



Mark Scheme June 2015 Final

BTEC Level 1/Level 2 Firsts in Travel
and Tourism

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

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Question Number	Answer	Mark
1(a)(i)	B A couple from Edinburgh visiting Rome E A solo traveller from Wales visiting China	(2)

Question Number	Answer	Mark
1(a)(ii)	C Meeting	(1)

Question Number	Answer	Mark
1(a)(iii)	Visiting friends and relatives/relations Accept any other appropriate answers.	(1)

Question Number	Answer	Mark
1(a)(iv)	Award one mark for any of the following up to a maximum of two marks: <ul style="list-style-type: none"> • Monitoring/surveying/research • Creating/developing/restoring habitats • Repairing footpaths/walls • Maintaining/restoring heritage sites • Beach clean-up/litter pick • Education (community/hosts/guests) Accept any other appropriate answers.	(2)

Question Number	Answer	Mark
1(b)	B Tourism that generates future jobs D Tourism with a low impact on cultures	(2)

Question Number	Answer	Mark
2(a)	Award one mark for any of the following up to a maximum of two marks: <ul style="list-style-type: none"> • Entertainment/fun • Inform/educate Accept any other appropriate answers.	(2)

Question Number	Answer	Mark
2(b)	Award one mark for the identification of a way to maximise profits and one additional mark for the explanation up to a maximum of two marks each. Offer matinees/more late night shows (1) to attract new markets/double capacity/more availability (1) Package deals (1) to gain more revenue from secondary spend (1) Premium seats/peak pricing/price inflation (1) because of high demand/sell outs (1) Accept any other appropriate answers.	(4)

Question Number	Answer	Mark
3(a)	B Post customer reviews E Upload photos	(2)

Question Number	Answer	Mark
3(b)	<p>Award one mark for the identification of a disadvantage and one additional mark for the explanation up to a maximum of two marks each.</p> <p>Tour cannot be easily updated in-house (1) so expensive/difficult to keep accurate/updated (1)</p> <p>The tour may be slow to run/upload/outdated /incompatible (1) which could give potential customers a poor impression of the business (1)</p> <p>Negative customer complaints/reviews (1) leads to loss of profit/bookings/cancellations (1)</p> <p>Tour does not reflect all/current/new/updated facilities (1) legal challenge/misrepresentation (1)</p> <p>Accept any other appropriate answers.</p>	(4)

Question Number	Answer	Mark
4(a)	<p>Award one mark for any of the following up to a maximum of two marks:</p> <ul style="list-style-type: none"> • Motel • Guesthouse • Bed and breakfast • Apartment • Caravan • Chalet • Camping • Holiday parks • Holiday cottages <p>Accept any other appropriate answers.</p>	(2)

Question Number	Answer	Mark
4(b)	<p>Award one mark for any of the following up to a maximum of two marks:</p> <ul style="list-style-type: none"> • Housekeeping/cleaning • Concierge/guest services/room service • Meals/food and drink/bar/restaurant <p>Accept any other appropriate answers.</p>	(2)

Question Number	Answer	Mark
4(c)	<p>Award one mark for the identification of suitability and one additional mark for the explanation up to a maximum of two marks each.</p> <p>Basic/shared/good value/cheap accommodation (1) which means that it is affordable for students/school (budgets) (1)</p> <p>Youth hostels have large rooms/dormitories (1) this means they can accommodate school groups together/means they are not alone/safe (1)</p> <p>Social areas (1) which enables mixing with other cultures/group activities (1)</p> <p>Convenient locations (1) which reduces travel time and costs (1)</p> <p>Accept any other appropriate answers.</p>	(4)

Question Number	Answer	Mark
5	<p>Award one mark for the identification of benefit and one additional mark for the appropriate explanation up to a maximum of two marks each.</p> <p>Repatriation/compensation (1) as ABTA offer financial protection (1)</p> <p>Customers are reassured of high standards / trustworthy travel agents (1) because there is a code of conduct for members (1)</p> <p>Customers kept informed/worry less/enjoy holiday (1) as customer helpline available (1)</p> <p>Customer complaints resolved quickly (1) because of arbitration scheme/ complaint service provided (1)</p> <p>Accept any other appropriate answers.</p>	(4)

Question Number	Answer	Mark
6	<p>Award one mark for the identification of each way and one mark for the appropriate explanation up to a maximum of two marks each.</p> <p>Incentivise agency sales staff (1) to lead to more direct taxi bookings (1)</p> <p>Make referral part of the agency sales process (1) to endorse/recommend taxi firm (1)</p> <p>Discounts/pricing strategy/bundles/packages (1) to undercut taxi competition (1)</p> <p>Agency shares customer data (1) to directly target potential new taxi customers (1)</p> <p>Accept any other appropriate answers.</p> <p>Do not accept answers relating to shared advertising</p>	(4)

Question Number	Answer	Mark
7(a)	<p>Award one mark for the identification of a reason and one additional mark for an appropriate explanation up to a maximum of two marks.</p> <p>Customer loyalty/repeat business/word of mouth recommendation (1) because of good reputation/customer care (1)</p> <p>Changing demographics/different customer types (1) as 18-30s progress to family holidays/older children progress to 18-30 market (1)</p> <p>Accept any other appropriate answers.</p>	(2)

Question Number	Answer	Mark
7(b)	<p>Award one mark for the identification of a reason and one additional mark for an appropriate explanation up to a maximum of two marks each.</p> <p>Culture change/change in management (1) leading to a sales/profit focus (1)</p> <p>Redundancies/not enough staff (1) so less able to help customers (1)</p> <p>Lack of expertise/product knowledge (1) leading to mis-selling/not meeting customer needs (1)</p> <p>Job uncertainty (1) leading to lack of motivation/interest in delivering good customer service (1)</p> <p>Accept any other appropriate answers.</p>	(4)

Question Number	Indicative content	Mark
8	<p>Responses may include the following:</p> <p><u>Positive impacts</u></p> <ul style="list-style-type: none"> • Tourism revenue – economic multiplier effect • More jobs created – direct employment/indirect employment • Fewer holidays abroad/outbound tourism keeps money in the UK • Domestic visitors to London may revisit in future • Business deals leading to future growth <p><u>Negative impacts</u></p> <ul style="list-style-type: none"> • Unequal spread of economic benefits – London • Cost of improved travel • Work days lost as people couldn't travel to work • £9 billion cost would not have been paid off • Some jobs were only temporary/voluntary 	(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 UK economy. 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 UK economy. A conclusion may be present, but is likely to be implicit.	
3 7-8 marks	Balanced response considering positive and negative aspects in some detail. The majority of points made will be relevant. A justified conclusion is produced which is well applied to the importance to the UK economy.	

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