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# Mark Scheme (Results) June 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: Cultural heritage D: Voluntary work	(2)

Question Number	Answer	Mark
1(a)(ii)	<ul style="list-style-type: none"> <li>• Visiting friends and relatives</li> </ul>	(1)

Question Number	Answer	Mark
1(a)(iii)	<ul style="list-style-type: none"> <li>• Conference(s)</li> </ul> <p><b>Accept misspellings</b></p>	(1)

Question Number	Answer	Mark
1(b)(i)	<p>Award <b>one</b> mark for any of the following, up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• Car hire/rental (1)</li> <li>• Travel insurance/insurance (1)</li> <li>• Event booking (1)</li> <li>• Product-comparison providers (1)</li> </ul> <p><b>Accept any other appropriate answers.</b></p>	(2)

Question Number	Answer	Mark
(b)(ii)	<p>Award <b>one</b> mark for any of the following:</p> <ul style="list-style-type: none"> <li>• Civil Aviation Authority/CAA (1)</li> <li>• Office of Rail Regulations/ORR (1)</li> <li>• Association of Independent Tour Operators/AITO (1)</li> <li>• UK Inbound (1)</li> <li>• ABTA (1)</li> </ul> <p><b>Accept any other appropriate answer</b></p>	(1)

Question Number	Answer	Mark
2 (a)(i)	B: Natural	(1)

Question Number	Answer	Mark
2 (a)(ii)	<p>Award <b>one</b> mark for any of the following, up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• Entertainment/fun (1)</li> <li>• Educate (1)</li> <li>• Recreation (1)</li> <li>• Hospitality (1)</li> <li>• Other visitor facilities (1)</li> </ul> <p><b>Accept any other appropriate answers.</b></p>	(2)

Question Number	Answer	Mark
2(b)(i)	<p>A: Reviews C: Virtual tours</p>	(2)

Question Number	Answer	Mark
2(b)(ii)	<p>Award <b>one</b> mark for any of the following advantages for Fantasy World, up to a maximum of <b>four</b> marks.</p> <ul style="list-style-type: none"> <li>• Reduces queues (1)</li> <li>• Convenient/easier for customers (1)</li> <li>• Accessible/available 24/7 (1)</li> <li>• Increases customer satisfaction/meets expectation (1)</li> <li>• Saves Fantasy World money/cost of printing (1)</li> <li>• Less staff needed at the ticket office (1)</li> <li>• Improved image (1)</li> <li>• Fantasy World can offer/promote discounts online (1)</li> <li>• Attract different target market/wider range of customers (1)</li> </ul> <p><b>Accept any other appropriate answers.</b></p>	(4)

Question Number	Answer	Mark
3	<p>Award <b>one</b> mark for the identification of a way and <b>one</b> additional mark for the explanation up to a maximum of <b>two</b> marks each.</p> <ul style="list-style-type: none"> <li>• Life jackets (1) so passengers can survive longer in the water (1)</li> <li>• Safety drills (1) so people know how to survive/what to do (1)</li> <li>• Lifeboats (1) to protect or evacuate passengers (1)</li> <li>• Hygiene restrictions/hand wash (1) to prevent the spread of contagious disease (1)</li> <li>• Security/health checks/X-ray at check in/before boarding (1) so no one is allowed on that is not a passenger/brings contagious virus onboard/dangerous items (1)</li> </ul> <p><b>Accept any other appropriate answers.</b></p>	(4)

Question Number	Answer	Mark
4	<p>Award <b>one</b> mark for a reason and <b>one</b> additional mark for the explanation, up to a maximum of <b>two</b> marks each.</p> <ul style="list-style-type: none"> <li>• In the outdoors/countryside (1) so healthy option for children (1)</li> <li>• Lots of space (1) so the children can run around and play (1)</li> <li>• Self-catering (1) so flexible eating times/food choices</li> <li>• Away from comforts of home/internet (1) so can have some downtime as a family together (1)</li> <li>• Can socialise with other children (1) so giving parent/s some free time (1)</li> <li>• Cheaper / more affordable compared to self-catering cottages or hotels (1) so that families can holiday for longer / and or have more family holidays (1)</li> </ul> <p><b>Accept any other appropriate answers.</b></p>	(4)

Question Number	Answer	Mark
5 (a)	<p>Award <b>one</b> mark for the identification of a disadvantage and <b>one</b> additional mark for the explanation, up to a maximum of <b>two</b> marks each.</p> <ul style="list-style-type: none"> <li>• Castle Tours will be restricted in the holidays and tours it provides (1) because the Chinese tourists will only want to go to the main attractions (1)</li> <li>• There will be increased costs (1) because Castle Tours will have to employ Chinese speaking guides/drivers (1)</li> <li>• May lose distinct identity of Castle Tours/change way of doing things/culture (1) as now part of a large inbound company (1)</li> <li>• May not work together effectively/larger organisation may be inflexible (1) and therefore miss opportunities for integration that could grow Castle Tours' business/increase profitability (1)</li> </ul> <p><b>Accept any other appropriate answers.</b></p>	(4)

Question Number	Answer	Mark
5 (b)	<p>Award <b>one</b> mark for any of the following, up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• Meet and greet/pick-ups (1)</li> <li>• Arrange transfers (1)</li> <li>• Theatre/show/entertainment/restaurant events booking (1)</li> <li>• Translators/leaflets in Chinese (1)</li> </ul> <p><b>Accept any other appropriate answers.</b></p>	(2)

Question Number	Answer	Mark
6(a)	Sweden <b>Accept mis-spellings</b>	(1)

Question Number	Answer	Mark
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Question Number	Answer	Mark
7	<p>Award <b>one</b> mark for the identification of a way and <b>one</b> additional mark for an appropriate explanation, up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• The hotel's free parking/access to the terminal/airport saves customers money/time (1) which means it encourages more people to book (1)</li> <li>• AirPlus Hotel can use the convenient airport location (1) in its promotions to business people to encourage more stays as they need to be on time/cannot risk missing their flights (1)</li> </ul> <p><b>Accept any other appropriate answers.</b></p>	(2)

Question Number	Answer	Mark
8	<p>Award <b>one</b> mark for the identification of each way and <b>one</b> mark for the appropriate explanation, up to a maximum of <b>two</b> marks each.</p> <ul style="list-style-type: none"> <li>• Promote traditional crafts/skills (1) so keeping them going for future generations (1)</li> <li>• By planting trees (1) this will keep the woods healthy for the future/protect habitats for other wildlife (1)</li> <li>• By educating visitors on the importance of woods (1) this will encourage more donations to support their work/may plant trees themselves (1)</li> <li>• The older volunteers can share/pass on their skills (1) to the younger ones to ensure they are not lost (1)</li> </ul> <p><b>Accept any other appropriate answers.</b></p>	(4)

Question Number	Answer	Mark
9	<p>Award <b>one</b> mark for the identification and <b>one</b> additional mark for an appropriate explanation, up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• With hotels in so many different locations (1) it means there will always be one nearby/lots of choice (1)</li> <li>• Standards/services have improved in budget hotels (1) so budget chains now offer good value for money (1)</li> <li>• Brand loyalty/repeat business (1) if customers have been satisfied they will return again/recommend Stay Inn to others (1)</li> </ul> <p><b>Accept any other appropriate answers.</b></p>	(4)



Question Number	Indicative content	Mark
10	<p>Responses may include the following:</p> <p><b>Benefits</b></p> <ul style="list-style-type: none"> <li>• May attract future visitors from overseas who see the event on TV</li> <li>• Multiplier effect – money circulates within the economy</li> <li>• Legacy event – Tour de Yorkshire building on success for future/sustainability</li> <li>• Growth in interest in cycling – opportunities for new businesses – cycle hire/cafes</li> <li>• Businesses on the route continue to use the TdF to promote themselves</li> <li>• Attracts investment from outside the area</li> </ul> <p><b>Disadvantages</b></p> <ul style="list-style-type: none"> <li>• Little direct employment created as they relied on volunteers</li> <li>• Some indirect employment likely in terms of the wider area – transport and accommodation</li> <li>• Time and money spent in preparation</li> <li>• Cost of policing the event and clearing up</li> <li>• Local councils already have limited budgets and would have had to spend money and may not have benefited directly</li> </ul>	(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. May not be applied/directly linked to the situation in the question e.g. significance of the event to the 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 advantages and disadvantages for most options 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. significance of the event to the economy. A conclusion may be present, but is likely to be implicit.
3 7-8 marks	Balanced response considering disadvantages and advantages of each option in some detail. The majority of points made will be relevant. A justified conclusion is produced which is well applied to the significance of the event to the economy.

Ofqual



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