

Examiners' Report/ Lead Examiner Feedback

January 2017

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

Unit 7: Travel and Tourism Business Environments (21627E)

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January 2017

Publications Code 21627E_1701_ER

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Introduction

This report has been written by the Lead Examiner for the BTEC unit, Travel and Tourism Business Environments.

It is designed to help you understand how learners performed overall in the exam. For each question there is a brief analysis of learner responses.

We hope this will help you to prepare your learners for future external assessments.

General Comments

This was the sixth examination series for Unit 7 Travel and Tourism Business Environments. It was pleasing to see how many candidates attempted the majority of questions.

Examination technique was not as effective as it could have been in particular with Question 10. Appropriate practice and preparation for external assessments should be a priority for centres using all of the information available. The paper was wide ranging in terms of grades to be awarded.

Often questions asked learners to explain two ways, or provide two reasons, but many learners provided one explanation or reason which then limited the number of marks they could be awarded.

Learners found some difficulty with the terminology used within the examination although the same terminology is used within the specification, for example 'human influenced events'. Learners seemed to be confused between a human influenced event and events that humans attend.

A lack of understanding of people, who are retired, hindered performance with Question 8(b). Learners tended to think that once a person reaches retirement or are over the age of 65, they have a limited life expectancy. Learners should have a true understanding and appreciation for all age ranges of customers and be able to effectively recognise their impact on a business.

Feedback on specific questions

Q1 (a)

This was a multiple choice question worth one mark. Learners were asked to identify a type of business ownership. It was pleasing to see the majority of learners gained the mark for correctly identifying public limited company as a type of business ownership.

This response was awarded 1 mark.

(a) Identify one type of business ownership.

- A Customer service
- B Market segmentation
- C Public limited company
- D Employment

Q1 (b)

This was a multiple choice question worth one mark. Learners were asked to identify the size of Cooper Cottages' business. It was pleasing to see the majority of learners gained the mark for correctly identifying 'large' as the size of the Cooper Cottages' business.

This response was awarded 1 mark.

(b) Identify the size of Cooper Cottages' business.

- A Large
- B Small and medium enterprise
- C Micro-enterprise
- D Local

Q1 (c)

This was a multiple choice question worth one mark. Learners were asked to identify the geographical scale of Cooper Cottages' business operations. This was not well answered by several learners.

This response was awarded 1 mark.

(c) Identify the geographical scale of Cooper Cottages' business operations.

- A** Regional
- B** Cooperative
- C** National
- D** Multi-national

Q1 (d)

This was not well answered by many learners. This question tested straightforward knowledge of an internal department responsible for recruiting and training staff. Few learners were able to correctly identify multi-national as the correct answer.

This response was awarded 1 mark.

Cooper Cottages has an internal department that is responsible for recruiting and training staff.

(d) State the name of the internal department responsible for recruiting and training staff.

Human Resources.

Q1 (e)

This question was not well answered by many learners. Learners struggled to outline disadvantages of a matrix staffing structure. Some learners simply stated the structure wouldn't hold. The most popular answers were poor communication and difficulty making decisions.

This response was awarded 2 marks.

Cooper Cottages' business has a matrix staffing structure.

(e) Outline two **disadvantages** of a matrix staffing structure.

(2)

- 1 Information may not get to everyone quick and easy.
- 2 People may have more than one job role.

This response was awarded 0 marks.

Cooper Cottages' business has a matrix staffing structure.

(e) Outline two **disadvantages** of a matrix staffing structure.

- 1 Less disposable income
- 2 Only a few business could be running.

Q1 (f)

Learners were asked to state one type of staffing structure other than matrix. Several learners correctly stated hierarchical or flat. Common incorrect answers were steep and sharing.

This response was awarded 1 mark.

(f) State one type of staffing structure **other** than matrix.

flat structure

This response was awarded 0 marks.

(f) State one type of staffing structure **other** than matrix.

(1)

Sharing structure, when different companies that have ~~gone~~
come together join up and share ~~on~~ their staff - their staff.

Q2 (a)

The majority of candidates were able to select the correct answer from the table and score the available mark - Caribbean.

This response was awarded 1 mark.

(a) Which area had the lowest number of visits from UK residents in 2011?

- A North America
- B Caribbean
- C Middle East
- D Africa

Q2 (b)

The majority of candidates were able to pick the correct answer from the table and score the available mark - 2015.

This response was awarded 1 mark.

(b) Which year did the greatest number of UK residents visit Latin America?

2015

Q2 (c)

Most candidates were able to pick the correct answer from the table and score the available mark – £64.7 billion.

This response was awarded 1 mark.

(c) How much money did UK residents spend when visiting Europe in 2009?

£64.7 billions.

This response was awarded 0 marks.

(c) How much money did UK residents spend when visiting Europe in 2009?

64.7 million

Q3 (a)

This question was not well answered by several learners. Learners were asked to give one example of a cultural trend with correct answers being dark tourism/health tourism/sport tourism. Common incorrect answers were weddings and festivals.

This response was awarded 1 mark.

3 One example of a cultural trend is the increase of stag and hen parties taking place abroad.

(a) Give one other example of a **cultural** trend.

Health tourism

This response was awarded 0 marks.

3 One example of a cultural trend is the increase of stag and hen parties taking place abroad.

(a) Give one other example of a **cultural** trend.

Luxury holidays

Q3 (b)

This question was not well answered with a significant number of learners not scoring the available mark. Learners were asked to outline what is meant by the term affluent empty nesters. Common incorrect answers were people who don't have children/people whose children have left home.

This response was awarded 1 mark.

One example of a demographic trend is the increase in affluent empty nesters. *technology*

(b) Outline what is meant by the term **affluent empty nesters**.

(1)

Where the children of the family leave home
and ^{The man} ~~the~~ family has more disposable income to ~~spend~~
on luxuries. ^{spend}

This response was awarded 0 marks.

One example of a demographic trend is the increase in affluent empty nesters.

(b) Outline what is meant by the term **affluent empty nesters**.

(1)

affluent empty nesters is the increasing
amount of old aging people.

Q3 (c)

This question linked government interventions. A significant number of learners did not score the available one mark. Few learners could correctly give one government intervention other than taxation. There were very few who could correctly answer immigration policy/investment in infrastructure/funding of promotional organisations/material.

This response was awarded 1 mark.

Government interventions, such as taxation, can affect travel and tourism businesses.

(c) Give one other **government intervention** that can affect travel and tourism businesses.

(1)

immigration policy

This response was awarded 0 marks.

Government interventions, such as taxation, can affect travel and tourism businesses.

- (c) Give one other **government intervention** that can affect travel and tourism businesses.

(1)

People that don't have jobs and they are on benefits which means they don't have money for holidays.

(Total for Question 3 = 3 marks)

Q4 (a)

This question was well answered. A significant number of learners scored 1 mark. The more able learners were able to identify two trends shown by the data in the graph.

This response was awarded 2 marks.

- (a) Identify **two** trends shown by the data in the graph.

- A Household income overall increased between 2008 and 2015
- B Household income declined between 2009 and 2011
- C Household income overall increased between 2009 and 2014
- D Household income declined between 2008 and 2009
- E Household income increased between 2012 and 2013

Q4 (b)

Learners were asked to provide an example of an economic trend. A significant number of learners did not score the available one mark. Few learners could correctly give an example of an economic trend.

This response was awarded 1 mark.

Changing levels of household and disposable income are examples of economic trends.

- (b) Give one other **economic** trend.

(1)

Changing levels of employment

This response was awarded 0 marks.

Changing levels of household and disposable income are examples of economic trends.

(b) Give one other **economic** trend.

~~#~~ Recession

Q4 (c)

This question was not particularly well answered. A significant number of candidates scored 0 marks. For those candidates that scored one mark, the most popular answer was 'people may take more holidays'. Very few learners were able to score the full two marks available for this question.

This response was awarded 2 marks.

(c) Explain one way that an **increase in disposable income** can affect the travel and tourism sector.

(2)

The more money people have, the more they are going to go abroad which the travel and tourism industry will make more profit.

(Total for Question 4 = 5 marks)

This response was awarded 1 mark.

(c) Explain one way that an **increase in disposable income** can affect the travel and tourism sector.

(2)

If a disposable income is increasing it means that families have more money ~~for~~ to go towards anything that they want. This affects the tourism sector because more people go on more exotic holidays and travel to further destinations.

(Total for Question 4 = 5 marks)

Q5 (a)

Very few learners were able to outline two advantages for Total Taxis being a private limited company.

This response was awarded 2 marks.

(a) Outline two **advantages for Total Taxis** of being a private limited company.

(2)

- 1 Private Limited ~~Company~~ ^{Company} has limited liability ~~has two or more owners and hence~~
- 2 ~~There will be~~ There is ~~no~~ control over the business by themselves.

This response was awarded 1 mark.

(a) Outline two **advantages for Total Taxis** of being a private limited company.

(2)

- 1 Source of finance
- 2 Limited Liability. If company fail they loss only invested (money).

Q5 (b)

Very few learners could explain one advantage of using an external business for accounting and administration functions.

It is clear that the majority of learners are not aware of how an external business can be an advantage to another business.

This response was awarded 2 marks.

(b) Explain one **advantage** for the **owner** of Total Taxis of using an external business for its accounting and administration functions.

(2)

an external business could be alot cheaper for the owner and would save alot of his own ~~R~~ time.

This response was awarded 2 marks.

(b) Explain one **advantage** for the **owner** of Total Taxis of using an external business for its accounting and administration functions.

(2)

They are experts at their job therefore they are less likely to make mistakes, so the company won't have a bad reputation.

Q6

Learners were required to explain two ways that Dream Productions could use technological innovations to increase ticket sales. The majority of learners were able to score one or two marks. Very few learners were able to score the available four marks.

This response was awarded four marks available:

Explain two ways **Dream Productions** could make use of **technological innovations** to increase ticket sales.

1. Social media ^{- website}; they can use this to promote and advertise their tickets, helping get their products out there, making customer more aware, helping increase ticket sales.
2. Online bookings; they can use this so anyone anywhere can purchase Dream Productions tickets. People will have 24 hour access to their product, helping increase ticket sales.

The learner has provided a valid way and explanation in the first response; by identifying a website to promote and advertise tickets increasing customer awareness, two marks awarded. In the second response the learner has provided a valid way and explanation by identifying online bookings which will allow tickets to be purchased 24 hours a day, two marks awarded.

This response was awarded 2 marks.

Explain two ways **Dream Productions** could make use of **technological innovations** to increase ticket sales.

- 1 Dream productions would be able to advertise and create a website to increase their ticket sales.
- 2 Introduce a mobile phone app which will allow customers to scan in via their phones.

Q7

This question was not answered well due to learners misreading the question. Learners were generally unable to explain ways in which the Highland Hotel could be a more ethical business. Many learners missed gaining marks due to confusing ethical with ethnicity.

This response was awarded 3 marks.

Other than using ethically sourced products, explain two **ways** The Highlander Hotel could be a more **ethical** business..

- 1 They can employ more local people who live in the area of the hotel.
- 2 They could use local produce such as fruit and vegetables from local farmers so this will boost the economy. (Total for Question 7 = 4 marks)

The learner has provided one valid way with no explanation in the first response; employ more local people, one mark awarded. The second response has provided a valid way and explanation by identifying using local produce from local farmers, two marks awarded.

This response was awarded 2 marks.

Other than using ethically sourced products, explain two **ways** The Highlander Hotel could be a more **ethical** business..

- 1 use locally sourced foods to help local businesses
 - 2 offer a range of different food to suit all needs and requirements
- (Total for Question 7 = 4 marks)

The learner has provided a valid way and explanation in the first response; by identifying using locally sourced foods to help local business, two marks awarded. The second response refers to customer needs rather than the Highland Hotel being a more ethical business.

Q8 (a)

This question was not well answered due to learners not understanding cutting business costs. Learners were generally unable to explain one way in which the RHG could cut business costs.

This response was awarded 2 marks.

(a) Explain one way that managers at RHG can **cut business costs**.

(2)

They can have less staff members
So they are paying less wages.

The learner has provided valid way with an explanation, identifying less staff therefore paying less wages, two marks awarded.

This response was awarded 1 mark.

(a) Explain one way that managers at RHG can **cut business costs**.

(2)

By cutting ~~out~~ down on the ~~the~~ number
of employees as they cost every business
the most money.

The learner has provided valid way with no explanation by identifying cutting down on the number of employees, one mark awarded.

Q8 (b)

This question was not well answered due to learners not knowing why only appealing to visitors who are retired is a business risk for the RHG. For those learners who scored one mark, the most popular response was 'limited target market'.

This response was awarded 2 marks.

(b) Explain one reason why only appealing to visitors who are retired is a **business risk for RHG**.

(2)

They are only appealing to a small group of customers, therefore not getting as much income as they could if they appealed to different groups of customers.

The learner has provided valid way with an explanation, identifying that by only appealing to a small group of customers leads to a reduced income, two marks awarded.

This response was awarded 1 mark.

(b) Explain one reason why only appealing to visitors who are retired is a **business risk for RHG**.

(2)

Because it ^{isn't} ~~is~~ ~~enough~~ enough of a target audience so they won't be getting a lot of profit.

The learner has provided valid way with no explanation by identifying limited target market, one mark awarded.

Q8 (c)

This question was not well answered due to learners not understanding reasons why a business would want to reduce seasonality.

This response was awarded 4 marks.

(c) Explain two reasons why the managers of RHG want to **reduce the seasonality of visits** to the properties.

(4)

1. Because most of the cost of ~~winter~~ maintenance the business are fixed no matter the number of visitors that the RHG have, so when people are not going there and they are not making profit they still have to pay bills
2. Because when there is a peak season a lot of customers visit the place at the same time and staff could become tired and demotivated and this can lead to a ~~rather~~ poor customer service

The learner has provided a valid way and explanation in the first response; by identifying fixed running costs linked to helping profitability, two marks awarded. The second response has provided a valid way and explanation by identifying volume of customers during peak times linked to demotivated staff, two marks awarded.

This response was awarded 2 marks.

(c) Explain two reasons why the managers of RHG want to **reduce the seasonality of visits** to the properties.

(4)

1. During the winter they have less money meaning they have to spread it out, the company wants profits all year round.
2. They want full time staff not seasonal staff and they can have the same amount of staff working all year round.

The learner has provided two separate valid ways but with no explanation in either response. First valid way; profits all year round, one mark awarded. Second valid way; employing full-time staff all year round, one mark awarded.

Q9

This question was attempted by the majority of learners. It was not very well answered with many answers relating to events that humans would attend rather than human influenced events.

This response was awarded 4 marks.

Explain two ways that different human influenced events are a **threat** to the UK travel and tourism industry.

1. The 2011 London Riots proved that numbers in the travel and tourism plummeted due to the amount of injuries caused by civilians and the amount of ~~the~~ profit business lost due to looting. Many UK business in London lost many profits.

2. The 2015 Paris attacks caused the UK to lose a lot of money. This was due to people not wanting to leave their homes as it were feared that the UK or any another part of Europe were targeted by terrorists. This meant that anyone who booked a holiday to the UK lost out on holiday ^{being in Paris} calling the UK travel and tourism industry do not make enough money.

(Total for Question 9 = 4 marks)

The learner has provided a valid way and explanation in the first response; by identifying London riots leading to reduced profits for travel and tourism businesses, two marks awarded. The second response has provided a valid way and explanation by identifying Paris attacks leading to people being too scared to travel, two marks awarded.

This response was awarded 2 marks.

Explain two ways that different human influenced events are a **threat** to the UK travel and tourism industry.

1 they are a threat to the travel and tourism industry because people who attend the Human Influenced events can stop people from wanting to travel to ~~certain~~ certain countries
2 as well as that people also become scared to ~~even~~ even travel via ~~any~~ airplane because of the events therefore lots of travel comparys will not make as much money.

The learner has provided two separate valid ways but with no explanation in either response. First valid way; people not wanting to travel, one mark. Second way; travel companies not making as much money, one mark awarded.

Q10

This question allowed learners to demonstrate their knowledge and understanding of how a small traditional visitor attraction could respond to a business threat of a new theme park opening nearby.

Learners generally understood the scenario and were able to understand the business threat to Old McDonald Village. Some learners tended to identify ways Old McDonald Village could respond to the opening of the new theme park. These learners struggled to discuss any points in depth. Several learners discussed Old McDonald Village forming a partnership with the new theme park, increasing advertising and promotion, developing the farm by bringing in new animals. Other responses at this level included the timeframe of the opening of the new theme park, and that Old McDonald Village could use this time to refurbish the theme park to maintain its customer base.

This response was awarded 7 marks.

A large new theme park will be opening 10 miles away within the next 18 months.
The new theme park will also offer:

- virtual reality roller coaster and an interactive cinema
- luxury hotel and a music themed restaurant

Discuss how the **management** of Old McDonald Village could respond to the opening of the new theme park.

(8)

They could do nothing or they could promote themselves and offer better prices and offers than the over company, but even though the over company will be brand new and have all new features they are not opening in till 18 months time so ~~old mc village~~ could refurbish and pick up business before then. They could also build a resurant or cafe so that there is somewhere to eat, also build somewhere more comtable for customers to stay for example a cabin. But as the new business will have lots of newer more up to date rates that have more special features, i dont think Mcvillage could bet that unless they build that too! They also have luxury hotel and music themed restaurant which will bet mcvillages camping and special events any day. ALSO Mcvillage only appears to familys with young children as where the new business appears to teenagers, families,

young couples, Stag and hen
night party's and wonderlust
people

In conclusion I think that
maybe the two companys
should join together as one
part can be for children and
one for teenagers and then
Mc village would not lose
business or go bust!

This response was awarded 5 marks. The learner has identified a range of points and discussed some in detail.

A large new theme park will be opening 10 miles away within the next 18 months. The new theme park will also offer:

- virtual reality roller coaster and an interactive cinema
- luxury hotel and a music themed restaurant

Discuss how the **management** of Old McDonald Village could respond to the opening of the new theme park.

(8)

one way old McDonald Village could respond to the opening of the new theme park could be by doing nothing. By doing nothing it will not benefit the business of old McDonalds Village, as they would be getting no visitors as the attraction is rundown and old. Another way old McDonalds Village could respond is by advertising and promoting the new theme park. They would be advertising McDonalds Village at the same time. They could also advertise and promote the new attraction for promotion back, hopefully this would bring in more customers.

Another way they could respond is by grouping up with the new attraction and becoming a partnership. This would bring more customers in, and they would be earning more money, as the amount of visitors going to the new attraction would also be visiting old McDonalds Village.

Another way old McDonald's village may respond to the new opening of the attraction could be to restore and upgrade their attraction. They can do this by making the attraction larger if possible and by introducing new rides, entertainment and catering. One way they could make the attraction could be by bringing in more theme park rides for all ages, this would attract families as they all would have something to do. Another way they could improve the attraction could be by having more entertainment for example, for the younger children who may not like rides. They could also improve the animal farm by making it bigger with more animals and activities.

This response was awarded 3 marks. The learner has identified a few points but has been unable to discuss them in detail.

A large new theme park will be opening 10 miles away within the next 18 months.
The new theme park will also offer:

- virtual reality roller coaster and an interactive cinema
- luxury hotel and a music themed restaurant

Discuss how the **management** of Old McDonald Village could respond to the opening of the new theme park.

(8)

The management of Old McDonald village can make more changes to the village to attract new customers and bring back the ~~old~~ old ones. They can add in a new hotel or cabins and lodges for customers to stay in as well as campin. make more rides for older children to go on, can also add in a new themed restaurant that will suit all ages. Have special events for teenagers on halloween, christmas and over days. have more animals. Add in music playing around.

Summary

Based on their performance of this assessment, learners should:

- Know the language and all the content terms within the unit specification and be prepared to be tested on them in the assessment.
- Study the specification to ensure all aspects that could be tested are known, such as types of business structure, the changing structure of a business, business functions, and trends in the travel and tourism sector.
- Practise answering questions using past papers and mark schemes to gain familiarity with the style and structure of questions used and know what is required by the command words.
- In the examination, read each question carefully, preferably twice.
- Observe the marks available and answer accordingly. For two marks such as 'explain one reason/way/advantage' the answer needs to contain two separate points – one point should identify or state the 'way', 'reason' or 'advantage' and the second point should contain a connecting statement that is a development of the first point and links the 'way' etc. to the scenario given.
- If two explanations are required and four marks available, two marks will be awarded for the first response and the other two will be awarded for the second response. So if only one response is made then two of the marks allocated for the question will be lost.
- Re-read answers back and then check it answers what the question has actually asked.
- If a scenario is given use the information to answer the question to show application of understanding and knowledge.
- Check the examples provided in the stem of the question to ensure these are not used as one of the answers provided by the learner.
- Check who the given disadvantages and advantages should be aimed at. Is it the customer or the organisation described in the stem of the question?
- Be prepared for and plan the response to the last question which will require a number of different aspects to be addressed, with reasoning, for higher marks to be awarded.

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