



Mark Scheme (Results) January 2018

BTEC Level 1/Level 2 Firsts in Travel
and Tourism

Unit 1: The UK Travel and Tourism
Sector (21474E)

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Jan 2018

Publications Code 21417_1801_MS

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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.

Question Number	Answer	Mark
1(a)	A Short break B Special event	(2)

Question Number	Answer	Mark
1(b)	A Reduces waste C Protects culture	(2)

Total for Question 1 = 4 marks

Question Number	Answer	Mark
2(a)	Award one mark for <ul style="list-style-type: none"> • 2015 	(1)

Question Number	Answer	Mark
2(b)	C 10,463	(1)

Question Number	Answer	Mark
2(c)	A 2011	(1)

Question Number	Answer	Mark
2(d)	B 2012	(1)

Total for Question 2 = 4 marks

Question Number	Answer	Mark
3(a)(i)	<p>Award one mark for any of the following, up to a maximum of two marks</p> <ul style="list-style-type: none"> • Memberships • Donations/legacies • Grants • Money from sale of products/food/drink • Charge for services/parking/events/activities <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
3(a)(ii)	<p>Award one mark for any of the following, up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Educate/inform • Promote a good cause/raise awareness • Provide a service/product <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
3(b)	<p>Award one mark for the identification of a disadvantage and one additional mark for the explanation, up to a maximum of two marks each.</p> <ul style="list-style-type: none"> • Need expert help to install/repair (1) so will cost money that could be used in the reserve instead (1) • SBT may have limited funds (1) and members may complain of misuse of money (1) • This technology is old fashioned/out of date/not wanted (1) so won't help attract younger generations (1) • Does not provide social interaction/Q&A (1) so may not meet needs of visitors (1) • It may spoil the peace and quiet/atmosphere (1) so put people off going (1) • Could be safety risk (1) if people are not paying attention they could have an accident (1) <p>Accept any other appropriate answer.</p>	(4)

Total for Question 3 = 8 ma

Question Number	Answer	Mark
4(a)	<p>Award one mark for any of the following, up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Brochure (1) • Guide/Guidebook (1) • Map (1) • Timetable (1) • Fliers/handouts (1) <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
4(b)	<p>Award one mark for any of the following.</p> <ul style="list-style-type: none"> • Inbound (1) • Inbound tourism/tourists (1) • Incoming (1) • Incoming tourism/tourists (1) <p>Accept variations and misspellings.</p>	(1)

Question Number	Answer	Mark
4(c)	<p>Award one mark for any of the following, up to a maximum of two marks:</p> <ul style="list-style-type: none"> • Easier for Chinese/foreign language speakers to read in own language/can understand (1) • Less risk of errors being made on bookings (1) • Feel more welcome/positive towards destination/catering for their needs (1) • Increased confidence can do in-depth search (1) <p>Accept any other appropriate answer.</p>	(2)

Total for Question 4 =5 marks

Question Number	Answer	Mark
5(a)	<p>Award one mark for any of the following.</p> <ul style="list-style-type: none"> • Information and advice (1) • Hospitality – food and drink (1) • Entertainment – Wi-Fi (1) <p>Accept any other appropriate answer including examples.</p>	(1)

Question Number	Answer	Mark
5(b)	<p>Award one mark for any of the following, up to a maximum of four marks.</p> <ul style="list-style-type: none"> • Emergency windows (1) • Alarms/Emergency brakes (1) • Train guards/Conductor/Security/Staff (1) • Safety information in carriages (1) • Safety announcements (1) • Ticket barriers (1) • Locks on carriage doors/doors locked whilst moving (1) • Trained/Qualified drivers (1) • Alcohol ban/Police presence for high profile events (1) • Inspections/Maintenance/Meet Regulations (1) <p>Accept any other appropriate answer including examples.</p>	(4)

Question Number	Answer	Mark
5(c)	<p>Award one mark for the identification of advantage and one additional mark for the explanation, up to a maximum of two marks each.</p> <ul style="list-style-type: none"> • Will have access to GoFerry's customer details (1) so they can market to Northern European customers/greater variety of customers (1) • Offers customers an integrated travel solution/convenient (1) so more likely to travel by fastrail from Hull (1) • GoFerry will promote FastRail (1) and this will attract more customers (1) <p>Accept any other appropriate answer.</p>	(4)

Total for Question 5 = 9 marks

Question Number	Answer	Mark
6(a)	<p>Award one mark for any of the following, up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Have to cook meals (1) • Will need to go shopping (1) • Will need to wash up/clean/make beds (1) • Less social interaction (1) • Will cost money to buy food/eat out (1) <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
6(b)	<p>Award one mark for the identification of a reason and one additional mark for the explanation, up to two marks each. Credit services offered by hotel unlikely to be offered by B&B.</p> <ul style="list-style-type: none"> • Known brand/good reputation (1) so will feel safe/get good service/high standards (1) • 24 hr reception (1) this reassures Mary safety/help at hand if needed (1) • More likely to be centrally located (1) so she can easily travel/get transport to her meeting/clients (1) • Room service/restaurant/leisure facilities (1) so Mary does not need to leave her room/hotel to find somewhere to eat at night/can get some rest (1) • Wi-Fi/business facilities available (1) so Mary can work/deliver her presentation/meet clients (1) • Likely to be a choice of room types (1) so she can get an executive room/to meet her needs (1) <p>Accept any other appropriate answer.</p>	(4)

Total for Question 6= 6 marks

Question Number	Answer	Mark
7(a)	<p>Award one mark for the identification of the disadvantage and one additional mark for the explanation.</p> <ul style="list-style-type: none"> • Travel agent may have limited choices (1) so holiday may not meet their specific needs (1) • Travel agent tied to specific providers/partnerships (1) so holiday may be more expensive (1) • Travel agent will charge fee/commission (1) so this will increase the price (1) • Booking in January with travel agent could cost them more money (1) as they may miss out on any last minute online savings (1) <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
7(b)	<p>Award one mark for the identification of the advantage and one additional mark for the explanation, up to two marks each.</p> <ul style="list-style-type: none"> • Greater choice of/better vehicle type (1) because they are booking in advance/less likely to have been booked (1) • Saves time (1) as the car will be there ready for them at the airport/only staying a few days. (1) • More convenient (1) because there are no language barriers (1) • More trustworthy/protection (1) because if there are any problems the agent can help sort them/they will be insured (1) • Often will get a cheaper deal (1) because its part of their package holiday/will charge more at the airport/in Madrid/booked in advance (1) • Vehicle will be roadworthy/better protected in an accident (1) because of regulations covering package holidays (1) <p>Accept any other appropriate answer.</p>	(4)

Total for Question 7 =6 marks

Question Number	Indicative content	Mark
8	<p>Responses may include the following:</p> <p>Possible negative effects -</p> <ul style="list-style-type: none"> • Will cost millions of pounds to build and this money could be better spent elsewhere • There will be delays and uncertainty for potential investors, businesses who need increased capacity/access to new markets • It will take time to build, and cause disruption at the airport and reduced services so may put people off flying to the UK as this is main hub and GDP may decrease • Economy in the local area may suffer due to travel disruption/congestion • Cost of compensation/relocating people whose houses may need to be demolished <p>Possible positive effects -</p> <ul style="list-style-type: none"> • Will create jobs at the airport during construction and when completed leading to economic multiplier effect in the area • Increased airport capacity will increase income for the government through air passenger duty taxes, which will improve GDP • More international visitors means more foreign currency, benefitting the UK economy • UK will be more competitive for trade and travel with new destinations • UK will be more attractive for businesses and tourists with improved services 	(8)

Level	Descriptor	Marks
0	No rewardable material.	0
1	A few points identified, or one point discussed in some detail. The answer is likely to be in the form of a list. Only one viewpoint considered. Points made will be superficial/generic and not applied/directly linked to the situation in the question, i.e. effects of building a third runway at London Heathrow on the UK economy.	1-3
2	Some points identified, or a few points discussed. Consideration of more than one viewpoint but there may be more emphasis on one of them. Most points	4-6

	made will be applied and relevant to the situation in the question, i.e. effects of building a third runway at London Heathrow on the UK economy.	
3	Range of points discussed, or a few points discussed in depth with clear application. The majority of points made will be applied and relevant to the situation in the question, i.e. effects of building a third runway at London Heathrow on the UK economy.	7-8

Total Question 8 = 8 marks



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