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Mark Scheme (Results)

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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General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- All marks on the mark scheme should be used appropriately.
- All marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if a candidate's response is not worthy of credit according to the mark scheme.
- Where some judgment is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt about applying the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed-out work should be marked UNLESS the candidate has replaced it with an alternative response.
- Phonetic spelling should be accepted.

Travel and Tourism Unit 7 June 2017

Question Number	Answer	Mark
1(a)	C: Training staff	1

Question Number	Answer	Mark
1(b)	A: Managing cash flow	1

Question Number	Answer	Mark
1(c)	Award up to two marks for any of the following: <ul style="list-style-type: none">• Survey/ questionnaire/customer feedback• Mystery shopper• Focus group• Analysis of relevant data Accept any other valid response.	2

Question Number	Answer	Mark
1(d)	B: Advertising and promotion E: Consultancy	2

Question Number	Answer	Mark
2(a)	C: Holiday	1

Question Number	Answer	Mark
2(b)	A: Rise in low-cost airlines C: Increase in number of cruises	2

Question Number	Answer	Mark
2(c)	Award one mark for any of the following: <ul style="list-style-type: none"> • Increasingly ageing population • Cost conscious family market • Affluent empty nesters <p>Accept any other valid response.</p>	1

Question Number	Answer	Mark
2(d)	Award two marks for any of the following: <ul style="list-style-type: none"> • Peak is when customers travel at busy time/when demand is high (1) and will be charged more (1) • Off Peak is when customers travel at quieter times (1) and are charged reduced fares. (1) <p>Accept any other valid response.</p> <p>Do Not accept 2 identifications which are the opposite point of view.</p>	2

Question Number	Answer	Mark
3(a)	<p>Award up to two marks for any of the following:</p> <ul style="list-style-type: none"> • Advertising rides products or services • Communication (hands free) between staff • Monitoring Ride queue length/ ride data collection <p>Accept any other valid response.</p>	2

Question Number	Answer	Mark
3(b)	<p>Award two marks for any of the following:</p> <ul style="list-style-type: none"> • e-marketing • Tablets • Electronic and mobile ticketing • Mobile apps • ubiquitous computing systems • Radio-frequency identification (RFID) <p>Accept any other valid response.</p>	2

Question Number	Answer	Mark
3(c)	<p>Award one mark for the identification and one additional mark for the appropriate expansion, up to a maximum of four marks.</p> <ul style="list-style-type: none"> • Can create new products (1) which may increase demand/ more customers (1) • To reduce operating costs (1) which will increase their profits (1) • Meeting customer expectations/ improve image (1) to satisfy customer need to use technology (1) • Remain competitive (1) to maintain or increase market share (1) <p>Accept any other valid response.</p>	4

Question Number	Answer	Mark
4(a)	Award up to two marks for any of the following: <ul style="list-style-type: none"> • To generate revenue / boost the economy/GDP (1) • To raise awareness of tourism products/offering (1) • To support travel and tourism businesses/ agencies • Encourage cultural exchange (1) • To create employment opportunities (1) Accept any other valid response.	2

Question Number	Answer	Mark
4(b)	Award one mark for identification of response and one additional mark for appropriate expansion/explanation, up to a maximum of two marks. <ul style="list-style-type: none"> • Reduce prices (1) to keep/ gain market share (1) • Reinvest savings in the business (1) to improve products/services/facilities (1) • Increase profit margin (1) which will increase dividends for shareholders(1) Accept any other valid response.	2

Question Number	Answer	Mark
4(c)	<p>Award one mark for identification of opportunity and one additional mark for appropriate expansion/explanation, up to a maximum of four marks.</p> <ul style="list-style-type: none"> • Other transport operators will offer deals/reduce prices (1) to retain existing customer and attract new ones. (1) • Congestion may be relieved on motorways (1) so coach operators may be able to offer quicker journey times (1) • Ferry operators/Airlines may be able to offer more integrated travel solutions (1) as passengers may be able to access the HS2 from ferry/airport gateways (1) <p>Accept any other valid response. Do not award twice for the same expansion point.</p>	4

Question Number	Answer	Mark
5(a)	<p>Award up to two marks for any of the following:</p> <ul style="list-style-type: none"> • Total night stays have increased (1) • Number of trips has increased (1) • Reason for visits - Holiday has increased (1) • Reason for visits - VFR has increased (1) • Reason for visits -Business travel has increased (1) • Reason for visits -Other travel has increased (1) <p>Accept any other valid response. Do not accept data figures alone. Do not accept total visitor spend.</p>	2

Question Number	Answer	Mark
5(b)	<p>Award one mark for the identification and one additional mark for the appropriate expansion, up to a maximum of four marks.</p> <ul style="list-style-type: none"> • Increased promotional activity/deals/ discounts (1) because of more competition for customers (1) 	2

	<ul style="list-style-type: none"> Reducing opening times, reduce workforce (1) because they may need to reduce costs/save money/less income (1) <p>Accept any other valid response.</p>	
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Question Number	Answer	Mark
5(c)(i)	<p>Award one mark for the identification and one additional mark for the appropriate expansion, up to a maximum of two marks.</p> <ul style="list-style-type: none"> There would be more UK visitors going (1) because they will be able to get more Rand for their pounds/ It will be cheaper for them when they are on holiday.(1) The trend means the South African Rand (ZAR) is getting weaker than the Great British Pound (GBP) (1) so it offers good value/ increasing demand (1) <p>Accept any other valid response.</p>	2

Question Number	Answer	Mark
5(c)(ii)	<p>Award one mark for the identification of advantage and one additional mark for the appropriate expansion/explanation, up to a maximum of four marks.</p> <ul style="list-style-type: none"> Costs of labour can be reduced (1) as there is a lot of competition for available jobs (1) Can introduce flexible contracts (1) as people will work whenever the business requires them (1) Greater choice of personnel (1) so vacant job are filled rapidly(1) <p>Accept any other valid response.</p>	4

Question Number	Answer	Mark
6	<p>Award one mark for the identification and one additional mark for the appropriate expansion, up to a maximum of four marks.</p> <p>Luggage transfer service</p> <ul style="list-style-type: none"> • Expensive initial set up cost(1) which may not be recouped if not successful (1) • Lack of control over standard of service/lost luggage by other company(1)which could lead to increase to customer complaints/ damaged reputation (1) <p>Hot showers and hairdressing services</p> <ul style="list-style-type: none"> • Lack of need for service at departure (1) which will lead to service not be used/profitable (1) • Cost of Employing/ Training Staff (1) which may not be recouped if not successful (1) • Only available at larger lounges (1) customers may expect this at all airports and may move to another company (1) <p>Accept any other valid response.</p>	4

Question Number	Indicative content	Mark
7	<p>Responses may include the following.</p> <p><u>Attracting new customers</u></p> <ul style="list-style-type: none"> • Attract new customers as they are aware of customer turnover. • Enhance the company Image to attract new customers <p><u>Retaining existing customers</u></p> <ul style="list-style-type: none"> • Complete market research to identify customer needs • Offer holidays to alternative destinations • Offering cultural tours/breaks in Greece 	8

	<p><u>Products and Services</u></p> <ul style="list-style-type: none"> • Targets new markets – honeymoons/wedding/cruises • Offer new accommodation choices not only self-catering. • Develop as a specialist activities operator • Introduce loyalty schemes • Create a partnership with another specialist tour operator. • Develop online presence. <p>Accept any other valid response.</p>	
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Level	Descriptor	
0	No rewardable material.	0 marks
1	A few key points identified, or one point discussed in some detail. The answer is likely to be in the form of a list. Only one viewpoint may be considered. Points made will be superficial/generic and not applied/directly linked to Greek Unique.	1-3 marks
2	Few key points discussed. Consideration of more than one viewpoint but there will be more emphasis on one of them. Most points made will be relevant to Greek Unique but the link will not always be clear.	4-6 marks
3	Range of points discussed. The answer is well-balanced. The majority of points made will be relevant and there will be a clear link to Greek Unique.	7-8 marks

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Ofqual



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Welsh Assembly Government

