

Mark Scheme

January 2017

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

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

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BTEC NG Travel and Tourism Unit 7 (1701) Mark Scheme

Question Number	Answer	Mark
1(a)	C: Public limited company	1

Question Number	Answer	Mark
1(b)	A: Large	1

Question Number	Answer	Mark
1(c)	D: Multi-national	1

Question Number	Answer	Mark
1(d)	<p>Award one mark for:</p> <p>Human resources HR Personnel</p> <p>Accept any other appropriate answers.</p>	1

Question Number	Answer	Mark
1(e)	<p>Award one mark for a disadvantage, up to a maximum of two marks.</p> <ul style="list-style-type: none"> • No clear lines of accountability • Employees may report to more than one manager • Difficult to manage/coordinate/make decisions • Employees may neglect main role when working on additional projects • Lack/poor communication <p>Accept any other appropriate answers.</p>	2

Question Number	Answer	Mark
1(f)	<p>Award one mark for either of the following:</p> <ul style="list-style-type: none"> • Hierarchical • Flat <p>Accept any other appropriate answers.</p>	1

Question Number	Answer	Mark
2(a)	B: Caribbean	1

Question Number	Answer	Mark
2(b)	2015	1

Question Number	Answer	Mark
2(c)	£64.7 billion	1

Question Number	Answer	Mark
3(a)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Media influences • Themed holidays/attractions • Dark tourism • Health tourism • Sport tourism • Eco/responsible tourism <p>Accept any other appropriate answers. Do not accept 'stag and hen parties taking place abroad'.</p>	1

Question Number	Answer	Mark
3(b)	<p>Award one mark for the following:</p> <p>Couples with well-paid jobs/retired/savings whose children have grown up/do not live at home</p> <p>Accept any other appropriate answer. Do not accept 'affluent' in the definition.</p>	1

Question Number	Answer	Mark
3 (c)	<p>Award one mark for any of the following</p> <ul style="list-style-type: none"> • Immigration policy • Investment in infrastructure • Funding of promotional organisations/material <p>Accept any other appropriate answer. Do not accept 'taxation'.</p>	1

Question Number	Answer	Mark
4(a)	A: Household income overall increased between 2008 and 2015 B: Household income declined between 2009 and 2011	2

Question Number	Answer	Mark
4(b)	Award one mark for any of the following, up to a maximum of one mark. <ul style="list-style-type: none"> • Changing level of employment/unemployment rates • Average spend per visitor • Exchange rate fluctuations <p>Accept any other appropriate answer.</p>	1

Question Number	Answer	Mark
4(c)	Award one mark for identification of a way and one additional mark for a linked explanation, up to a maximum of two marks. <ul style="list-style-type: none"> • People may take more holidays/day trips/short breaks (1) this can increase sales (1) • People may take longer holidays/higher quality/upgrades/added extras (1) this can increase revenue (1) • Increased sales/demand (1) may lead to businesses recruiting more staff (1) <p>Accept any other appropriate answers.</p>	2

Question Number	Answer	Mark
5(a)	<p>Award one mark for any of the following, up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Limited liability/only lose money invested • Independent decision-making/control over business • Money available from shareholders • More control who owns/sells shares • Can set up with only two shareholders <p>Accept any other appropriate answers.</p>	2

Question Number	Answer	Mark
5(b)	<p>Award one mark for identification of an advantage and one additional mark for an explanation.</p> <ul style="list-style-type: none"> • Expertise of the external company (1) because the company is less likely to make mistakes (1) • Saves the owner time/money (1) meaning the owner is able to focus on running the business/driving (1) <p>Accept any other appropriate answers.</p>	2

Question Number	Answer	Mark
6	<p>Award one mark for identification of a way and one additional mark for an explanation, up to a maximum of two marks each.</p> <p>Develop a website with a secure online booking facility (1) as more people are likely to book if they can do so 24/7 (1)</p> <p>Develop a mobile app (1) so people living away from the theatre don't have to travel in to buy (1)</p> <p>Using an interactive seating plan (1) as customers who can choose where to sit are more likely to buy (1)</p> <p>Accept any other appropriate answers. Do not accept 'website' without reference to a booking facility.</p>	4

Question Number	Answer	Mark
7	<p>Award one mark for the identification of a way and one additional mark for an explanation, up to a maximum of two marks each.</p> <ul style="list-style-type: none"> • Energy efficient lighting/key cards/appliances (1) to reduce energy consumption (1) • Not washing towels daily/segregation units for recycling/recycling food (1) to reduce waste/water/landfill (1) • Sharing hotel amenities and facilities with locals (1) to improve local quality of life/promote cultural understanding between tourist and local (1) • Source food locally for meals within the hotel (1) by supporting businesses such as local farmers/suppliers (1) • Pay employees a fair wage/recruit locally (1) which will contribute to local economy/reduce unemployment rates (1) <p>Accept any other appropriate answer.</p>	4

Question Number	Answer	Mark
8(a)	<p>Award one mark for any of the following, up to a maximum of two marks.</p> <ul style="list-style-type: none"> Recruit volunteers (1) because wage costs will be cut (1) Sell off property/assets (1) will reduce cost of overheads (1) Economies of scale (1) because sharing resources across the properties will reduce overheads (1) <p>Accept any other appropriate answers.</p>	2

Question Number	Answer	Mark
8(b)	<p>Award one mark for identification of a reason and one additional mark for explaining why this reason is a business risk.</p> <ul style="list-style-type: none"> They may prefer to use free/subsidised public transport (1) this may reduce repeat visits/visits to all of the properties (1) This target market may have restricted mobility (1) RHG may not be easily accessible, which may discourage visitors from this target market (1) <p>Accept any other appropriate answer.</p>	2

Question Number	Answer	Mark
8(c)	<p>Award one mark for identification of a reason and one additional mark for a linked explanation, up to a maximum of two marks each.</p>	4

	<p>Too many customers visiting at peak times can lead to a poor customer experience /lack of personal attention/poor image (1) will not help the reputation of RHG and could reduce visits overall (1)</p> <p>Able to employ staff all year round/less reliance on seasonal staff or staff paid overtime (1) which would lead to better quality staff/motivation/knowledge/trained staff(1)</p> <p>Running costs are fixed anyway such as rent/staffing/maintenance/IT systems (1) so will help cash flow/profitability if variations reduced (1)</p> <p>Accept any other appropriate answer.</p>	
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Question Number	Answer	Mark
9	<p>Award one mark for the identification of a way and one additional mark for a linked explanation, up to a maximum of two marks each.</p> <ul style="list-style-type: none"> • A war/civil unrest may discourage outbound tourism/people scared to travel (1) this will affect sales/profit of UK-based tour operators (1) • Terrorist threats to UK may discourage tourists travelling to/within UK (1) leading to reduced accommodation bookings in UK hotels (1) • Industrial strikes/action at transport hubs/gateways may disrupt journeys/tourist plans (1) leading to transport operators needing rescheduling timetables/compensating passengers (1) • Riots can put tourists at risk of crime/injury (1) which may lead to repatriation by tour operators/airlines/curfews imposed by hotels (1) <p>Accept any other appropriate answer.</p>	4

Question Number	Indicative content	Mark
10	<ul style="list-style-type: none"> • Do nothing – people like small, traditional theme parks/competition mainly targets a different market • Appeal to different target markets • Partnerships with new theme park • Interrelationships with other local attractions/accommodation/transport providers • Increase advertising/promotional activity • Develop a website/app for online bookings • Offer deals/vouchers • Invest in new rides for older children/adults • Develop the farm by bringing new animals/offer birthday parties • Build different accommodation such as chalets/lodges/hotel • Time/18 months to refurbish/redevelop before the opening of the new theme park 	8

Level	Descriptor	Marks
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0	No rewardable material.	0 marks
1	<p>A few points identified, or one point discussed in limited detail. The answer may be in the form of a list.</p> <p>Points made will be superficial/generic and not applied to the response of the Old McDonald Village to the opening of the new theme park.</p>	1-3 marks
2	<p>A range of points identified, or a few points discussed in some detail.</p> <p>Most points made will be applied and relevant to the response of the Old McDonald Village to the opening of the new theme park.</p>	4-6 marks
3	<p>Range of points discussed in depth.</p> <p>The majority of points made will be clearly applied and relevant to the response of the Old McDonald Village to the opening of the new theme park.</p>	7-8 marks

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Welsh Assembly Government

