

Mark Scheme (Standardised)

January 2018

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.

BTEC Next Generation Mark Scheme Template

Travel and Tourism Unit 7 Pre-standardisation Version January 2018

Question Number	Answer	Mark
1a	Award one mark for any of the following, up to a maximum of one mark. <ul style="list-style-type: none">• Rise in low cost airlines (1)• Cruising (1)• Low cost coach / low cost travel (1) Accept any other appropriate answers.	1

Question Number	Answer	Mark
1b	D: Peak	1

Question Number	Answer	Mark
1c	Award a maximum of one mark for any of the following: <ul style="list-style-type: none">• Social media (1)• Wireless products and services (1) Accept any other appropriate answers including examples.	1

Question Number	Answer	Mark
1d	Award a maximum of one mark for any of the following: <ul style="list-style-type: none">• Employment rates (1)• Disposable income (1)• Spend per visitor (1) Accept any other appropriate answers.	1

Question Number	Answer	Mark
2a	B: Partnership E: Franchise	2

Question Number	Answer	Mark
2b	<p>Award one mark for each advantage up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Negotiate/Receive discounts as bulk buyers (1) • Access to more funds (1) • Access to more resources (1) • More resilient to peak/off-peak seasons/cost/change (1) • Wider skill set amongst staff (1) <p>Accept any other appropriate answers.</p>	2

Question Number	Answer	Mark
2c	B: Matrix	1

Question Number	Answer	Mark
2d	<p>Award one mark for identification of a disadvantage and one mark for explanation, up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Top down management (1) so staff become demotivated (1) • Senior managers removed from operations (1) so they are less effective (1) • Staff are focused on one area (1) so do not get a broad understanding of the business (1) • Lots of departments/management layers (1) can cause communication breakdown/ take longer make decisions/ respond to changes (1) <p>Accept any other appropriate answers.</p>	2

Question Number	Answer	Mark
2e (i)	<p>Award one mark for each function, up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Pricing strategies (1) • New destinations(1) • New attractions (1) • Seasonal promotions/offerings (1) <p>Accept any other appropriate answers.</p>	2

Question Number	Answer	Mark
2e (ii)	<p>Award one mark for each advantage, up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Maintain customer loyalty (1) • Improve/maintain reputation (1) • Gain feedback (1) • Handling complaints (1) <p>Accept any other appropriate answers.</p>	2

Question Number	Answer	Mark
2f	<p>Award one mark for each external service, up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Advertising and promotion (1) • Market research (1) • Consultancy services (1) • Accounting/Administration (1) • Online services (1) <p>Accept any other appropriate answers.</p>	2

Question Number	Answer	Mark
3a (i)	<p>Award one mark for the product/service and one mark for the description, up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Family-themed cruises (1) where accommodation, food and entertainment are included in one price (1) • Camping holidays (1) families can bring their own tent/food (1) <p>Accept any other appropriate answers.</p>	2

Question Number	Answer	Mark
3a (ii)	<p>Award one mark for any of the following, up to a maximum of one mark.</p> <ul style="list-style-type: none"> • Increasingly ageing population (1) • Declining youth market (1) • Affluent empty-nesters (1) <p>Accept any other appropriate answers.</p>	1

Question Number	Answer	Mark
3b	<p>Award one mark for the product/service and one mark for the extended description, up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Themed tours based on film/TV/book (1) to visit locations made famous (1) • Celebrity endorsement of activity/destination (1) e.g. Marbella and TOWIE (1) <p>Accept any other appropriate answers.</p>	2

Question Number	Answer	Mark
4a	A: 2000	1

Question Number	Answer	Mark
4b	2015	1

Question Number	Answer	Mark
5	<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"> • Develop new products and services (1) which consider sustainable needs of the destination (1) • Increase customer awareness (1) of local cultures at destinations (1) • Implement community initiatives (1) to raise money/support local communities (1) <p>Accept any other appropriate answers.</p>	4

Question Number	Answer	Mark
6	<p>Award one mark for the identification of a way and one additional mark for a linked explanation of how this response will help maintain profitability, up to a maximum of two marks each.</p> <ul style="list-style-type: none"> • Renegotiate/Change suppliers (1) to cut external costs to maintain service (1) • Reduce quality/size/range of food/ bulk buy (1) to get more for its money (1) • Introduce pre-booking for onboard meals (1) to reduce waste/optimize ordering from supplier (1) • Increase the length of journey before serving hot food (1) this will reduce the amount of meals served overall (1) • Charge for additional items such as drinks (1) to subsidize free food (1) <p>Accept any other appropriate answers.</p>	4

Question Number	Answer	Mark
7	<p>Award one mark for the identification of a threat and one additional mark for a linked explanation, up to a maximum of two marks each.</p> <ul style="list-style-type: none"> • Tour operators may find it more difficult to sell all-inclusive holidays (1) as they are not considered to be sustainable (1) • Customers may not want to pay any extra for their holiday (1) meaning that tour operators may see a reduction in bookings to the Balearics (1) • Sales techniques/pricing/marketing could no longer be effective (1) leading to tour operators needing to spend money on new promotional material (1) <p>Accept any other appropriate answers.</p>	4

Question Number	Answer	Mark
8a	<p>Award one mark for the identification of a way and one additional mark for an explanation, up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Promotes loyalty scheme (1) so customers build up points/discounts/offers to use within the hotel chain (1) • Offers a personalised service (1) so that customers can make special requests/preferences- quiet room/late check-out/dietary requirements (1) • Gathers customer feedback/data/profile (1) which allows Vardo to respond to promptly to customer needs/develop new products and services (1) <p>Accept any other appropriate answers.</p>	2

Question Number	Answer	Mark
8b	<p>Award one mark for the identification of a disadvantage and one additional mark for a linked explanation, up to a maximum of two marks each.</p> <ul style="list-style-type: none"> • Risk/uncertainty to the reputation/Brand of Vardo (1) because of the association with a budget brand (1) • No experience in the budget market (1) so Vardo may not know how to manage this operation effectively (1) • Customer expectation will be high (1) which will be difficult to achieve with budget hotel facilities (1) • Different operations/culture/management (1) may reduce customer satisfaction <p>Accept any other appropriate answers.</p>	4

Question Number	Indicative content	Mark
9	<p>Responses may include the following.</p> <ul style="list-style-type: none"> • Opportunities for networking with other exhibitors at the event • Advertising opportunities to 50,000 visitors • Monitor competition as businesses can view the stands of their competitors' products and services • Collect data/customer details for future marketing campaigns • New customers provide an opportunity for business growth • Build business relations with other exhibitors, e.g. transport providers with tour operators • Promote brand awareness and launch new products and services • Host city/businesses receives an increase in sales/revenue from overnight stays and secondary spend • Host city/businesses may receive increased publicity from the event and attendees 	8
Level	Descriptor	
Level	Descriptor	
0 0 marks	No rewardable material.	
1 1-3 marks	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. business opportunities this event could provide for UK travel and tourism businesses.	
2 4-6 marks	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 made will be applied and relevant to the situation in the question, i.e. business opportunities this event could provide for UK travel and tourism businesses.	
3 7-8 marks	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. business opportunities this event could provide for UK travel and tourism businesses.	

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