






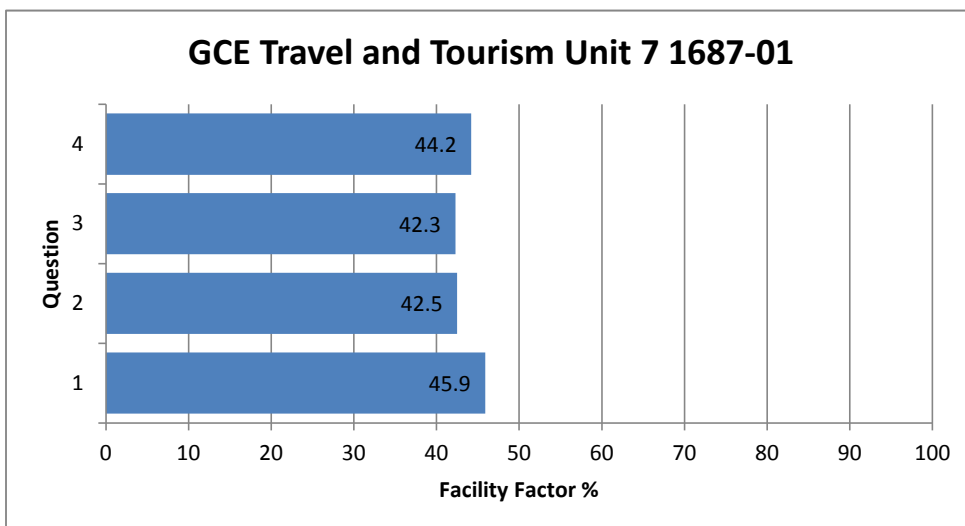
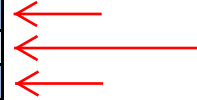


GCE Travel and Tourism Unit 7 1687-01

All Candidates' performance across questions

 Question Title	 <i>N</i>	 <i>Mean</i>	 <i>SD</i>	 <i>Max Mark</i>	 <i>FF</i>	 <i>Attempt %</i>
1	31	12.8	3.5	28	45.9	100
2	31	10.2	3.7	24	42.5	100
3	31	11.8	3.2	28	42.3	100
4	30	8.8	2.4	20	44.2	96.8



Answer all questions.


2. Managers in travel and tourism organisations need to ensure that the service their staff deliver is meeting their customers' needs. To do this they set *customer service quality standards*.

(b) Explain how the range of *customer service quality standards* set by named travel and tourism organisations meet customers' needs. [8]

#2 b) The range of customer service quality standards set by travel and tourism organisation such as Paulton's park meet customers needs because by setting these, this can make the customers happy so if ~~they~~ their needs are met, they are likely to return. Paulton's make sure they cater for special needs because they provide wheelchair hiring and allow guide dogs into the park. They also put accessibility information around the park so people know where they are. Also signage for foreign visitors will meet their needs. There also needs to be ways to complain for customers.

2b	Paultons can meet customer needs so they are happy and are protected. Also for people who eat different
cont.	ranges of foods Paultons have a number of places around the park with a different range of food. By meeting customer needs they will be happy and hopefully return again. Staff also give the best customer service as they can and help customers at any time if they have any problems to suit their needs.

#2 b) The range of customer service quality standards set by travel and tourism organisation such as Paulton's park meet customers needs because by setting these, this can make the customers happy so if ~~they~~ their needs are met, they are likely to return. Paulton's make sure they cater for special needs because they provide wheelchair hiring and allow guide dogs into the park. They also put accessibility information around the park so people know where they are. Also signage for foreign visitors will meet their needs. There also needs to be ways to complain for customers.

25	Paultons can meet customer needs so they are happy and are protected. Also for people who eat different
cont.	ranges of foods paultons have a number of places around the park with a different range of food. By meeting
	customers needs they will be happy and hopefully return
21	again. Staff also give the best customer service as they can and help customers at any time if they have
	any problems to suit their needs. 

* 2

b) In organisations there are several standards of customer service quality that are set to meet the customer's needs for example customer service in Park Inn, this company prides itself on the

25
cont.

L1

customer service and when training for the job they dedicate almost a whole week to new staff and training them how to give correct customer service. They have their saying of the "Yes I Can" attitude that every staff member should have and want to provide the top level of customer service to be remembered for it and to bring in repeat customers. Another example is Virgin tour operators and airline, they have very strict rules on their uniform and having the saying "your never fully dressed without a smile" they believe that staff cannot provide good customer service unless they are dressed correctly and make the customers feel that an effort to make them happy has gone in. The like to create a good friendly image for customers to go into when they travel with Virgin. Another example is at Thorpe Park in order to meet the customer's needs of new and exciting ideas they are constantly making new rides for repeat customers and can often tell customers what then next big rides going to be and when it will be built by. This meets the customer's needs of constantly bring new exciting things to the park to attract repeat customers and give customers something to look excited to. Then lastly at the Copthorne Hotel they make sure that all rooms are checked before putting customers in and that rooms are to a high standard for guests so that when they stay they feel happier and more relaxed in a well serviced room and that customers feel they are getting their money's worth.

* 2

seen

b) In organisations there are several standards of customer service quality that are set to meet the customer's needs for example customer service in Park Inn, this company prides itself on the

25
cont.

L1

L1

customer service and when training for the job they dedicate almost a whole week to new staff and training them how to give correct customer service. They have their saying of the "Yes I Can" attitude that every staff member should have and want to provide the top level of customer service to be remembered for it and to bring in repeat customers. Another example is Virgin tour operators and airline, they have very strict rules on their uniform and having the saying "your never fully dressed without a smile" they believe that staff cannot provide good customer service unless they are dressed correctly and make the customers feel that an effort to make them happy has gone in. The like to create a good friendly image for customers to go into when they travel with Virgin. Another example is at Thorpe Park in order to meet the customer's needs of new and exciting ideas they are constantly making new rides for repeat customers and can often tell customers what then next big rides going to be and when it will be built by. This meets the customer's needs of constantly bring new exciting things to the park to attract repeat customers and give customers something to look excited to. Then lastly at the Copthorne Hotel they make sure that all rooms are checked before putting customers in and that rooms are to a high standard for guests so that when they stay they feel happier and more relaxed in a well serviced room and that customers feel they are getting their money's worth.



3.

Managers use different *management styles* when running travel and tourism organisations.

- (c) Evaluate the strengths and weaknesses of **two** different *management styles* you have studied. [10]

END OF PAPER

+3 c) Laissez-faire has strengths and weaknesses. Firstly its strengths are employees have as much freedom as possible and make decisions and resolve problems on their own. This management style ~~can~~ can make the employees confident as they have freedom. They can make very good decisions and if a complaint was made or a bad situation then they can resolve it on their own. This management style is better for certain people especially if they don't like being told what to do. However the weakness of this management style is it might not suit people who like ~~to~~ having freedom. Especially if they are not confident and don't feel as if they can make decisions on their own. Also they could make bad decisions or feel unmotivated.


Autocratic is a management style which has many strengths and weaknesses. It's where managers have full

+ 3C
Cont

Control of decision making and employees have little or no input. The strengths of this management style is some people prefer to have no control so they don't have to make decisions, especially if they don't feel confident enough to. Also some people prefer to be bossed about so this management is suitable for people who like to be told what to do. The weaknesses of this management style is if people who like having freedom, this style isn't for them. If they have some good ideas then they can't tell their manager. Also not many people like being told what to do so this style isn't for them especially if they like having freedom and can tell their manager what ideas they have.

+3 c) Laissez-faire has strengths and weaknesses. Firstly its strengths are employees have as much freedom as possible and make decisions and resolve problems on their own. This management style ~~can~~ can make the employees confident as they have freedom. They can make very good decisions and if a complaint was made or a bad situation then they can resolve it on their own. This management style is better for certain people especially if they don't like being told what to do. However the weakness of this management style is it might not suit people who like ~~to~~ having freedom. Especially if they are not confident and don't feel as if they can make decisions on their own. Also they could make bad decisions or feel unmotivated.

Autocratic is a management style which has many strengths and weaknesses. It's where managers have full

3C	Control of decision making and employees have little or
Cont	no input. The strengths of this management style is
	Some people prefer to have no control so they don't
L1	have to make decisions, especially if they don't feel
	confident enough to. Also some people prefer to be
	bossed about so this management is suitable for people
	who like to be told what to do. The weaknesses of
	this management style is if people who like having
	freedom, this style isn't for them. If they have
	some good ideas then they can't tell their
L2	manager. Also not many people like being told what
	to do so this style isn't for them especially if they
	like having freedom and can tell their manager what
	ideas they have. 

4
11

* 3 c) There are four main management styles one of them is democratic which means that the manager speaks to several members of staff and makes a decision as a group instead of just the manager making the decision, i feel that this managing technique is good because it gets all staff involved so that they feel important and wanted in the work place. It means the manager is less stressed and can focus on other tasks whilst the whole staff make a decision together. Its also good as it promotes team work which looks better for the organisation and produces better customer service. However the negative of this is that all staff might have different opinions so they might not be able to decide all together and could waste time. Some staff may not feel the need to contribute and wont make any input and getting away worth not doing a good job. Some staff may gang up on others an cause friction if they have a more bossy personality.


3 cont.

Then the other management style is autocratic that means just the manager makes the decisions i think that the positives of this are that staff won't argue over decisions they will be made for them. Decisions will made quickly and sensibly by one person not listening to others opinions that could cause arguments. The negatives are that the manager could make staff like that have no power and less motivated as they don't get to make any decisions themselves. If a manager is unsure of a decision he or she is making she could make the wrong one without checking with others.

* 3 c) There are four main management styles one of them is democratic which means that the manager speaks to several members of staff and makes a decision as a group instead of just the manager making the decision, i feel that this managing technique is good because it gets all staff involved so that they feel important and wanted in the work place. It means the manager is less stressed and can focus on other tasks whilst the whole staff make a decision together. Its also good as it promotes team work which looks better for the organisation and produces better customer service. However the negative of this is that all staff might have different opinions so they might not be able to decide all together and could waste time. Some staff may not feel the need to contribute and wont make any input and getting away worth not doing a good job. Some staff may gang up on others an cause friction if they have a more bossy personality.

4

3c cont.

Then the other management style is autocratic that means just the manager makes the decisions i think that the positives of this are that staff won't argue over decisions they will be made for them. Decisions will made quickly and sensibly by one person not listening to others opinions that could cause arguments. The negatives are that the manager could make staff like that have no power and less motivated as they don't get to make any decisions themselves. If a manager is unsure of a decision he or she is making she could make the wrong one without checking with others. 

6
12

4. Travel and tourism managers need to ensure their organisations comply with the requirements of a range of *laws and regulations*.

- (a) Describe the operational practices travel and tourism organisations must have in place to ensure the security of information under the requirements of the Data Protection Act 1998. [10]

Travel and tourism organisations must comply with the Disability Discrimination Acts of 1995 and 2005, the requirements of which have been updated into the Equality Act 2010.

- (b) For **one** named travel and tourism organisation you have studied, describe and evaluate the measures put in place to comply with current disability laws and regulations for *external* and *internal customers*, and for people applying for jobs within the organisation. [10]

Total = 20 marks

+

4

a)

Travel and tourism organisations have operational practices ^{in place} to ensure the security of information under the requirements of the Data protection Act 1998. This act requires ~~an~~ organisations to protect staff, customers and members of an organisation from having data used on them unethically. Travel and tourism organisations must secure customers data is stored on a computer or filing system. They cannot give peoples numbers, addresses or electronic information out to anybody. They also don't pass any electronic information onto third parties so customers are protected from fraud. They protect information and data.

* 46)

Paultons Park have measures put in place to comply with current disability laws and regulations for external and internal customers, and for people applying for jobs within the organisation. ~~Paultons Park~~ ^{The act} requires employers to ensure disabled people are treated equally in terms of employment, access and services. For internal and external customers Paultons Park have 5 toilets for disabled guest to use. Also guide dogs are allowed in the park providing they are fully registered and in a harness. As for the rides ~~in~~ in the park, there are information boards regarding rules, restrictions and advisory information. Manual wheelchairs are available to hire for guests in need of a wheelchair which is free of charge. These measures are good because Paultons cater for special needs and people with disabilities as they cater for their needs by providing wheelchairs and letting guide dogs into the park. As for applying jobs within the organisation, they will cater for people with different people and they are not discriminated in any way. External and internal guests won't be discriminated under the law. For people in wheelchairs the Japanese Garden in Paultons Park have flat land and have been block paved. Paultons also offer a concession for people who don't like ~~going~~ queuing.

+

4

a)

Travel and tourism organisations have operational practices ^{in place} to ensure the security of information under the requirements of the Data protection Act 1998.


This act requires organisations to protect staff, customers and members of an organisation from having data used on them unethically. Travel and tourism organisations must secure customers data is stored on a computer or filing system. They cannot give people's numbers, addresses or electronic information out to anybody. They also don't pass any electronic information onto third parties so customers are protected from fraud. They protect information and data.

L9



4


* 46)


Paultons park have measures put in place to comply with current disability laws and regulations for external and internal customers, and for people applying for jobs within the organisation. ~~Paultons park~~ ^{The act} requires employers to ensure disabled people are treated equally in terms of employment, access and services. For internal and external customers Paultons Park have 5 toilets for disabled guest to use. Also guide dogs are allowed in the park providing they are fully registered and in a harness. As for the rides in the park, there are information boards regarding rules, restrictions and advisory information. Manual wheelchairs are available to hire for guests in need of a wheelchair which is free of charge. These measures are good because Paultons cater for special needs and people with disabilities as they cater for their needs by providing wheelchairs and letting guide dogs into the park. As for applying jobs within the organisation, they will cater for people with different people and they are not discriminated in any way. External and internal guests won't be discriminated under the law. For people in wheelchairs the Japanese Garden in Paultons park have flat land and have been block paved. Paultons also offer a concession for people who don't like ~~getting~~ queuing. 

Bv 4.

70

- * a) The Data protection act was introduced to allow customers to know what was being done with their information and data and that it was being kept securely. In order to ensure you reach the requirements of the act your data must be kept in certain way under the five rules. Firstly all data collected must be done lawfully and fairly, this means that no personal questions are asked if we do not need the information from that answer and if there is certain piece of information a customer does not wish to give and we don't really need the customer doesn't have to give it. Then the second point is that the information taken from customers should only be used for its purpose in being taken from them, this means that information can't be passed on for another part of the organisation they must fill out a new data sheet to make sure information is kept secure. This then leads to the third point that no data about customer should not be sold on to any "third parties" or seen by anyone who is not authorized to see the data. Then the fourth point is that once you no longer need the data about a customer for example if they leave the organisation then the data collected should be wiped out and none of the information should be traceable. This is again for security and to make sure that peoples details aren't still around to be viewed when they are no longer needed. Then lastly all data taken and collect should be stored in a manual or electronic data base for security reasons as to not loose anyone's information or data.
- * b) At the Copthorne hotel they have made several changes to their facilities to cater for people with disabilities so that they can use them just as well as others, for example they have built ramps all around the premises to allow more wheelchair access, I think this is a measure to take to allow people in wheelchairs to more easier around the hotel and to make them feel much more welcome. they have also added lifts into all the stairs again to provide more access for people which again i think is a great measure to take and is worth spending the money for people to get wound the hotel and make noise for blind and death people so that both are catered for in an emergency, i think that is another great measure as it will make people who suffer from this feel much more safe at the hotel and feel that their needs have been thought of. They have also in the rooms added peep holes at wheelchair height for them also to be able to see who's outside the door again making them feel more at home in the hotel and that their needs are being though of not only for health and safety but security to.

* a) The Data protection act was introduced to allow customers to know what was being done with their information and data and that it was being kept securely. In order to ensure you reach the requirements of the act your data must be kept in certain way under the five rules. Firstly all data collected must be done lawfully and fairly, this means that no personal questions are asked if we do not need the information from that answer and if there is certain piece of information a customer does not wish to give and we don't really need the customer doesn't have to give it. Then the second point is that the information taken from customers should only be used for its purpose in being taken from them, this means that information can't be passed on for another part of the organisation they must fill out a new data sheet to make sure information is kept secure. This then leads to the third point that no data about customer should not be sold on to any "third parties" or seen by anyone who is not authorized to see the data. Then the fourth point is that once you no longer need the data about a customer for example if they leave the organisation then the data collected should be wiped out and none of the information should be traceable. This is again for security and to make sure that peoples details aren't still around to be viewed when they are no longer needed. Then lastly all data taken and collect should be stored in a manual or electronic data base for security reasons as to not loose anyone's information or data.  L2 4

* b) At the Copthorne hotel they have made several changes to their facilities to cater for people with disabilities so that they can use them just as well as others, for example they have built ramps all around the premises to allow more wheelchair access, I think this is a measure to take to allow people in wheelchairs to move easier around the hotel and to make them feel much more welcome. L1 they have also added lifts into all the stairs again to provide more access for people which again I think is a great measure to take and is worth spending the money for people to get around the hotel who have a wheelchair much easier. In the rooms of the hotel they have added fire alarms that flash and make noise for blind and deaf people so that both are catered for in an emergency, I think that is another great measure as it will make people who suffer from this feel much more safe at the hotel and feel that their needs have been thought of. They have also in the rooms added peep holes at wheelchair height for them also to be able to see who's outside the door again making them feel more at home in the hotel and that their needs are being thought of not only for health and safety but security to. L1  3
⑦