<table>
<thead>
<tr>
<th>Q. No.</th>
<th>Expected Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (a) (i)</td>
<td><strong>Identify the two main functions of the WTO</strong>&lt;br&gt;Award one mark for each of the two valid identifications from Fig. 1:&lt;br&gt;• Global forum for tourism policy issues&lt;br&gt;• Practical source of tourism know-how</td>
</tr>
<tr>
<td>1 (a) (ii)</td>
<td><strong>State the number of countries that were WTO members in 2005</strong>&lt;br&gt;One mark for – 145</td>
</tr>
<tr>
<td>1 (a) (iii)</td>
<td><strong>Identify four ways in which the WTO expects the consumer to benefit from ‘quality in tourism’</strong>&lt;br&gt;Award one mark for each of four valid identifications from Fig. 4 such as:&lt;br&gt;• Satisfactory product/service&lt;br&gt;• Meets needs/expectations&lt;br&gt;• Acceptable price&lt;br&gt;• Conforms to contract&lt;br&gt;• Safe/secure/hygienic etc.</td>
</tr>
<tr>
<td>1 (b)</td>
<td><strong>Explain three reasons why many travel service providers maintain high street outlets.</strong>&lt;br&gt;Award one mark for the identification of each of three valid reasons and up to a further two marks for an appropriate explanation of each. Correct ideas include:&lt;br&gt;• Allows face-to-face contact (1) – customers often prefer (1) – customers can seek immediate clarification (1)&lt;br&gt;• Compete with main rivals (1) – allows choice (1) and allow easier comparisons to be made (1)&lt;br&gt;• Easy customer access (1) – busy locations (1) – access to threshold market (1)&lt;br&gt;• Passing trade (1) – impulse buying (1) and convenience services (1)&lt;br&gt;• Promotion (1) – brand visibility (1) and window displays etc. (1)&lt;br&gt;Allow all valid reasoning.</td>
</tr>
</tbody>
</table>
(c) Evaluate, using examples, the range of ancillary services that are supplied for the convenience of international travellers by Tourist Information Centres and large city centre hotels.

*Use level of response criteria*

Candidates are expected to have made a study of an ancillary service provision and in this instance they are required to *evaluate* the range available in TICs and large hotels. We can accept a range of services (as indicated in the syllabus) but make sure that they are stated in a valid context.

Level 1 (1-3 marks) can be awarded to those candidates that attempt to apply their knowledge of ancillary services to the TIC and hotel contexts but comparison will be lacking.

Level 2 (4-6 marks) can be awarded to those who attempt an analysis of the more obvious services.

Level 3 (7-9 marks) can be awarded to those who make reasoned evaluative comments about the wider range of hotel service provision (such as business-related services) and compare this, for example, with the TIC’s leisure focus. We should expect a conclusion from the better candidates and we should reward the use of specific exemplification.

2 (a) (i) State four elements/components usually included in the price of such holiday packages.

Award one mark each to a max of four from:

- Flights
- All taxes
- Transfers
- Meal plan
- Use of all hotel facilities
- Services of a local representative

(ii) Identify three ancillary services that the travel agency would be likely to offer at the time of booking such a package. Give a reason for each of your answers.

Award one mark for each of three valid service identifications and a further one mark for an appropriate explanation of each. Correct ideas include:

- Travel insurance (1) – profit/customer need (1)
- Currency (1) - profit/customer need (1)
- Car hire (1) - profit/customer need (1)
- Passport/visa (1) – ability to travel (1)

Credit all valid explained services.
Many leisure travellers will often take an organised tour or excursion when they are visiting an overseas destination for the first time. Discuss how such tours/excursions are usually organised and operated.

This requires a consideration of both what is included in the tour (itinerary) and how a tour is managed/put together. In other words what the customer experiences versus how it is made available. Many candidates will have experienced a tour during a package holiday and personal experiences should be credited. However, to progress to the higher level, there must be clear evidence of an analysis of both aspects by the candidate.

**Use level of response criteria**

Level 1 (1-3 marks) can be awarded to those candidates who apply their knowledge of tours to illustrate that an itinerary is chosen to create a product that is then offered to clients either before they travel or at the destination.

Level 2 (4-6 marks) can be awarded for greater detail about what is actually included, how the tour itinerary works and the chain of distribution.

All six marks can be awarded for a thorough treatment of a known example.

Assess the advantages and disadvantages of the different methods by which travel arrangements can be now be made.

**Use level of response criteria**

This requires clear evaluative comment for the top level and we should expect all answers to indicate some good and bad points.

Level 1 (1-3 marks) can be awarded to those candidates that attempt to apply their knowledge of different booking methods i.e.
- Agents
- Internet
- Telesales
- In person

but relative advantage/disadvantage will not be made clear.

Level 2 (4-6 marks) can be awarded to those who attempt a comparative analysis of the more obvious services and delivery methods.

Level 3 (7-9 marks) can be awarded to those who make reasoned evaluative comments about the wider range of provision.
### 3 (a) Most international visitors will travel to Dubai by using one of many scheduled air services serving the destination. Explain two differences between economy and business classes on such flights.

Award one mark for the identification of each of two valid differences and award a second mark for an appropriate explanation/amplification of each. Correct ideas will include the following:

- Legroom/seat bigger in business (1) – more comfort and room (1)
- Meals and drinks better choice in business (1) – served more efficiently (1)
- Passenger/crew ratio higher in business (1) – more attentive service (1)
- In-flight entertainment etc.
- Check-in procedures etc.
- Baggage allowance etc.
- Lounge access etc.
- Cabin facilities etc.

### 4 3.1 AO2 (2) AO3 (2)

### 3.1 AO1 (3) AO3 (3)

### 3 (b) (i) Explain three ways in which the needs of unescorted children can be met.

Award one mark for the identification of each of three valid services and award a second mark for an appropriate explanation/amplification of each.

Correct ideas will include the following:

- Escorted after check-in (1) – safety (1)
- Boarded first (1) – can be helped more conveniently (1)
- Seated near staff (1) – monitoring (1)
- Special meals (1) – served first (1)
- Activity packs (1) – keep amused (1)
- Escorted through immigration (1) – handed over to pre-arranged person (1)

Credit all valid reasoning.
(ii) Describe three services usually provided for adult passengers with special needs.

Award one mark for the identification of each of three valid services and award a second mark for an appropriate description of each. Correct ideas will include the following:

- Special meals (1) e.g. Vegetarian (1)
- Disabled remain in wheelchairs up to gate (1) – boarded first/last (1)
- One mobility aid e.g. wheelchair, will be carried free of charge in addition to the applicable hold baggage allowance (1) and on many long haul twin-aisled aircraft an on board wheelchair is available (1)
- Adapted toilets (1) with handrails are available on many twin-aisled aircraft (1)
- A number of seats with lifting armrests (1) are available on aircraft for ease of access (1)

Credit all valid descriptions.

<table>
<thead>
<tr>
<th>(c)</th>
<th>With reference to one international airport with which you are familiar, assess the extent to which it meets the needs of different types of incoming and outgoing international passengers.</th>
</tr>
</thead>
</table>

*Use level of response criteria*

Candidates are expected to have made a study of an airport and in this instance they are required to assess the effective meeting of passenger needs. We can accept a wide range of views including comments about carriers and destinations served. However, most answers will probably focus on air/land-side service provision.

Level 1 (1-3 marks) can be awarded to those candidates that attempt to apply their knowledge of an identifiable international airport and identify up to three ways in which passenger needs are being met.

Level 2 (4-6 marks) can be awarded to those who attempt an analysis of at least one of the ways in which airport service provision meets the needs of both incoming and outbound passengers.

Level 3 (7-9 marks) can be awarded to those who make reasoned evaluative comments about two or more aspects of the airport’s service provision and come to a conclusion about the extent to which both leisure and business travellers, both inbound and outbound, are having their international travel needs met.
<table>
<thead>
<tr>
<th>4</th>
<th>(a)</th>
<th>(i) Describe two characteristic features of a 5* hotel bedroom.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Award one mark for each of two valid identifications and a further one mark for an appropriate description of each. Correct ideas include:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Quality furnishings (1) – curtains, couch etc. (1)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Decorations (1) – pictures, shade etc. (1)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Fruit basket (1) – usual welcome gift (1)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Welcome tray (1) – usual indicator (1)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Bathroom facilities (1) – robes etc. (1)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Credit all valid references.</td>
</tr>
<tr>
<td></td>
<td>(ii) Using only evidence from Fig. 4, explain two aspects of the appeal of the Royal Bahamian resort’s spa.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Award one mark for the identification of each of two valid aspects and award a second mark for an appropriate explanation/amplification of each. Correct ideas will include the following:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Voted best by <em>Conde Nast</em> readers (1) – sign of quality (1)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Range of treatments (1) – choice (1)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- European standard products and services (1) – Caribbean ambience (1)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Marble rooms etc. (1) – suggest luxury and quality (1)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Credit all valid reasoning.</td>
</tr>
<tr>
<td>(b)</td>
<td>Outline four likely reasons why resorts in the Caribbean are popular destinations for wedding packages.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Award one mark for the identification of each of four valid reasons and then award a further one mark for an appropriate amplification of each. Correct ideas include:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Destination appeal (1) – seen as romantic, fashionable etc. (1)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Climate (1) – all round season (1)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Price (1) – start at £139 so are affordable (1)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Total costs (1) – often cheaper than European average (1)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Marketing and promotion offers (1) – added extras for couple (1)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Credit all valid reasoning.</td>
<td></td>
</tr>
</tbody>
</table>
**The Caribbean is an important cruise circuit. With reference to examples with which you are familiar, discuss the appeal of cruise holidays.**

*Use level of response criteria*

This is quite specific and is set in the context of sea transport/sea services/leisure travel. There must be appropriate exemplification for the higher levels.

Level 1 (1-3 marks) can be awarded to those candidates that attempt to apply their knowledge of identifiable cruise products available to the UK market.

Level 2 (4-6 marks) can be awarded to those who attempt an analysis of at least one of these cruise products, clearly indicating appeal to particular types of client.

Level 3 (7-9 marks) can be awarded to those who make reasoned evaluative comments about two or more types of cruise product and come to a conclusion about the extent to which different types of UK leisure traveller have their needs met by each type.