



The Association of Business Executives

NQF

**Introduction to Travel,
Tourism and Hospitality**

Mark Scheme

Unit Title: Introduction to Travel, Tourism and Hospitality

Unit Code: ITTH

Session: June 2015

Question 1

- (a)** (i) Define the term 'tourist generating countries' and give three examples of major tourist generating countries.
(ii) Define the term 'tourist receiving countries' and give three examples of major tourist receiving countries. **(10 marks)**

Award two marks for each definition and one mark for each valid example (5 x 2 marks)

(i) 'a tourist generating' country is where tourists originate from - these tend to be the more developed parts of the world (MEDCs) where disposable income is high, leisure time is valued and access to information means travellers are well informed e.g. any western European nation such as France, Germany, UK; also USA, Canada, Japan, Australia and now the emerging BRIC countries (Brazil, Russia, India and China).

(ii) 'a tourist receiving country' is where tourists travel to - these can vary much more because of the travel motivations of tourists - many want to travel to destinations able to offer the levels of comfort and infrastructure they are accustomed to so MEDCs are also often receiving areas e.g. Europe, USA, Canada, Australia etc. However, others travel for the cultural experience with destinations in the Caribbean, India, Africa and Asia being popular.

Maximum Marks for (a) 10 marks

- (b)** Describe the infrastructure required to support tourism in an emerging tourist destination. **(15 marks)**

Award up to 3 marks for each valid point, according to development (max 15)

- water
- power
- local communications/local transport
- transport hubs and accessibility
- security

Credit all valid examples

Maximum Marks for (b) 15 marks
Total Maximum Marks for Q1 25 marks

Question 2

- (a)** Explain, using examples, the difference between 'inbound' and 'outbound' tourists. **(4 marks)**

Award up to four marks in total - one mark for the definition and one mark for the example for each term.

e.g. inbound tourism - where tourists come to visit a destination i.e. visitors from China coming into the UK

outbound tourists - where tourists leave their country for the purpose of travel i.e. UK visitors travelling to China.

Credit all valid examples

Maximum Marks for (a) 4 marks

(b) Describe the impact on tourism of the following types of transport:

- (i) Cars
- (ii) High speed trains

(6 marks)

Award up to three marks for each description

Car ownership -

- more people travel for leisure purposes
- leads to an increase in domestic tourism
- day trips and short breaks are more common due to ease of access

High speed trains

- links major cities and destinations, allowing people to explore
- particularly useful in cross regional travel to see more of an area
- used by both domestic and international tourists

Maximum Marks for (b) 6 marks

(c) Explain how the travel choices of tourists are influenced by each of the following:

- (i) The amount of time they have available
- (ii) The main purpose of their travel

(15 marks)

Award up to three marks for each point made, up to a maximum of 5 valid points, allowing for development

Travel choice and amount of time available

- if you are on a short break, you will choose air transport, fast ferry crossings or high speed train to maximise your time in the destination rather than slower, but cheaper, transport means
- if you are on an extended break, you may incorporate the transport into the holiday experience, e.g. by choosing a luxury train journey such as the Maharajah's Express or a river cruise down the Rhine.

Travel choice and purpose of travel

- for business trips, travel choices will combine speed and comfort including business class flights, executive coaches, limousines etc.
- for luxury leisure, transport options will include cruises, luxury trains, first class air travel, private cars etc.
- for budget leisure, transport options will include economy class air travel, coaches, standard railway services, the use of public transport in destination etc.
- visiting friends and relatives, transport includes air travel, private car etc. - choice here is determined least by the purpose of travel.

Credit all valid examples

Maximum Marks for (c) 15 marks
Total Maximum Marks for Q2 25 marks

Question 3

- (a)** (i) Give four examples of service providers in travel, tourism and hospitality.
(ii) Explain how these types of services contribute to the overall tourist experience.

(10 marks)

(i) Award one mark for each valid example (named examples can be accepted) e.g.

- information services - Tourist Information Centres
- guiding services - accredited tourist guide
- passport and visa services - e.g. in the UK, offered by the Post Office
- currency exchange services - e.g. Travelex

(ii) Award one mark for each valid point, to a maximum of 6 marks

Travel, tourism and hospitality are often described as part of the service industry, because it is very difficult to separate out the service element of the tourism product.

Tourist services are an integral part of the overall experience; a tourist will require services in order to be able to access the other component parts of a visit e.g. they cannot travel without a valid passport/visa; they require currency to pay for transport between the gateway and the destination; they use the services of a TIC to identify attractions and activities to visit and to do whilst in the destination and often benefit from the knowledge and security a tour guide can offer.

Maximum Marks for (a) 10 marks

(b) Describe the following forms of tourism packaging:

- (i) Group travel
- (ii) Business travel
- (iii) All-inclusive travel

(15 marks)

Award up to five marks for a developed description of each type of packaging (max 15) e.g.

Group travel

- may be a special interest package or educational group with organised tours
- tends to include coach travel to keep group together
- may benefit from discounted prices
- there may be free places for the group organiser and/or coach driver
- all elements of the package have to be pre-booked because of the numbers of visitors involved
- meals tend to be buffet or cafeteria style for speed

Business travel

- supports specific MICE purposes
- includes meeting facilities, equipment needed etc.
- accommodation is often at the venue hotel
- often includes access to the executive lounge at the airport and at the hotel
- pre-arranged meet and greet transfers often by hotel car

All-inclusive travel

- inclusive price
- accommodation, transport and local transfers
- all meals and snacks included, even ice creams
- all soft drinks, hot beverages, local wines and spirits included
- in-resort water and sports activities - snorkelling, windsurfing, water-skiing etc. included

Credit all valid examples

Maximum Marks for (b) 15 marks
Total Maximum Marks for Q3 25 marks

Question 4

(a) Cohen identifies a number of tourist motivations for travel. Describe the characteristics of the following, giving examples of typical holiday choices for each:

- (i) Organised mass tourist
- (ii) Explorer

(10 marks)

Award up to five marks for a description of each travel motivation, x 2 travel motivations e.g.

Organised mass tourist

- wants familiar experiences
- shies away from new experiences
- most comfortable in large groups
- enjoys package tours, with fixed itineraries
- tour guide or tour representative is essential

Explorer

- wants to try new experiences
- mixes with traditional cultures and communities
- not fully immersed, still seeks some protection
- independent packages
- tends to avoid developed and popular attractions and destinations

Credit all valid examples

Maximum Marks for (a)

10 marks

(b) Explain how the following main forms of tourism distribution meet the needs of different customer types when booking a flight:

- (i) Direct selling
- (ii) Purchase from a travel agent
- (iii) Packaged by a tour operator

(15 marks)

Award up to five marks for each set of valid comments

Direct selling

- customers can choose between face to face, telephone or online sales
- provides opportunity to ask questions of the principal
- message does not get diluted or exposed to intermediary's bias
- may benefit from discounted prices because no middleman
- customers have more trust in the product

Purchase from Travel Agent

- expert product knowledge
- personal recommendations and advice
- range of options presented
- offers other ancillary services
- more secure than online payment methods

Packaged by a Tour Operator

- convenience of everything being organised
- cheaper than buying each component part separately
- services of a resort representative usually included

- satisfaction guaranteed, someone to blame if things not as described in the brochure
- bonds and licences also guarantee security of money paid in advance

Credit all valid examples

Maximum Marks for (b) **15 marks**
Total Maximum Marks for Q4 **25 marks**

Question 5

(a) Explain the reasons why a government might encourage international tourism within its country. **(10 marks)**

Award up to ten marks for appropriate reasons, allowing for development.

Reasons include:

- economic - job creation, foreign exchange earnings, contribution to GDP, infrastructure development
- political - create international relationships, raise country profile
- socio-cultural - preservation of local customs and traditions, maintenance of heritage sites, provide education and training
- environmental - sustainable practices, regeneration

Maximum Marks for (a) **10 marks**

(b) Describe the following roles that a government plays in supporting tourism:

- (i) Planning
- (ii) Development
- (iii) Marketing

(15 marks)

Award up to five marks for a description of each role. allowing for development

Planning

- establish long term tourism action plans for the country
- work in partnership with private sector and other public sector organisations to plan tourism development
- determine the likely impacts of tourism on the environment and the economy, as well as for local communities
- coordinate provision of funding for tourism projects
- plan control measures needed to ensure sustainability

Development

- infrastructure improvements - airport extensions, motorway networks etc.
- encourage the triangular partnership between tourism providers, the local community and tourist needs in agreeing to developments
- contribute to control measures - carrying capacities, visitor management initiatives, etc.
- investment opportunities and other beneficial alliances, e.g. licensing overseas hotel chains, airlines, cruise companies within the country
- resorts, attractions etc. to attract specific targeted customer groups

Marketing

- develop national tourism website
- attend international trade fairs e.g. World Travel Market

- publicity materials
- overseas offices
- advertising campaigns
- destination branding - Year of the, strap lines, logos and slogans

Credit all valid examples

Maximum Marks for (b) 15 marks
Total Maximum Marks for Q5 25 marks

Question 6

(a) Describe the traditional roles played by tour operators and travel agents in the distribution system for travel, tourism and hospitality. **(10 marks)**

Award up to five marks for description of each role:

Tour operator

- identifies potential destinations, resorts, attractions etc. that may appeal to current tourism market
- liaises and negotiates with principals
- makes bulk bookings with principals
- puts together a holiday package comprising at least three components (accommodation, meal pan, transport, transfers, activities)
- advertises packages, traditionally through brochures
- negotiates product price and commission with travel agents,
- offers package for sale

Travel agent

- negotiates with tour operators on commission and number of packages
- advertises holidays via shop window, flyers, brochures
- targets existing and potential customers
- makes recommendations based on holiday profile and needs/wants of customers
- makes reservations using GDS e.g. Sabre, Amadeus, Galileo, Worldspan etc.
- receives deposit, issues tickets, sends out balance of payment reminders
- puts together itinerary
- offers range of ancillary products and services

Credit all valid examples

Maximum Marks for (a) 10 marks

(b) Explain how intermediaries such as tour operators can use technology to their advantage in distributing travel, tourism and hospitality. **(15 marks)**

Award up to three marks per point made, allowing for development, to a maximum of 15 marks

- create a website - advertise the full range of products, services, destinations etc. they offer
- use 360 degree virtual tours - so customers get a realistic impression of intangible products
- use real time online booking systems to ensure customers can receive accurate information about availability and prices
- use social media to target potential and repeat customers - Facebook, Twitter etc.

- use travel blogs, vlogs and customer feedback to provide honest accounts of customers' experiences
- use hyperlinks to take customers to associated web pages e.g. FCO travel advice pages
- use pop up advertisements, sidebar advertisements, e brochures etc.
- use of email, SMS, MMS, mobile apps to communicate with customers

Credit all valid examples

Maximum Marks for (b) **15 marks**
Total Maximum Marks for Q6 **25 marks**

Question 7

(a) With reference to one recent example, describe how safety, security and crisis management issues might impact on future tourism demand. **(10 marks)**

Award marks according to depth of description, no marks for the example but answer must have a context, maximum 10 marks

E.g. Ebola

- had immediate effect on number of tourists willing to travel to affected areas
- governments issued travel advice with health warnings - impacts on number of visitors to those areas
- has wider impact on other destinations in the region, not affected by the disease, because of fears and misconceptions
- WHO involvement- signifies the seriousness of the threat
- tourists await future confirmation of the return to safety of affected destinations but demand will remain low for the foreseeable future as reputation of these destinations is tarnished
- governments will have to attempt rebranding which is extremely costly and takes time - very difficult in LEDCs.

Credit all valid examples

Maximum Marks for (a) **10 marks**

(b) Explain the likely impact on future tourism demand of the following:

- (i) An ageing world population
- (ii) The rapid growth of business tourism
- (iii) An interest in responsible tourism

(15 marks)

Award up to five marks for the description of how each predicted trend might impact, allowing for development

Ageing world population

- larger number of retirees with increased levels of disposable income and leisure time
- products and services being developed to target the Grey Market
- improved accessibility for less mobile travellers
- improved health and medical facilities provides more sense of security for these travellers
- insurance products catering specially for the over 55s

Rapid growth of business tourism

- many countries developing improved MICE facilities

- airlines abandoning First Class facilities in favour of offering more business class accommodation
- more ICT available for the implementation and management of business packages
- more tour operators specialising in business packages
- national tourist organisations developing the business strand of their operations, offering conference organisers to support event management strategies

Interest in responsible tourism

- more organisations looking for 'green' certification
- more cultural links with host populations, home stays, etc.
- community projects, charitable programmes.
- corporate social responsibility references on websites
- fair trade associations

Credit all valid examples

Maximum Marks for (b) **15 marks**
Total Maximum Marks for Q7 **25 marks**

Question 8

(a) Define the term 'recreation' and describe four recreational activities that could be offered in a mountain area. **(10 marks)**

Award up to two marks for a valid definition and up to two marks for each valid example, described

Definition of recreation

- recreation can be seen as the pursuit engaged upon during leisure time (Cooper)
- recreation is a pleasurable, socially-sanctioned activity that restores the individual, concomitant with the experience of leisure (Simmons)

Examples of recreational activities in mountain areas

- mountain climbing - an adventure tourism activity involving technical climbing using ropes, carabiners etc.
- skiing - in winter sports areas - on piste and off piste skiing may be offered
- hiking/trekking - walking on designated trailways and paths
- mountain biking - cycling over rocky terrain
- canyoning - involves climbing, descending, jumping and trekking through canyons.

Credit all valid examples

Maximum Marks for (a) **10 marks**

(b) Describe the other products and services that leisure visitors to a mountain area may use. **(15 marks)**

Award up to three marks for each subsector mentioned, allowing for development

Subsectors and products. services and facilities offered

- transport - for international visitors flights into major gateways, transfers to local destination, shuttle bus, coach, public transport into mountain area, hire car, campervan facilities
- accommodation - ski lodge, mountain hut, campsites, family run hotels, bed and breakfast/guesthouses, farm stays etc.
- catering/hospitality - restaurants, inns, cafes, coffee shops,

FINAL VERSION: TO BE USED FOR MARKING

- attractions - national parks, nature reserves, museums, galleries etc.
- services - ski hire facilities, outdoor clothing retailers, car hire,
- culture/heritage - local crafts, dances, festivals, etc.

Credit all valid examples

Maximum Marks for (b)	15 marks
Total Maximum Marks for Q8	25 marks