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Examiners' Report/ Lead Examiner Feedback

June 2017

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

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

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Unit 7: Travel and Tourism Business Environments 21627

June 2017

Grade	Unclassified	Level 1 Pass	Level 2		
			Pass	Merit	Distinction
Boundary Mark	0	10	20	30	41

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 examination series.

General Comments

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

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

Learners found some difficulty with the terminology used within the examination although the same terminology is used within the specification, for example 'peak and off-peak'. Learners tended to relate peak and off-peak to seasonal times of year e.g. summer and winter.

Learners generally struggled with understanding the impact of exchange rates on visitor numbers.

Learners also struggled with the advantages of high unemployment rates on travel and tourism businesses.

Generally throughout the paper learners tend to focus on the customer rather than the business. This was evident across several questions within the paper which resulted in learners not achieving the full range of marks available.

Question 7 proved to be an engaging question for learners allowing them to demonstrate their knowledge and understanding of tour operators.

Feedback on specific questions

Q1 (a) Targeted Specification Area: A.3 Business Functions

This was a multiple choice question worth one mark. Learners were asked to identify one function of a human resource department. It was pleasing to see learners gaining the mark for correctly identifying training staff as a correct function of a human resource department.

This response was given 1 mark

(a) Identify **one** function of a human resources department.

(1)

- A Developing attractions
- B Managing customer requirements
- C Training staff
- D Updating booking systems

Q1 (b) Targeted Specification Area: A.3 Business Functions

This was a multiple choice question worth one mark. Learners were asked to identify one function of a finance and accounting department. It was pleasing to see that learners gained the mark for correctly identifying managing cash flow as a correct function of a finance and accounting department.

This response was given 1 markL

(b) Identify **one** function of a finance and accounting department.

(1)

- A Managing cash flow
- B Organising repairs
- C Brand development
- D Last minute advertising

Q1 (c) Targeted Specification Area: A.3 Business Functions

Learners were asked to state two ways an external service can do market research. Learners were able to gain one mark for survey/questionnaire. Few learners were able to gain the full two marks.

This response was given 2 marks:

Business organisations in travel and tourism also use external services and their functions. One external service is market research.

(c) State two ways an external service can do market research.

(2)

1 Questionnaires

2 Mystery shopper

This response was given 0 marks:

Business organisations in travel and tourism also use external services and their functions. One external service is market research.

(c) State two ways an external service can do market research.

(2)

1 Accounting

2 IT Consultancy

Q1 (d) Targeted Specification Area: A.3 Business Functions

A multiple response question worth two marks. Learners were asked to identify two other external services used by travel and tourism business organisations. The majority of learners gained one mark, with a high number of learners gaining the full two marks for correctly identifying 'advertising and promotion' and 'consultancy' as external services.

This response was given 2 marks:

(d) Identify **two** other external services used by travel and tourism business organisations.

(2)

- A Matrix structure
- B Advertising and promotion
- C Multi-national
- D Disposable income
- E Consultancy

This response was given 0 marks

(d) Identify **two** other external services used by travel and tourism business organisations.

(2)

- A Matrix structure
- B Advertising and promotion
- C Multi-national
- D Disposable income
- E Consultancy

Q2 (a) Targeted Specification Area: B.2 Products/Service Trends

This was a multiple choice question worth one mark. Learners were asked to identify tailor-made as a type of product. It was pleasing to see several learners gaining the mark for correctly identifying 'holiday' as the correct product.

This response was given 1 mark:

2 (a) Tailor-made is an example of what type of product?

(1)

- A Dream selling
- B Demographic
- C Holiday
- D Second homes

Q2 (b) Targeted Specification Area: B.2 Products/Service Trends

A multiple response question worth two marks. Learners were asked to identify two transport trends. The majority of learners gained two marks for correctly identifying 'rise in low cost airlines' and 'increase in number of cruises' as transport trends.

This response was given 2 marks:

(b) Identify **two** transport trends.

(2)

- A** Rise in low-cost airlines
- B** Fewer stag and hen parties
- C** Increase in number of cruises
- D** Increase in boutique hotels
- E** Decrease in self-catering holidays

Q2 (c) Targeted Specification Area: B.2 Products/Service Trends

This question was not positively by learners. Learners were asked to give one example of a demographic trend. Many learners identified the target market but did not link this to a trend. For example, empty nesters, rather than affluent empty nesters.

This response was given 0 marks:

The declining youth market is an example of a demographic trend.

(c) Give one other example of a **demographic** trend.

(1)

A demographic trend is like going on holiday when you are officially an adult.

This response was given 1 mark:

The declining youth market is an example of a demographic trend.

(c) Give one other example of a **demographic** trend.

(1)

Increasing in ageing population. self-conscious market.

Q2 (d) Targeted Specification Area: B.2 Products/Service Trends

This question was not particularly well answered. Learners were asked to describe what is meant by peak and off-peak. A number of candidates scored no marks. For those candidates that scored one mark, the most popular answer was 'peak is when it is very popular'. Few learners were able to score the full two marks available for this question.

This response was given 2 marks.

(d) Describe what is meant by **peak and off-peak**.

(2)

Peak is the season when companies are most popular. Off peak is the season when companies' products are least popular.

This response was given 2 marks:

(d) Describe what is meant by **peak and off-peak**.

(2)

Peak means when ~~at~~ something such as train times are at their ~~best~~ busiest so it's more expensive, which makes it become peak-times. Off peak is when something such as train times are not busy so it becomes cheaper, making it off peak times.

(Total for Question 2 = 6 marks)

Q3 (a) Targeted Specification Area: C.3 Response To New Opportunities/Threats- Bluetooth

This question was not answered well by a high number of learners. Learners were asked to outline two ways theme parks could use Bluetooth technology, with correct answers being communicating between staff, monitoring ride queue lengths, advertising and promotion. Incorrect answers included 'customers could send photos to each other'.

This response was given 2 marks:

3 Bluetooth technology is one example of a technological innovation.

(a) Outline two ways **theme parks** use Bluetooth technology.

(2)

- 1 giving the customers information about each ride. Times etc.
- 2 buying tickets or advertising offers

This response was given 0 marks:

3 Bluetooth technology is one example of a technological innovation.

(a) Outline two ways **theme parks** use Bluetooth technology.

(2)

- 1 ~~Holidays~~ stay. It saves time and also you
- 2 can use it anywhere.

Q3 (b) Targeted Specification Area: C.3 Response To New Opportunities/Threats- Bluetooth

This question was well answered with a high number of learners scoring at least one mark. Learners were asked to state two technological innovations. Popular answers were e-ticketing and mobile apps.

This response was given 2 marks:

(b) State two **technological innovations** used by travel and tourism businesses, other than Bluetooth technology.

(2)

- 1 Apps through mobile phones e.g. text chat
- 2 Social media e.g. Facebook.

This response was given 0 marks

(b) State two **technological innovations** used by travel and tourism businesses, other than Bluetooth technology.

(2)

- 1 TV adverts
- 2 download the app on the phone.

Q3 (c) Targeted Specification Area: C.1 Why Businesses Respond To New Opportunities

Learners were asked to explain why travel and tourism businesses change and respond to opportunities provided by technological developments. A high number of learners were able to score at least one mark. Few learners could correctly explain two reasons scoring the available four marks.

This response was given 2 marks:

- (4)
1. Because it makes people get more attracted and more technology developments increase profit as more people can book through online and receive a E-ticket to their email.
 2. Increase in market profit, Booking on a app or online is better and time consuming than waiting for a certain amount of time and you could get discounts.

This response was given 4 marks:

- (4)
1. To attract new customers as IT systems allow information to be shared publicly thus creating profitability.
 2. To stay up to date with competitors and promote their business further thus increasing shareholder benefits.

Q4 (a) Targeted Specification Area: C.2 Opportunities And Threats To Business- Government

This question was not well answered. Some learners scored one mark and very few were able to score the full two marks that were available. Learners were asked to outline two reasons why a government would fund travel and tourism promotional material. It seemed learners focused on the financial gain rather than the increased tourism.

This response was given 2 marks:

- 4 One type of government intervention is the funding of promotional material.

One reason why a government would fund travel and tourism promotional material is to attract more visitors.

- (a) Outline two **other** reasons why a government would fund travel and tourism promotional material.

(2)

- 1 To increase the amount of money that is raised and make the countries economy better
- 2 Raise more awareness of the place and spread the word about its facilities.

This response was given 0-marks:

- 4 One type of government intervention is the funding of promotional material.

One reason why a government would fund travel and tourism promotional material is to attract more visitors.

- (a) Outline two **other** reasons why a government would fund travel and tourism promotional material.

(2)

- 1 To make their businesses larger because to ^{re}uses busines.
- 2 To make more money because to prove different promotional material.

Q4 (b) Targeted Specification Area: C.2 Opportunities And Threats To Business- Government

Learners were asked to explain one way transport providers can respond to decreasing fuel prices. A high number of learners did not score the available one mark. A high number of learners were not able to score a mark, while few learners were able to score the full two marks.

This response was given 1 mark:

(2)

They ~~could~~ will have more passengers
~~so~~ which will make them make
money because if fuel price is cheap people
tickets will be more cheaper.

This response was given 2 marks:

(b) Explain one way **transport providers** can respond to **decreasing** fuel prices.

(2)

By paying for fuel in bulk so buying
a lot at one time to save money.

Q4 (c) Targeted Specification Area: C.2 Opportunities And Threats To Business- Government

This question was not well answered. A high number of candidates scored 0 marks. For those candidates that scored one mark, the most popular answer was 'reduced congestion on the roads'. Very few learners were able to score the full four marks available for this question.

This response was given 2 marks:

(4)

1. For example, taxi drivers will have an opportunity of making money because once someone has got to the station from a different station, they may need a lift to their destination.
2. There may be more people being employed as taxi drivers. There are 4 places (London, Birmingham, Manchester & Leeds) that will need drivers to take customers to where they want to go.

This response was given 3 marks:

(4)

1. They can drop their prices a wee bit so that they won't be losing and customers and could gain more so won't be losing money.
2. There will be less people driving so transport providers on the road will be able to go faster ~~the~~ which will get them more customers.

Q5 (a)**Targeted Specification Area: B.1 Economic Trends**

This question was answered to a high standard with a high number of learners gaining the full two marks. Learners were asked to identify two trends from the data provided in the table.

This response was given 2 marks:

- (2)
1. there has been an increase of 12% in the total trips that were made.
 2. there has been an increase of 18% in the total nights spend.

Q5 (b)**Targeted Specification Area: B.1 Economic Trends**

Learners could explain one way a decrease in visitor spend would affect travel and tourism businesses for this question- thus leading to few learners getting full marks for this question. It is clear that the majority of learners misread visitor spend for visitor numbers leading to answers such as less money due to less people visiting.

This response was given 1 mark:

(2)

loss of profit, have to make loads of discounts and promotion in order to get back up and do better yearly.

This response was given 2 marks:

(2)

there business will be getting less income so they won't be able to invest so much

Q5 (ci)**Targeted Specification Area: B.1 Economic Trends**

For this question few learners could explain one way currency exchange rates can impact on visitor numbers, responses tended to focus more on the rates themselves- and as a result few learners achieved full marks.

This response was given mark:

(2)

There would be a lot of people going to South Africa from the UK because they could get more for less. The rate of their money is decreasing.

This response was given 2 marks:

(2)

~~It~~ the currency exchange rate would impact the UK visitor numbers because it has increased decreased so UK vis^{there} would be more UK visitors going out there as they would get more for there money.

Q5 (cii)**Targeted Specification Area: B.1 Economic Trends**

This question was not answered positively by learners as a high number of learners did not get any marks for their responses. Learners needed to provide responses that focused on how local business could benefit from a high unemployment rate through flexible contracts and more competitive pay rates. For the candidates who scored one mark the most popular answer was 'greater choice of personnel'. Few learners were able to score the full four marks available for this question.

This response was given 2 marks:

- (4)
- 1 It means that there are loads of jobs to apply for if someone wanted to go and live here
 - 2 It means businesses can offer lower wages as there is so many unemployed people

This response was given 3 marks:

- (4)
- 1 People would want to work for minimum wage.
 - 2 Lots of people want to work so, this would be easy for companies to recruit staff.

Q6

Targeted Specification Area: C.1 New Opportunities

Learners were asked to explain one disadvantage for airline managers introducing a luggage transfer and hot showers and hairdressing services (one disadvantage for each service). A high number of learners were able to score one or two marks, few learners were able to score the available four marks.

This response was given 2 marks:

Luggage transfer system

Even though people would have to pay for this system they will not be making much of a profit as they would have to employ or pay for drivers to drop the luggage off.

Hot showers and hairdressing services

This will also cost a lot of money to install showers and repair them and will have to employ people to do hair dressing.

The learner has provided two separate valid disadvantages but with no explanation in either response.

First valid disadvantage; set up cost, one mark. Second disadvantage; cost of employing staff.

This response was given 4 marks:

Explain one **disadvantage** for **airline managers** of introducing each of the business travel services.

Luggage transfer system

PEOPLES luggage may get lost -
this would be bad for the
reputation and customers lose trust
and ask for their money back.

Hot showers and hairdressing services

not could not be popular, but
costly to run, therefore the
airlines are wasting money as
no-one uses their product services.

The learner has provided a valid disadvantage and explanation in the first response; by identifying lost luggage leading to damaged reputation, two marks awarded.

In the second response, the learner has provided a valid disadvantage and explanation by identifying that the service may not be popular/lack of need and therefore not used, two marks.

Q7 Targeted Specification Area: C.1/C.2/C.3 Opportunities and Threats

This question allowed learners to demonstrate their knowledge and understanding of how a tour operator could respond to a business threat of losing some of its existing customers.

Learners generally understood the scenario and were able to understand the business threat to Greek Unique.

Some learners tended to identify ways Greek Unique could respond to the threat of losing existing customers. These learners struggled to discuss any points in depth and by not evaluating their responses they limited their marks.

Several learners discussed Greek Unique offering new destinations, different accommodation choices, attracting new customers and introducing loyalty schemes.

Some learners were able to recognise that Greek Unique could develop an online presence, enhance the company image, form a partnership with other operators and offer different types of holiday packages such as city breaks, rural/countryside holidays and cruising.

The response was given between 1-3 marks at L1. The learner has identified a few points but has been unable to discuss them in detail.

Discuss how **Greek Unique** should respond to the **threat** of losing some of its existing customers.

(8)

They could introduce some new ideas eg: going to greece for a good deal yet experiencing other cultures / countries ways such as Hawaiian restaurants etc..

This company could offer boat rides to other islands from ~~greece~~ Greece, this way customers experience more, and the business gain more customers/money.

Greek unique should do country deals eg: going to greece for 2 days then another country for 4, this way customers are kept happy

and also the company still keeps its reputation for ~~bee~~ specialising in Greece.

This response was given between 4-6 marks at L2 . The learner has identified a range of points and discussed some in detail.

Discuss how **Greek Unique** should respond to the **threat** of losing some of its existing customers.

..(8)

Greek Unique should offer more holidays to different countries so they have a variety of places to choose from, but ~~is~~ because the tour operator provides Greek Island package holidays and it's called Greek ~~Island~~^{Unique}, they can offer other countries that are like Greek Island, for example countries around them, countries who speak the same language as them ~~and more~~ and more. They should also more activities for families to do altogether as it might get boring always seeing the same activities.

They can do a loyalty scheme, and give out discounts to those customers who always book with Greek Unique, this way it could encourage the customer to come back for more and to stay loyal.

They should advertise the products and services they offer on TV, put up displays and also have a website to inform new customers about what you offer and encourage them to find out more about the holidays. More customers finding out ~~the~~ Greek Unique means they could also tell their friends and family about it which would increase the customers coming in.

This response was given between 7-8 marks at L3. The learner has discussed a range of points in depth, which are clearly linked to Greek Unique and the threat of losing some of its existing customers.

Discuss how **Greek Unique** should respond to the **threat** of losing some of its existing customers.

(8)

Greek Unique should reply to this threat by saying for starters we specialise on Greek island packages therefore the Greek island theme has always and will always stand. Also existing ~~the~~ customer should understand that over the past 10 years they have actually expanded ~~its~~ holiday provision to five other greek islands offering a range of self catering for families. However the Greek Unique should consider thinking about offering All-inclusive hotels for the families that don't want to walk about or take ^{me} bus or taxi to find a restaurant. Also ~~if~~ if their are children that want an ice-lollie or drink they can do it themselves with the wrist band provided by the Hotel.

Also another suggestion could be that they open up to a range of family entertainment hotels. By getting these hotels in packages families can now play and relax at the same time, meaning kids go to the entertainer and parents can ~~relax~~ ^{the entertainer is a man} relax until ~~the entertainer~~.

However one last suggestion I have would be to also open up to not just beach resorts but maybe find some hotels through the centre of the island therefore customers that don't exactly like the beach ^{area} and just want to go to the ^{can do so} main area of restaurants and shops. ~~are~~ Also markets are normally found more in land than around the coast. More things to do.

Therefore I believe Greek Unique could keep its existing customers if they open up to more hotels throughout the different islands.

Summary

Based on their performance of this paper, learners should:

- Know the language and all the content terms within the unit specification and be prepared to be tested on them in the examination.
- 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.

Grade Boundaries

Grade Boundaries Unit	Max Mark	D	M	P	L1 P	U
21627 - Travel and Tourism Business Environments	50	41	30	20	10	0

External assessment

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