

Mark Scheme

January 2017

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 Student from Cambridge visiting Athens E Group from Birmingham visiting Paris	(2)

Question Number	Answer	Mark
1(a)(ii)	Award one mark for: <ul style="list-style-type: none"> • Taking holidays and trips in your own country (1) <p>Accept any other appropriate answer.</p>	(1)

Question Number	Answer	Mark
1(b)	A Education C Conservation	(2)

Question Number	Answer	Mark
1(c)	Award one mark for any of the following, up to a maximum of three marks. <ul style="list-style-type: none"> • Static/mobile caravan hire • Lodge • Caravans/caravan pitch • Tents/tent pitch • Hotels • Youth hostels • Motels • Guesthouse/bed and breakfast • Apartments • Holiday cottages/cottage • Holiday parks • Cabin/log cabin • Villa <p>Accept any other appropriate answer.</p>	(3)

Total for Question 1 = 8 marks

Question Number	Answer	Mark
2(a)	D Jobs created by travel and tourism organisations	(1)

Question Number	Answer	Mark
2(b)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • The value of a country's economy (1) • A measure of all goods and services over a specific period of time (1) <p>Accept any other appropriate answer.</p>	(1)

Question Number	Answer	Mark
2(c) (i)	<p>Award one mark for:</p> <ul style="list-style-type: none"> • South West (1) 	(1)

Question Number	Answer	Mark
2(c) (ii)	<p>Award one mark for:</p> <ul style="list-style-type: none"> • Day visits (1) 	(1)

Total for Question 2 = 4 marks

Question Number	Answer	Mark
3	<p>Award one mark for any of the following, up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Regulate airlines • Regulate airports • Regulate travel companies • Protect customers • Manage ATOL • Enforces ATOL licensing • Safety – aircraft/airports <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
4(a)	D Touch screen display E Audio-visual tour	(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"> • Secure/no worry about losing tickets (1) • No printer/paper/ink required (1) • Convenient/faster – do not have to wait in queue (1) • Easier – access with the touch of a button (1) <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
4(c)	<p>Award one mark for identifying the advantage and an additional mark for the explanation, up to a maximum of two marks each.</p> <ul style="list-style-type: none"> • Gain more customers/money/sales (1) as customers can access on the go/convenient (1) • Raise profile/awareness (1) so maintains competitive edge (1) • Meets customer expectations/needs (1) so attracts new markets/repeat business (1) <p>Accept any other appropriate answer.</p>	(4)

Total for Question 4= 8 marks

Question Number	Answer	Mark
5 (a)	<p>Award one mark for identifying the advantage and one additional mark for the explanation, up to a maximum of two marks each.</p> <ul style="list-style-type: none"> • AITO members/Parrot Tours offers financial protection/quality checks/complaints policies (1) so this will offer Jo and Cara reassurance/trustworthy (1) • Get personalised advice/specialists who have been to the destinations (1) so they have in-depth knowledge based on first-hand experience (1) • More ethical holiday (1) as members committed to sustainable tourism (1) <p>Accept any other appropriate answer.</p>	(4)

Question Number	Answer	Mark
5 (b)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Will cover their medical costs in case of accident/injury/illness (1) • Will be compensated if their flights are delayed (1) • Costs of repatriation covered if the company/Parrot Tours goes out of business (1) • Cover for stolen money/belongings (1) <p>Accept any other appropriate answer.</p>	(2)

Total for Question 5 = 6 marks

Question Number	Answer	Mark
6(a)	<p>Award one mark for any of the following, up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Entertainment • Recreation • Fun • Education <p>Accept any other appropriate answer including examples.</p>	(2)

Question Number	Answer	Mark
6(b)	<p>Award one mark for any of the following, up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Café/bistro • Bar • Restaurant • Vending machines • Coffee shop <p>Accept any other appropriate answer including examples.</p>	(2)

Question Number	Answer	Mark
6(c)	<p>Award one mark for the identification of a way to maximise income (increase sales revenue in the QP) and one additional mark for the explanation, up to a maximum of two marks each.</p> <ul style="list-style-type: none"> • Hire out to TV/film companies in the winter (1) as no income is being generated then (1) • Offer wedding/fishing breaks (1) to attract new markets (1) • Open a restaurant/shop (1) to gain more secondary spend (1) • Introduce membership scheme/discounted rates/special events/priority (1) to increase repeat business throughout the year (1) <p>Accept any other appropriate answer.</p>	(4)

Total for Question 6 = 8 marks

Question Number	Answer	Mark
7	<p>Award one mark for identification of way and an additional mark for the explanation.</p> <ul style="list-style-type: none"> • Helps to create/maintain nocturnal habitats (1) as animals/birds are not adversely affected by artificial lighting (1) • Helps to improve the park's image/reputation/education (1) so ensuring job security/sustainability (1) • Stargazing/dark skies – unique attraction/opportunity (1) supports sustainable tourism (1) <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
8	<p>Award one mark for the identification of the advantage and one additional mark for the explanation, up to two marks each.</p> <ul style="list-style-type: none"> • Good publicity/free/shared advertising from British Modern (1) so this will raise the museum's profile/increase its popularity (1) • Different visitor types will visit to see major works of art (1) this means it can create a wider customer base to target (1) • Meeting the aims of public sector tourism (1) by bringing international art to the local community (1) • Shared resources/staff/business functions/artefacts (1) cost savings for museum (1) <p>Accept any other appropriate answer.</p> <p>Do not credit repeat responses/explanations.</p>	(4)

Question Number	Indicative content	Mark
9	<p>Responses may include the following:</p> <p><u>Advantages</u></p> <ul style="list-style-type: none"> • Will encourage tourists to stay longer in the area • Will mean more money is spent in the village shops • More money will be raised for footpath restoration • It will bring people to the area outside of the main tourist season, so will help with keeping tourist facilities, shops, hotels open and create jobs for the weekend • Festival goers may like the area and come back another time • Some people may want to attend but not everyone wants to camp so local hotels and guest houses will benefit <p><u>Disadvantages</u></p> <ul style="list-style-type: none"> • It will cost more to hold the event but it may not be as popular because it is not suitable for children and families, so they not make enough money to pay for it • The jobs created may be temporary just for the weekend • Volunteers may not want to guide the walks so they may have to pay for professional walk leaders • There will also be extra costs of health and safety, insurance and security as it is a bigger event • After the festival there will be the extra cost of cleaning up <p>Responses do not need to cover all the above points.</p>	(8)

Level	Descriptor	Marks
0	No rewardable material	0
1	<p>Basic identification of advantages and disadvantages or only one aspect identified. The answer may be in the form of a list/descriptive.</p> <p>Points made will be superficial/generic and not applied to the situation in the question. A conclusion may not be present.</p>	1-3
2	<p>Consideration of advantages and disadvantages but there will be more emphasis of one aspect than the other.</p> <p>A conclusion may be present. Most points made will be relevant to the situation in the question.</p>	4-6

3	<p>Balanced evaluation of advantages and disadvantages.</p> <p>A justified conclusion is produced.</p> <p>The majority of points made will be relevant to the situation in the question.</p>	7-8

Total Question 9 = 8 marks

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Welsh Assembly Government

