
TRAVEL & TOURISM

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Paper 1 The Industry

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MARK SCHEME

Maximum Mark: 100

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Question	Answer	Marks
1(a)	<p>Describe <u>two</u> ways employers could keep their staff motivated.</p> <p>Any two from: Offer rewards Pay rises Holidays Gifts and other incentives Bonus awarded for meeting targets</p> <p>One mark is for identifying the method used to motivate the employee and the second mark is for expanding this point.</p> <p>For example, many firms award bonuses to staff who meet their targets during a year. (1) Staff who know this are likely to work hard if the bonus is worthwhile and will be trying hard in their work. (1)</p>	4
1(b)	<p>State <u>three</u> examples of problems that a hotel receptionist may have to deal with. For <u>each</u> explain how the receptionist may resolve the problem.</p> <p>Award one mark for each identification and a second mark for explaining how the problem can be resolved.</p> <p>Correct answers include:</p> <p>A guest arrives and finds that their room has been double booked. They have need of an accessible room. (1) The hotel doesn't have another one available for use so the receptionist could arrange for a nearby hotel to cater for them and pay the bill. (1)</p> <p>Guests have arrived early and their room is not ready (1) the receptionist could arrange for drinks and something to eat for the guests whilst they wait for their room to be prepared. (1)</p> <p>A guest reports that their bed is not satisfactory (1) the receptionist could arrange for them to be moved to an alternative room and may even upgrade them. (1)</p> <p>A guest may have booked an airport transfer and missed the coach. (1) The receptionist would have to arrange for a taxi and may have the hotel cover the cost which would resolve the problem. (1)</p> <p>A customer complains their tv is not working (1) so the receptionist arranges for the tv to be exchanged or fixed by the relevant department so the guest is satisfied. (1)</p>	6

Question	Answer	Marks
1(c)	<p>Assess which customer feedback techniques might provide travel and tourism organisations with the most useful information.</p> <p>Indicative content:</p> <p>Feedback techniques:</p> <ul style="list-style-type: none"> • Observation • Informal feedback • Surveys • mystery shoppers • suggestion boxes. <p>Level 1 (1–2 marks) May simply list or briefly describe the feedback methods or may list the advantages of one method.</p> <p>Level 2 (3–4 marks) Describes feedback methods in some detail and may suggest one method as being the best but does not justify why or give detail.</p> <p>Level 3 (5–6 marks) Good analysis of feedback methods with one method selected as the best with a justification given.</p> <p>Exemplar Feedback methods are the ways in which organisations find out how good their customer service is and it can include several different methods. There is observation where the management watch their staff to see how well they do or if there are any issues, suggestion boxes where customers write comments and post them, mystery shoppers where a person may be employed to be a customer and because the staff do not know them this may provide a good idea about their levels of customer service. There are also focus groups where a small group look at an aspect of customer service and give their opinions and informal feedback where information can be collected about levels of service as part of a conversation.</p> <p>The best type of method varies according to the needs of the organisation. The mystery shopper is probably the best as it is completely objective as staff do not know that they are being observed and the organisation will get a detailed report which they can then use to sort out training programmes or reward staff. However it can be expensive. The cheapest method is probably the suggestion box as customers can write their opinions anonymously and feedback is very fast.</p>	6

Question	Answer	Marks
1(d)	<p>Evaluate the ways a hotel group can meet the needs of different types of external customers. Use examples to support your answer.</p> <p>Candidates will have to show that they are familiar with the needs of the external customer and show they know what they are; they can include:</p> <ul style="list-style-type: none"> Special needs e.g. disabled access, special menus, etc. Accessibility such as parking and access to transport links Value for money Health and safety Good staff attitudes <p>Hotels can meet these needs by: ramps and other physical alterations, menus in large fonts or braille, use of foreign languages, they can offer advice via staff members, they can provide information such as maps and guides, book tickets, etc. maintain all health and safety regulations so that customers feel safe. Prices can be clearly displayed and special offers should be widely advertised.</p> <p>Better answers will include examples.</p> <p>Level 1 (1–3 marks) Candidates may refer to the needs of the external customer only and this may appear in the form of a list. Any explanations will not be very detailed.</p> <p>Level 2 (4–6 marks) Candidates will explain the needs of the external customer and will suggest ways in which hotels can ensure that these are met. There may be some examples included in the answer.</p> <p>Level 3 (7–9 marks) Candidates will explain the needs of the external customer and will suggest ways in which hotels can ensure that these are met. The answer will include an evaluation of how well hotels can do this. Better answers will have a conclusion.</p>	9

Question	Answer	Marks
1(d)	<p>Exemplar</p> <p>Hotel groups receive a wide range of external customers and therefore have to put in place a number of strategies to ensure they meet their needs. Foreign visitors would need to make sure that they could be understood and that they can understand what is needed or how they get something so some signs could be in different languages, their reception staff could offer a variety of languages and menus and other written information could be in different languages. Major groups like the Hilton will do this throughout their premises. They also have a duty of care towards their customers and have to make sure that they have facilities for guests with special needs which could be something like signs in braille or larger fonts on notices to ramps, wide doorways and walk in showers for wheelchair users.</p> <p>Other external customers will need easy access to the hotel e.g. clear signposts and car parking available. They would also want to feel confident that they could get to their flights or trains on time too and would want the reception/concierge to be able to get taxis when required. Most large hotels chains, such as Holiday Inn, will do this.</p> <p>If these are put into place customers will be happy and will no doubt return or tell others.</p>	

Question	Answer	Marks
2(a)	<p>Suggest <u>four</u> reasons why China is the largest source market for Vietnam.</p> <p>Award one mark for each correct suggestion, correct answers include:</p> <p>Proximity of China Relaxation of visas so the Chinese are able to travel More Chinese are earning more so can afford to travel Growth in transport networks throughout SE Asia.</p>	4
2(b)	<p>Explain <u>three</u> ways in which tourists could experience the culture of Vietnam.</p> <p>Award one mark for identifying one way of experiencing the culture and award a second for explaining how that allows access to the culture.</p> <p>Correct answers include:</p> <p>Buying authentic food/meals sometimes cooked on the street (1) – this would allow the tourists to taste and see how Vietnamese food tastes when compared to their normal diet and they may even see how it is prepared. (1)</p> <p>Interacting with native Vietnamese in local towns and villages (1) this would allow the tourist to talk to people and to discuss issues and ask questions that they may have. Tourists will gain an understanding of the country. (1)</p> <p>Visiting cultural sites (1) allows tourists to see what the local people value and what things have happened to their country. (1)</p> <p>Attending performances of music and dance (1) will allow tourists to gain an insight into what type of music they like and dance very often tells stories and expresses feelings which would help tourists gain an understanding.(1)</p>	6

Question	Answer	Marks
2(c)	<p>Explain how <u>three</u> political factors have impacted tourism.</p> <p>Award one mark for the identification of a political factor and award a second mark for an explanation of how this factor has impacted on tourism.</p> <p>Visa regulations can increase/decrease visitor numbers (1) in some countries applications are very time consuming or difficult and this can put people off travelling. (1)</p> <p>Exchange rates for foreign currency can affect how expensive a destination will be (1). If the tourists don't get a good exchange then travelling would be expensive and they wouldn't spend much which doesn't help the country they are visiting. (1)</p> <p>Placing quotas on visitor numbers (1) when governments restrict entry then it can put visitors off going as they think there will be restrictions on them and they may not be able to see what they want. (1)</p> <p>Having a tourist tax levied on people coming into the country (1). This additional tax can put people off visiting as it can make their holiday more expensive. (1)</p>	6

Question	Answer	Marks
2(d)	<p>Discuss how changes in attitudes and tastes have influenced tourism. Use examples to support your answer.</p> <p>Firstly there is a need to explain what is understood by attitudes and tastes: Move from package holidays in beach destinations to a variety of niche markets – leads to the development of different types of tourism to fit in with people’s interests.</p> <p>Also people are more aware of the impacts on the environment so leading to the development of sustainable/responsible tourism.</p> <p>Consideration may also be given to the impact of global warming and climate change.</p> <p>The impacts of political issues such as terrorism/economic problems have affected people’s attitudes/tastes towards travel.</p> <p>People are moving/have moved to taking part in activities rather than just observing.</p> <p>Level 1 (1–3 marks) May define/explain attitudes or tastes in tourism, possible that there will be limited content.</p> <p>Level 2 (4–6 marks) Candidates may explain what changing tastes and attitudes exist and how they have caused changes within the tourism market. Some examples may be included.</p> <p>Level 3 (7–9 marks) Candidates may explain what changing tastes and attitudes exist and how they have caused changes within the tourism market. The answer will include conclusions about changes. Future changes may be suggested at the highest level. Examples will be included.</p>	9

Question	Answer	Marks
2(d)	<p>Exemplar</p> <p>Tourist's attitudes and tastes towards their holidays have changed over a period of time. Initially people followed mass market trends and went on package tours to beach destinations. They would go on organised excursions and did not travel much independently. Those who had more disposable income were possibly more frequent travellers and may have been regular visitors to a variety of destinations. It has only been in recent years as independent travel has become easier to access that more people have followed their own interests and tourism types have evolved. For example you may get religious tourists going on pilgrimages or medical tourists going for treatment. Such travel is much easier now.</p> <p>In addition people are more aware of their impact upon the environment and the same point now applies to travel and tourism. New tourist developments tend to be both responsible and sustainable and this then attracts those who are more concerned about their impacts. Developments like these are encouraged by the WTO. Global warming and climate change is impacting upon everyone and consideration is given to this point with limits on the numbers and types of ships that are allowed in Antarctic waters for example. Terrorism and other political events such as the economic problems experienced in some countries have affected decisions as to whether they continue to be popular destinations. The economic problems meant that people were initially more likely to holiday in their own countries so there was a slowdown in International tourism at that time.</p> <p>These factors cause changes to occur in the numbers of people travelling and the destinations that they travel to for their holidays. Some have become more popular and others have declined.</p>	

Question	Answer	Marks
3(a)	<p>Identify <u>four</u> ancillary services that a tourist can obtain from a travel agency.</p> <p>Award one mark for each correct service, correct answers include:</p> <ul style="list-style-type: none"> Car Hire Foreign exchange Purchase of tickets for attractions Arranging visas Insurance, etc. Booking transfers/transit lounges at the airport Give advice Book airport parking 	4
3(b)	<p>Explain <u>three</u> ways travel agencies use new technology.</p> <p>One mark for the identification and the second for the development of the point as shown below.</p> <p>To research holidays and put together individualised holidays (1) through the use of the internet. Travel agents can create individualised brochures for tourists (1)</p> <p>Booking of holidays and tickets to attractions (1) this requires the travel agent to liaise with the organisations to book seats, etc. this can be done quickly through the websites or through the use of e-mail. (1)</p> <p>Putting together guides (1) with researched material on the things which their customer is interested in, these can be sent to the customer who can then print them off or use them on a tablet or mobile phone. (1)</p> <p>E-mailing tickets to customers (1) customers can then use electronic tickets easily while travelling and they won't be lost.</p>	6

Question	Answer	Marks
3(c)	<p>Assess the value of such sites to the tourist.</p> <p>Candidates would be expected to explain what they understand by the term review sites.</p> <p>These allow access to information about destinations – their attractions, hotels, etc. they contain comments and ratings from other tourists so they can be useful in explaining how others have experienced various places and this can then affect the decision whether or not to go.</p> <p>Level 1 (1–2 marks) May simply explain what review sites do.</p> <p>Level 2 (3–4 marks) Detailed descriptions of what can be found upon review sites – examples may be used.</p> <p>Level 3 (5–6 marks) Detailed descriptions of what can be found upon review sites – examples may be used and explanation of what value these are to tourists.</p> <p>Exemplar Review sites such as Trivago help tourists decide upon various aspects of their trips. Sites such as this can help you because they can provide detailed descriptions of their facilities and will also allow you to read what kinds of experiences other tourists have had. This means it will help you to make up your mind about using a particular hotel or visiting a particular attraction. They also provide useful information like the best way to reach a particular place by car or which dish is made well at a certain restaurant. When you are visiting a new destination the opinion of others who have been before and experienced the destination is helpful.</p>	6

Question	Answer	Marks
3(d)	<p>To what extent can the challenge of intangibility be overcome?</p> <p>Candidates will have to explain what they understand by the term ‘intangible’ and will then have to identify ways in which the challenge of intangibility can be overcome. Those reaching Level 3 will have to come to a conclusion as whether or not this will be possible.</p> <p>Intangible products cannot be demonstrated or experienced before the event because each time will be different, there will always be different circumstances in operation and this will cause changes in the end product/service experienced. Every holiday will be different even if you go to the same place each year at the same time.</p> <p>The aspect of intangibility can be overcome/tackled by some methods: Visitors can be given plenty of information so that they can be prepared. Videos/demonstrations can be shown about what may be going to be experienced. Special offers can be put in place to encourage people to buy the product/service so that not too many will be put off.</p> <p>Level 1 (1–3 marks) Candidates may simply just describe what they understand by ‘intangibility’.</p> <p>Level 2 (4–6 marks) Candidates will try to suggest some ways in which intangibility may be overcome.</p> <p>Level 3 (7–9 marks) Assessments/judgements will be made over methods of overcoming intangibility, explanations will be offered for the most suitable.</p> <p>Exemplar Intangible products are those which you cannot really know about until you actually experience them. A holiday is an intangible product – you don’t know how it will turn out until you go on it. In order to ensure that people will continue to book and want to experience products which are intangible those offering them for sale can do some things to give their customers confidence that they will get a good experience.</p> <p>For example, with holidays, if brochures or leaflets give lots of information or if there is a video or programme to watch then people will be prepared for the place and the possible experience. Travel agents can caution them with some information about possible drawbacks and then they will be more prepared for their experience.</p> <p>With an activity such as skiing or scuba diving then lessons or demonstrations will help to prepare customers so they will know what to expect and how to behave. If they think that people will be put off then bargain prices and special offers could be likely because that way people will not feel too cheated if the experience is not a good one.</p>	9

Question	Answer	Marks
4(a)(i)	<p>Define what is meant by the term ‘cultural tourist’.</p> <p>A tourist who visits places to see how people lived or live with reference to religion/history/social customs, etc.</p>	1
4(a)(ii)	<p>Identify <u>three</u> services for tourists found at the Valley of the Kings.</p> <p>Award one mark for each correctly identified service: Tourist bazaar selling drinks and snacks. Availability of souvenirs. Air conditioning in the visitor centre. Tuf-tuf to transport visitors between the centre and the tombs.</p>	3
4(b)	<p>Explain <u>three</u> methods the Valley of the Kings has used to protect its cultural heritage from the impact of tourism.</p> <p>Award one mark for the identification of a method and a second mark for explaining how this protects the heritage from the impact of tourism.</p> <p>Correct answers include: Dehumidifiers to take moisture from the air (1) which preserves the painting and plaster (1). Glass screens (1) to prevent the wall paintings from being touched (1). Rotation system (1) to control visitors to the tombs so that they can be regularly closed off and maintained (1). Ticket system (1) so that numbers in the tombs are restricted (1).</p>	6

Question	Answer	Marks
4(c)	<p>Explain the role of consular service providers.</p> <p>Candidates are expected to be familiar with the idea of consular services and why they are necessary.</p> <p>The consulate is part of the embassy, they are located in main towns, cities and various destinations in countries where large numbers of people visit them – especially if your country has a good relationship with the host country or if large numbers of your citizens travel there.</p> <p>The consulate has a duty to assist its citizens when they are in difficulties in a foreign country.</p> <p>Level 1 (1–2 marks) Candidates may suggest some things that consular service providers can do for tourists.</p> <p>Level 2 (3–4 marks) Provides more detailed information about the work of consulates, may be related to problems that tourists may face.</p> <p>Level 3 (5–6 marks) Provides all relevant information about what the consulate can do for its citizens when they are faced with emergencies such as terrorist attacks, may use examples to illustrate points.</p> <p>Exemplar Consulates are important for tourists especially if they are in countries where there may be issues with political unrest. This is common in a lot of countries. Other countries may suffer from a natural disaster and then, again, the consulate has an important role to play.</p> <p>The consulate will provide advice to their nationals, if necessary they will help them with legal advice. They will tell them if circumstances are serious and will then advise them to stay in their hotels and will make arrangements to repatriate them. They are also able to liaise with tour operators and airlines as well as the national government if they have to bring people home in a hurry. They are also a point of contact for families who may be concerned about other family members.</p>	6

Question	Answer	Marks
4(d)	<p>Discuss the likely characteristics of a cultural destination which would appeal to visitors <u>other</u> than cultural tourists.</p> <p>Candidates need to be familiar with the notion of a cultural destination and also familiar with other types of tourists than ‘cultural’ tourists. They can include a variety of other tourist types in their answers such as business, the leisure tourist, those visiting friends & relatives, sporting tourists, etc.</p> <p>They need to identify what there will be in a cultural destination that will be suitable for these tourists. Such things may include: varieties of hotels e.g. those with business facilities, easy access to transport hubs such as airports, restaurants and other attractions that they can visit during their stay.</p> <p>Level 1 (1–3 marks) May list tourist types and what there is in a cultural destination OR they not include tourist types and focus upon what may be found within a cultural destination.</p> <p>Level 2 (4–6 marks) Candidates will discuss both tourist types and characteristics but may not link the two and explain why they appeal.</p> <p>Level 3 (7–9 marks) Candidates will describe tourist types and what there is in a cultural destination for them so explaining the appeal. They may also use examples to support the comments made in their answers.</p> <p>Exemplar Cultural destinations may include cities and other places of historical or religious significance. If they are a major city such as Bangkok for example, you may find that many tourists arriving there are not all cultural tourists. There will be adventure tourists setting off for journeys in the rainforests, business tourists may be attending a trade fair or conference, medical tourists may be visiting for treatment. There will be facilities there which will be suitable for all these different types of tourists. They will require access to transport links like the airport and rail networks, they will also need hotels and obviously hotels do not limit themselves to one set of tourists. They may also visit some of the restaurants and temples which form part of the cultural tourist’s itinerary. There is a great deal of overlap between the parts of the tourist market.</p> <p>Another example could be from Paris in 2016 when cultural venues and supporting mechanisms would be used by sports tourists who were visiting the city for the European Football Championships. They will visit the major sites in between matches and will be staying in hotels normally associated with the traditional traveller so no distinction can be determined.</p>	9