: none"> • church/temple/mosque (1) • castle/stately home (1) • theme park (1) 	(6)

Question number	Answer	Mark
1(c)	<p>Benefits to the natural environment:</p> <ul style="list-style-type: none"> • wildlife areas managed better (1) • footpaths maintained (1) • creation and control of national park areas (1) <p>Additional answers could include:</p> <ul style="list-style-type: none"> • water pollution controlled • government focus on conservation of areas of scenic beauty <p>Benefits to the built environment:</p> <ul style="list-style-type: none"> • important, historical buildings restored and maintained (1) • local infrastructure improved and maintained (1) • communal services and amenities improved (1) 	(6)

Question number	Answer	Mark
1(d)	<p>Governments can encourage tourists to visit natural and built attractions by:</p> <ul style="list-style-type: none">• financial investment and improvement of infrastructure and amenities (2)• promoting natural and heritage sites (2)• sending representatives from attractions to overseas travel/tourism exhibitions and conferences (2)• conducting research into new destinations/tourism possibilities/new tourist groups (2)• facilitating the development of new attractions, e.g. theme parks, activity centres (2)	(10)

Question number	Answer	Mark
2(a)	Types of ownership: <ul style="list-style-type: none"> • public ownership (1) • private ownership (1) 	(2)

Question number	Answer	Mark
2(b)	Public: <ul style="list-style-type: none"> • government bodies (1) • National Tourist organisations (NTOs) (1) • nationally owned air/seaports (1) Private: <ul style="list-style-type: none"> • colleges and industry-provider training facilities (1) • marketing companies (1) • travel journal publishers (1) 	(6)

Question number	Answer	Mark
2(c)	Publicly owned support services could be used as follows: <ul style="list-style-type: none"> • government bodies provide information and advice to travellers and the industry (1) • NTOs supply destination information, publicity and booking services (1) • air/seaports provide departure and arrival facilities for passengers and carriers (1) Privately owned support services could be used as follows: <ul style="list-style-type: none"> • colleges and training facilitators provide education and training for industry employees (1) • advertising/marketing companies promote tourism products (1) • travel journals advertise destinations and employment opportunities for the industry (1) 	(6)

Question number	Answer	Mark
2(d)(i)	<p>The main function of a travel agent is to:</p> <ul style="list-style-type: none"> • sell inclusive tours, tickets, accommodation and other travel products and services to the tourist (3) • give essential travel information, e.g. destination advice, health, visas (3) <p>Answer could also include:</p> <ul style="list-style-type: none"> • sell individual travel or tourism elements or create tailor-made trips 	(6)

Question number	Answer	Mark
2(d)(ii)	<p>The main function of a tour operator is to:</p> <ul style="list-style-type: none"> • compile and operate inclusive tours (2) • sell them either direct to the tourist (or via the internet), or through a travel agent (3) <p>Answer could also include:</p> <ul style="list-style-type: none"> • research new destination possibilities 	(5)

Question number	Answer	Mark
3(a)	Distinctive characteristics of tourism products: <ul style="list-style-type: none"> • tourism is intangible (1) • tourism is perishable (1) • tourism is dissimilar/heterogeneous (1) 	(3)

Question number	Answer	Mark
3(b)	Intangible: <ul style="list-style-type: none"> • a package holiday is an experience, therefore cannot be sampled in advance of the holiday (2) Perishable: <ul style="list-style-type: none"> • an aircraft seat (or a hotel room) cannot be sold after departure (2) Dissimilar/heterogeneous: <ul style="list-style-type: none"> • any tour or holiday is an experience which is unique to each tourist (2) 	(6)

Question number	Answer	Mark
3(c)	Advantages to the tour operator: <ul style="list-style-type: none"> • efficient sales, marketing and distribution system (1) • qualified agents give information, advice and brochures (1) • commission only paid when sale is made (1) Advantages to the tourist: <ul style="list-style-type: none"> • facility for booking locally (1) • personal service (1) • impartial advice on wide choice of tour operator products (1) 	(6)

Question number	Answer	Mark
3(d)	<p>Reasons to buy a package tour:</p> <ul style="list-style-type: none"> • all elements booked in one place and in one transaction (2) • Package tours are generally cheaper than the total cost of individual services (2) • assistance given by the tour operators' staff at the resort (2) • the tour operator will have checked the accommodation and other facilities for a minimum standard of quality and service (2) • flights usually available from local airports direct to destination (2) <p>Answer could also include:</p> <ul style="list-style-type: none"> • local transfers arranged from port/airport/station to accommodation • side trips or local escorted tours can be arranged through a local rep 	(10)

Question number	Answer	Mark
4(a)	<p>Tourist information offices offer these services:</p> <ul style="list-style-type: none"> • local information (1) • accommodation booking service (1) • maps/guides (1) <p>An additional acceptable answer could be:</p> <ul style="list-style-type: none"> • details of tours to places of interest • advice/assistance on using local transport 	(3)

Question number	Answer	Mark
4(b)	<p>Tourist information office staff may further assist tourists by:</p> <ul style="list-style-type: none"> • informing them of entertaining events occurring during their stay (2) • advising on best accommodation for their needs, e.g. location/facilities (2) • advising on the shortest/most interesting routes to particular places (2) <p>Additional acceptable answers could be:</p> <ul style="list-style-type: none"> • providing additional information on tours or places of interest • using tourists' own language 	(6)

Question number	Answer	Mark
4(c)	<p>Sources of income for a tourist information centre (TIC):</p> <ul style="list-style-type: none"> • government funding (2) • commission from accommodation bookings and tours (2) • sales of guides, maps and other books or souvenirs (2) 	(6)

Question number	Answer	Mark
4(d)	<p>Ways in which a tourist destination might promote itself overseas:</p> <ul style="list-style-type: none">• maintain offices in other countries (2)• advertise in foreign newspapers/publications (2)• take space at travel exhibitions and conferences abroad (2)• produce films and videos (2)• organise inspection visits to travel and tourism personnel (2)	(10)

Question number	Answer	Mark
5(a)	Reasons to visit a destination for religious purposes: <ul style="list-style-type: none"> • to visit a shrine (1) • to seek a cure (1) • to visit places of religious heritage (1) 	(3)

Question number	Answer	Mark
5(b)	Advantages to a hotel: <ul style="list-style-type: none"> • religious groups handled by organiser, therefore simplifying bookings (2) • out-of-season inspection visits could help combat seasonality (2) • advance knowledge of religious festivals assists planning (2) 	(6)

Question number	Answer	Mark
5(c)	Special attention that religious groups might receive from a hotel: <ul style="list-style-type: none"> • provision of transport to religious sites (2) • dietary needs catered for (2) • meals timed to suit the requirements of the group (2) 	(6)

Question number	Answer	Mark
5(d)	Ways that a destination could encourage more religious visitors: <ul style="list-style-type: none"> • advertise in religious publications – this is the most likely medium for this type of specialist tour (2) • invite religious leaders/group organisers on inspection visits (2) • provide information on the destination of additional interest to their particular group (2) • promote special religious events/celebrations (2) • offer an inclusive package (2) 	(10)

Question number	Answer	Mark
6(a)	<p>How tourists from a different culture can affect a tourist destination:</p> <ul style="list-style-type: none"> • language (1) • dress (1) • meals/food – tourists own tastes catered for (1) <p>Additional acceptable answers could be:</p> <ul style="list-style-type: none"> • behaviour • commercialisation of traditions 	(3)

Question number	Answer	Mark
6(b)	<p>Information about a country's culture may be given through:</p> <ul style="list-style-type: none"> • information available on the internet (2) • tour operators' brochures and leaflets (2) • books, articles and films distributed in tourist-generating areas (2) <p>An additional acceptable answer could be:</p> <ul style="list-style-type: none"> • in-flight videos 	(6)

Question number	Answer	Mark
6(c)	<p>Tourism can benefit the local culture in these ways:</p> <ul style="list-style-type: none"> • preservation of local arts and crafts (2) • revival of ancient skills and customs or languages (2) • restoration of heritage sites (2) 	(6)

Question number	Answer	Mark
6(d)	<p>Items for inclusion in a tourists' Code of Conduct:</p> <ul style="list-style-type: none"> • have respect for holy places by observing the dress code (2) • respect local customs and etiquette (2) • photograph people only with their permission (2) • buy locally made artefacts at fair prices (2) • dispose of litter in a way that does not pollute (2) 	(10)

Question number	Answer	Mark
7(a)	<p>The main responsibilities of a local tourist guide are:</p> <ul style="list-style-type: none"> • conduct tourists around a historic building or site (1) • inform tourists of local history (1) • advise tourists on local amenities and attractions (1) 	(3)

Question number	Answer	Mark
7(b)	<p>Tourist guides would need these skills:</p> <ul style="list-style-type: none"> • a thorough knowledge of the place or site of interest (2) • the ability to speak clearly in public and against possible background noise (2) • foreign language skills (2) <p>Additional acceptable answers could be:</p> <ul style="list-style-type: none"> • ability to manage large groups of people • understand local health and safety regulations 	(6)

Question number	Answer	Mark
7(c)	<p>Local tourist guides may be employed in the following ways:</p> <ul style="list-style-type: none"> • by tour operators (2) • by local tourist boards or tourist authorities (2) • as 'freelance' or independent guides (2) 	(6)

Question number	Answer	Mark
7(d)	<p>Any combination of 3 + 2 from both categories:</p> <p>Advantages:</p> <ul style="list-style-type: none"> • meeting people of different nationalities/cultures each day • studying and learning about places of national/local importance/interest • opportunity to choose own working pattern <p>An additional acceptable answer could be:</p> <ul style="list-style-type: none"> • opportunity to travel <p>Disadvantages:</p> <ul style="list-style-type: none"> • may require working outdoors – in all weathers • physically demanding • seasonal work pattern could mean an irregular income <p>An additional acceptable answer could be:</p> <ul style="list-style-type: none"> • responsibility for groups of people at tourist sites 	(10)

Question number	Answer	Mark
8(a)	<p>The main responsibilities of an airline reservations front desk clerk at an airport are:</p> <ul style="list-style-type: none"> • dealing with enquiries (1) • checking flight availability and routing and making passenger reservations (1) • issuing tickets to passengers (1) 	(3)

Question number	Answer	Mark
8(b)	<p>Possible advantages of working as a front desk clerk at an airport:</p> <ul style="list-style-type: none"> • varied working hours (2) • opportunities to work in other departments of an airline or airport (2) • travel concessions after a qualifying period (2) 	(6)

Question number	Answer	Mark
8(c)	<p>Possible disadvantages of working as a front desk clerk:</p> <ul style="list-style-type: none"> • shift work may require being on duty during unsocial times (2) • dealing with difficult/impatient passengers (2) • working under pressure (2) <p>An additional acceptable answer could be:</p> <ul style="list-style-type: none"> • using a computer screen for long periods 	(6)

Question number	Answer	Mark
8(d)	<p>Skills that are essential for progression within the industry:</p> <ul style="list-style-type: none"> • IT skills and working knowledge of airline computer reservation systems (2) • communication skills – dealing with passengers and colleagues (2) • sales skills and techniques (2) • customer care (2) • product knowledge (2) <p>An additional answer could be:</p> <ul style="list-style-type: none"> • good organisational skills 	(10)