

Mark Scheme- Results

June 2018

BTEC Level 1/Level 2 Firsts in Travel
and Tourism

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

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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 - Domestic	(1)

Question Number	Answer	Mark
1(b)	<p>Award one mark for either of the following:</p> <ul style="list-style-type: none"> • Someone travelling from somewhere in the UK to an overseas destination/abroad • Leeds to Paris <p>Accept any other appropriate answer, including examples.</p>	(1)

Question Number	Answer	Mark
1(c)	<p>Award one mark for any of the following, up to a maximum of three marks:</p> <ul style="list-style-type: none"> • Adventure • Education • Health • Cultural/cultural heritage • Dark tourism • Voluntary work • Conservation • Eco-tourism 	(3)

Question Number	Answer	Mark
1(d)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Electronic/mobile ticketing/e-tickets/m-tickets • Mobile apps/communication of information/comparison • Social media • Email • Text • Self service check in <p>Accept any other appropriate answer. Do not award marks website, virtual tour, booking option and review pages.</p>	(1)

Total for Question 1 = 6 marks

Question Number	Answer	Mark
2(a)	D – 2.192	(1)

Question Number	Answer	Mark
2(b)	A – 1,056	(1)

Question Number	Answer	Mark
2(c)	Award one mark for any of the following - <ul style="list-style-type: none">• North East• Northeast• North East of England• North Eastern England Accept variations and misspellings.	(1)

Question Number	Answer	Mark
2(d)	Award one mark for any of the following <ul style="list-style-type: none">• 61%• 61• 61 per cent Accept variations and misspellings.	(1)

Total for Question 2 = 4 marks

Question Number	Answer	Mark
3(a)	A - Airport parking	(1)

Question Number	Answer	Mark
3(b)	<p>Award one mark for any of the following, up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Not tied to the big multiples/large chain/company • Local area/only one or two branches • Heavy reliance on loyal customers • Often family owned <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
3(c)	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Offer financial/consumer protection • Provide arbitration service • help if something goes wrong/in a crisis • Expert advice • Code of conduct/ deal with complaints <p>Accept any other appropriate answer.</p>	(2)

Total for Question 3 = 5 marks

Question Number	Answer	Mark
4	<p>Award one mark for the identification of a way to increase profits and one additional mark for the explanation, up to a maximum of two marks each.</p> <ul style="list-style-type: none"> • Charge more (1) as there is high demand (1) • Offer matinees (1) as they are often sold out there is demand for more screenings (1) • Offer private hire for parties/themed events (1) as they are closed during the day (1) • Form a film club (1) and charge for membership (1) • Offer breakfast screenings/club for children (1) as they will be future customers (1) <p>Accept any other appropriate answer.</p>	(4)

Total for Question 4= 4 marks

Question Number	Answer	Mark
5(a)	Award one mark for any of the following: <ul style="list-style-type: none"> • A reward scheme for employees • Free holiday/trips for employees • Free luxury/exclusive/unique trips to reward staff <p>Accept any other appropriate answer.</p>	(1)

Question Number	Answer	Mark
5(b)	Award one mark for the identification of the way and one additional mark for the explanation, up to two marks each. <ul style="list-style-type: none"> • Delegates will spend money on indirect products/services (1) as they will need transport/food/entertainment during their stay (1) • Creates jobs (1) therefore benefiting the local economy through staff wages. (1) • Increases direct employment (1) as more staff may be needed in the hotels being used by delegates (1) • Increases indirect employment/work for taxis/shops/laundries/pubs (1) as delegates may need transport/food and other services (1) • Increases tourism spend (1) as delegates won't be at the conference the whole time and may spend money in Birmingham/accommodation/restaurants (1) <p>Accept any other appropriate answer.</p>	(4)

Question Number	Answer	Mark
5(c)	<p>Award one mark for either of the following:</p> <ul style="list-style-type: none"> • Meetings • Events <p>Accept misspellings.</p>	(1)

Total for Question 5 = 6 marks

Question Number	Answer	Mark
6(a)	B - Conwy Castle	(1)

Question Number	Answer	Mark
6(b)	<p>Award one mark for any of the following, up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Information • Interpretation • Tours/Guides • Educational talks • Rides • Exhibits • Souvenirs <p>Accept any other appropriate answer. Do not credit hospitality and caterin.</p>	(2)

Question Number	Answer	Mark
6(c)(i)	<p>Award one mark for any of the following, up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Encourage guests to reuse towels • Energy saving light bulbs • Taps/Lights that turn off automatically • Turn electrical appliances off when not in use <p>Accept any other appropriate answer. Do not credit alternative/renewable energy sources.</p>	(2)

Question Number	Answer	Mark
6(c)(ii)	<p>Award one mark for any of the following, up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Only order what is needed • Source supplies with recyclable packaging/paper • Compost waste • Reduce portion size <p>Accept any other appropriate answer.</p>	(2)

Total for Question 6 = 7 marks

Question Number	Answer	Mark
7(a)(i)	<p>Award one mark for the identification of the reason and one additional mark for the explanation, up to two marks each.</p> <ul style="list-style-type: none"> • The new corporate group/Sunventure may not accept bookings in person/ some people may prefer to book in person/face to face (1) so existing customers will complain/book elsewhere (1) • Staff may not be as knowledgeable/specialist (1) so cannot give the right advice to customers (1) • Will be more customers and may not be able to cope/not have enough staff (1) so calls unanswered leaving customer dissatisfied (1) • Sunventure Travel may be more sales/profit focused (1) so staff may not have time to meet customer needs/may be less interested in customer care. (1) • Individual needs may not be met (1) as the call centre staff will be unlikely to build a rapport. (1) <p>Accept any other appropriate answer.</p>	(4)

Question Number	Answer	Mark
7(a)(ii)	<p>Award one mark for the identification of the disadvantage and one additional mark for the explanation.</p> <ul style="list-style-type: none"> • Staff redundancies (1) as may close CJ Coaches offices (1) • Reduced staff morale (1) because of uncertainty/threat of redundancy (1) • Loss of control/change in culture, no longer family run (1) will have to do what Sunventure Travel says (1) <p>Accept any other appropriate answer. Do not credit responses relating to loss of personalised customer care- this is given.</p>	(2)

Question Number	Answer	Mark
7(b)	<p>Award one mark for the identification of the disadvantage and one additional mark for the explanation, up to two marks each.</p> <ul style="list-style-type: none"> • Need to have someone employed to respond to reviews/watch it constantly/set up (1) costs money and time (1) • Already getting complaints (1) this may encourage more (1) • May get false reviews (1) if employees have lost their job due to the merger (1) • People who have had bad customer care will write a negative review (1) this could put people off using Sunventure (1) <p>Accept any other appropriate answer. Do not credit explanations about lose customers/lose profit.</p>	(4)

Total for Question 7 = 10 marks

Question Number	Indicative content	Mark
8	<p>Responses may include the following:</p> <p>Option 1 - air <u>Advantages</u> Quick – more time skiing Direct flights convenient <u>Disadvantages</u> Disruption with flights susceptible to bad weather Coach transfer is quite lengthy Will be charged for bulky ski equipment/luggage</p> <p>Option 2 - rail <u>Advantages</u> Direct train from London Could be quite sociable if many skiers onboard Trains tend to be quite reliable in winter Will be able to walk around/eat on train <u>Disadvantages</u> Changing stations will be difficult with skis/luggage If any delays could miss the Eurostar/stressful Over 12 hours travelling – one-week holiday</p> <p>Option 3 – road and ferry <u>Advantages</u> Can walk around on ferry, relax more Can take as much luggage as they want Free to stop and explore as they wish <u>Disadvantages</u> Risk if bad weather that the ferry may be cancelled Driving in a foreign country, may get lost Problems with strike/disruption around the ferry terminal Could be costly in terms of fuel Will be tired skiing and driving there Rough seas in February so may get seasick</p>	(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 and may not be applied/directly linked to the situation in the question, i.e. suitability for Jane and Aleksy's ski holiday. 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 different 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, i.e. suitability for Jane and Aleksy's ski holiday. A conclusion may be present, but is likely to be implicit.
3 7 – 8 marks	Balanced response considering disadvantages and advantages of the options in some detail. The majority of points made will be relevant. A justified conclusion is produced that is well applied to the suitability for Jane and Aleksy.

Total Question 8 = 8 marks

Total Paper 50 marks

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