



Mark Scheme (Results)

January 2015

NQF BTEC Level 1/Level 2 Firsts in
Travel and Tourism

Unit 1: The UK Travel and Tourism
Sector (21474E)

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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 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 also 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)(i)	B Domestic	(1)

Question Number	Answer	Mark
1(a)(ii)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • To assemble/operate component parts of holidays as a package for retail travel agents or direct sales • To put together flights, accommodation and transfers <p>Accept any other appropriate answer</p>	(1)

Question Number	Answer	Mark
1(b)	D Represent members	(1)

Question Number	Answer	Mark
1(c)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Funded by central/local government • Owned by central/local government <p>Accept any other appropriate answer</p>	(1)

Question Number	Answer	Mark
1(d)	<p>Award one mark for any of the following up to a maximum of two marks.</p> <p>Tent pitches/tents Mobile caravan pitches Static caravans Lodges</p> <p>Accept any other appropriate answer</p>	(2)

Question Number	Answer	Mark
2(a)	<p>Award one mark for any of the following up to a maximum of two marks.</p> <p>Fewer queues/improved passenger flow Improved image/reputation with up to date technology Fewer staff needed Increased passenger shopping time therefore increased revenue</p> <p>Accept any other appropriate answer</p>	(2)

Question Number	Answer	Mark
2(b)(i)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Entertainment • Communication <p>Accept any other appropriate answer including specific examples used by a hotel e.g. Wi-Fi, key cards</p>	(2)

Question Number	Answer	Mark
2(b)(ii)	<p>Award one mark for any of the following up to a maximum of two marks.</p> <p>Reach a wider customer base/found using search engine/appeals to increasing number of online consumers Convenience/accessible Offer competitive prices/deals/can change prices quickly to respond to demand</p> <p>Accept any other appropriate answer</p>	(2)

Question Number	Answer	Mark
3(a)	B Encourage visitors	(1)

Question Number	Answer	Mark
3(b)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Guides/leaflets/books/brochures • Timetables • Maps <p>Accept any other appropriate answer</p>	(1)

Question Number	Answer	Mark
3(c)	<p>Award one mark for identification of benefit to customer and one additional mark for appropriate explanation of benefit up to a maximum of two marks for each benefit.</p> <p>Advice face-to-face (1) so more able to meet customer needs (1)</p> <p>Specialist advice and guidance (1) so right holiday can be chosen (1)</p> <p>Experienced staff (1) who have knowledge/insight to source discounted deals/special offers (1)</p> <p>Reassurance/reputation of established branches (1) less risk/more secure than online transactions for some customers (1)</p> <p>Accept any other appropriate answer</p>	(4)

Question Number	Answer	Mark
3(d)(i)	Providing supporting services for tourists and travellers. Accept any other appropriate answer	(1)

Question Number	Answer	Mark
3(d)(ii)	Award one mark for identification of reason and one additional mark for appropriate explanation of benefit up to a maximum of two marks for each reason. Shared customer details/data base (1) leads to targeted direct marketing (1) A wider customer base (1) due to high street presence (1) Cost savings on external technical specialists (1) because specialist advice on claims available in house (1) Accept any other appropriate answer	(4)

Question Number	Answer	Mark
4(a)	C Adventure	(1)

Question Number	Answer	Mark
4(b)	Inbound Accept any other appropriate answer	(1)

Question Number	Answer	Mark
4(c)	Award one mark for any of the following: <ul style="list-style-type: none"> • GDP/Gross Domestic Product • GNP/Gross National Product Accept any other appropriate answer	(1)

Question Number	Answer	Mark
4(d)	Award one mark for any of the following up to a maximum of two marks. Energy efficient light bulbs Light sensors Key card power system Better insulation Accept any other appropriate answer	(2)

Question Number	Answer	Mark
4(e)	Award one mark for any of the following up to a maximum of two marks. Recycling cans/bottles/packaging Reusing crockery not using disposables Planning/ordering to meet demand Accept any other appropriate answer	(2)

Question Number	Answer	Mark
4(f)(i)	Award one mark for any of the following: <ul style="list-style-type: none"> • Tour operator purchasing/acquiring an airline • Tour operator purchasing/acquiring a travel agency <p>Accept any other appropriate answer including named examples</p>	(1)

Question Number	Answer	Mark
4(f)(ii)	Award one mark for identification of disadvantage for XtremeActive and one additional mark for explanation of disadvantage up to a maximum of two marks for each disadvantage. <p>Concerns about redundancy at XtremeActive due to acquisition (1) which means reduced staff morale/customer service/less performance (1)</p> <p>Confused brand image/target markets/luxury vs adventure (1) leads to loss of sales/business (1)</p> <p>Negative image/reputation/reviews of Dream Retreats may impact on XtremeActive (1) leads to loss of profit/revenue (1)</p> <p>Now part of bigger organisation leading to loss of control/different processes (1) leads to poor communication/less effective administration (1)</p> <p>Accept any other appropriate answer</p>	(4)

Question Number	Answer	Mark
5(a)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Inspections/checking • Investigating breaches of health and safety • Enforcement/rules • Research to inform improvement <p>Accept any other appropriate answer Do not accept 'by regulating railway' as regulate is given in the question</p>	(1)

Question Number	Answer	Mark
5(b)	<p>Award one mark for identifying a way and one additional mark for appropriate explanation up to a maximum of two marks.</p> <p>RR's volunteers allow visitors to experience a bygone era (1) so educating them about transport development (1)</p> <p>RR's volunteers pass on the knowledge and skills to a younger generation (1) to ensure that the heritage is not lost/sustainable (1)</p> <p>Accept any other appropriate answer</p>	(4)

Question Number	Answer	Mark
5(c)	<p>Award one mark for identification of disadvantage to RR and one additional mark for appropriate applied explanation up to a maximum of two marks.</p> <p>Cost of hiring external caterers/facilities (1) which could wipe out profit (1)</p> <p>Volunteers unlikely to have hospitality experience (1) so additional training needed/new staff (1)</p> <p>High risk of damage at regular catering events (1) but only limited funds to make repairs (1)</p> <p>Accept any other appropriate answer</p>	(2)

Question Number	Indicative content	Mark
6	<p>Positive aspects Local builders/suppliers used Local charities have money to help local communities Jobs for local people Full occupancy rates for accommodation providers Local homeowners can rent rooms out/rent land out for camping</p> <p>Negative aspects Short term employment Event driven so work/income variable Cost to Local Authority for infrastructure repairs Increased local security/policing costs Increase in taxation</p>	(8)
Level	Descriptor	
0 0 marks	No rewardable material	
1 1-3 marks	Basic response. The answer may be in the form of a list. Points made will be superficial/generic/descriptive and may not be applied/directly linked to the situation in the question e.g. importance to local area. No conclusion produced or the conclusion a consequence of only one side of the argument being considered.	
2 4-6 marks	Response may include positive and negative aspects but likely to be more emphasis on one side than the other. Most points made will be relevant to the situation in the question e.g. importance to the local area. A conclusion may be present, but is likely to be implicit.	
3 7-8 marks	Balanced response considering positive and negative aspects. The majority of points made will be relevant. A justified conclusion is produced which is well applied to the importance to the local area.	

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