



# Mark Scheme- Results

June 2018

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.
- There is no ceiling on achievement. 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 Travel and Tourism Unit 7 Mark Scheme

Question Number	Answer	Mark
1a	Award <b>one</b> mark for: <ul style="list-style-type: none"> <li>• Hierarchical</li> <li>• Matrix</li> </ul> <b>Accept variations and misspellings.</b>	1

Question Number	Answer	Mark
1b	A: Micro-enterprise	1

Question Number	Answer	Mark
1c	B: Regional	1

Question Number	Answer	Mark
1d	A: Decrease in competition  D: Increase in customer demand	2

Question Number	Answer	Mark
1e	Award <b>one</b> mark for each of the following, up to a maximum of <b>two</b> marks. <ul style="list-style-type: none"> <li>• Easy to establish (1)</li> <li>• Increased access to funds (1)</li> <li>• Wider/share range of knowledge and skills/ideas (1)</li> <li>• Limited liability (1)</li> <li>• Shared debt/responsibility/workload (1)</li> </ul> <b>Accept any other appropriate answers.</b>	2

Question Number	Answer	Mark
1f	<p>Award <b>one</b> mark for each department, up to a maximum of <b>one</b> mark for each department.</p> <p><b>IT</b></p> <ul style="list-style-type: none"> <li>• Booking systems (1)</li> <li>• Data protection (1)</li> <li>• Technical support (1)</li> </ul> <p><b>Finance and accounting</b></p> <ul style="list-style-type: none"> <li>• Seasonal cash flow (1)</li> <li>• Financial accounts (1)</li> <li>• Financial records (1)</li> </ul> <p><b>HR</b></p> <ul style="list-style-type: none"> <li>• Training staff (1)</li> <li>• Recruiting staff (1)</li> <li>• Staff wellbeing/welfare</li> <li>• Managing staff/policies (1)</li> </ul> <p><b>Accept any other appropriate answers.</b></p>	3

Question Number	Answer	Mark
2a	<p>Rufford Abbey &amp; Country Park</p> <p><b>Accept variations and misspellings.</b></p>	1

Question Number	Answer	Mark
2b	<p>Leicester Cathedral</p> <p><b>Accept variations and misspellings.</b></p>	1

Question Number	Answer	Mark
2c	<p>Award <b>one</b> mark for any of the following up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• Fewer people will have money for day trips (1)</li> <li>• Demand will decrease (1)</li> <li>• Bigger pool of employees to recruit from (1)</li> <li>• Attractions may have to reduce their entry fees/develop better value products (1)</li> </ul> <p><b>Accept any other appropriate answers.</b></p>	2

Question Number	Answer	Mark
2d	<p>Award <b>one</b> mark for any of the following, up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• Bigger/faster rides/attractions (1)</li> <li>• Facilities to suit all age groups/needs (1)</li> <li>• More facilities e.g. hotels/swimming pools/spas (1)</li> <li>• Themed areas of the park (1)</li> <li>• Franchise food outlets (1)</li> </ul> <p><b>Accept any other appropriate answers.</b></p>	2

Question Number	Answer	Mark
3a	<p>Demographic</p> <p><b>Accept misspellings.</b></p>	1

Question Number	Answer	Mark
3b	2010	1

Question Number	Answer	Mark
3c	<ul style="list-style-type: none"> <li>• 700,000</li> <li>• 700 thousand</li> <li>• 700</li> </ul> <p><b>Accept all variations of the number of visitors.</b></p>	1

Question Number	Answer	Mark
3d	<p>Award <b>one</b> mark for any of the following, up to a maximum of <b>two</b> marks.</p> <p>Themed events :</p> <ul style="list-style-type: none"> <li>• Visitor attraction holds firework display evenings/illuminations/Santa's grotto/winter wonderland (1)</li> <li>• Christmas lights switch on party (1)</li> <li>• Hold winter/Dickensian Festival in popular villages/resorts (1)</li> <li>• Have Christmas Markets/ice rink/shopping trips (1)</li> </ul> <p>Promotions/special offers :</p> <ul style="list-style-type: none"> <li>• Airlines offer reduced fares for travel in Winter/November-April (1)</li> <li>• Hotels offer deals for short/romantic breaks in February (1)</li> <li>• Spa/ health/wellbeing breaks in January (1)</li> </ul> <p><b>Accept any other appropriate answers related to the season November to April.</b></p>	2

Question Number	Answer	Mark
4a	B: Extreme weather	1

Question Number	Answer	Mark
4b	<p>Award <b>one</b> mark for identification of a way and <b>one</b> additional mark for a linked explanation, up to a maximum of <b>two</b> marks for each way.</p> <ul style="list-style-type: none"> <li>• Develop/promote new products/services linked to dark tourism (1) as some tourists want to visit locations of extreme natural events (1).</li> <li>• Businesses develop volunteering trips/aid relief work packages (1) to attract responsible tourists who want to help (1)</li> <li>• Rebuild hotels/attractions/memorials/infrastructure (1) to attract tourists back /to educate and remember(1)</li> <li>• Link with national and regional travel companies/tourist board (1) to raise the profile of the area (1).</li> </ul> <p><b>Accept any other appropriate answers.</b></p>	4

Question Number	Answer	Mark
5	<p>Award <b>one</b> mark for identification of a way and <b>one</b> additional mark for a linked explanation, up to a maximum of <b>two</b> marks each.</p> <ul style="list-style-type: none"> <li>• Establish partnerships with local accommodation/car hire providers (1) to create flexibility/personalised holidays (1)</li> <li>• Increase range of accommodation/group accommodation/self-catering (1) allowing customers a wider choice (1)</li> <li>• More activities/tours/transport options (1) to cater for a variety of budgets/needs/interests (1)</li> <li>• Offer a wider range of destinations (1) which provide opportunities for multi-centre/exploration/niche market (1)</li> </ul> <p><b>Accept any other appropriate answers.</b></p>	4



Question Number	Answer	Mark
6 (a)	<p>Award <b>one</b> mark for identification of a reason and <b>one</b> additional mark for a linked explanation, up to a maximum of <b>two</b> marks each.</p> <ul style="list-style-type: none"> <li>• Respond to increasing popularity in nature-based holidays/offer greater customer choice (1) to get more customers/profit/keep existing customers (1)</li> <li>• Increase market share (1) to help make the business more robust (1).</li> <li>• Diversifying to a new market/ (1) to reduce reliance/over reliance on one type of market (1)</li> <li>• Creating Dream Country minimises business risk (1) as can be closed down if unsuccessful/sell off if profitable (1)</li> <li>• Decline in city breaks (1) as people looking for safer destinations/avoid crowds/big events in cities (1)</li> </ul> <p><b>Accept any other appropriate answers.</b></p>	4

Question Number	Answer	Mark
6 (b)	<p>Award <b>one</b> mark for a valid example and <b>one</b> additional mark for a description:</p> <ul style="list-style-type: none"> <li>• Jet2 Airlines created Jet2 Holidays (1) this is an airline that became a vertically integrated organisation (1)</li> <li>• TUI and Thomas Cook (1) this a tour operator owning a travel agent (1)</li> </ul>	2

	<ul style="list-style-type: none"> <li>• When two or more organisations at different levels on the chain of distribution/airline and tour operator (1) either merge/created to form one organisation (1)</li> </ul> <p><b>Accept any other appropriate answers.</b></p>	
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Question Number	Answer	Mark
7 (a)	<p>Award <b>one</b> mark for identification of a use of social media applied to Savannah Air and <b>one</b> mark for a linked explanation, up to a maximum of <b>two</b> marks each.</p> <ul style="list-style-type: none"> <li>• Use social media to raise awareness of special offers and deals/ marketing campaign (1) to undercut the competition/ expand target markets/competitive edge (1)</li> <li>• Use social media/Twitter for rapid customer care (1) to improve satisfaction rates/manage complaints (1)</li> <li>• Use social media/Facebook page to attract followers (1) increasing levels of brand recognition/loyalty/build relationships (1)</li> </ul> <p><b>Accept any other appropriate answers.</b></p>	4

	<b>Do not accept examples of social media without expansion.</b>	
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<b>Question Number</b>	<b>Answer</b>	<b>Mark</b>
7 (b)	<p>Award <b>one</b> mark for identification of a way and <b>one</b> mark for a linked explanation, up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• Savannah Air could buy its fuel in advance/bulk (1) to protect itself from currency fluctuations (1)</li> <li>• If value of the pound goes down against the dollar the airline can pass on the extra cost to passengers (1) so they do not lose any money (1)</li> <li>• Savannah Air can replace its fleet with more fuel efficient aircraft (1) to reduce fuel consumption to save money (1)</li> </ul> <p><b>Accept any other appropriate answers.</b></p>	2

<b>Question Number</b>	<b>Indicative content</b>	<b>Mark</b>
8	<p><b>Responses may include the following.</b></p> <ul style="list-style-type: none"> <li>• Attract more/different types of customer</li> <li>• Increased awareness/publicity/appeal</li> <li>• Establishments will refurbish to attract visitors</li> <li>• Developing new products and services, e.g. bike hire</li> <li>• TICs benefit – more facilities/opening/guided tours</li> <li>• May increase accommodation offer</li> <li>• Increased visitor spend in shops/cafes/restaurants</li> <li>• Increased visitor numbers at local attractions</li> <li>• Business expansion – recruit more people</li> <li>• Attracts investment from outside the area</li> <li>• Local businesses/cafes may not benefit due to national chains moving in</li> </ul>	8

	<b>Accept any other valid response.</b>	
<b>Level</b>	<b>Descriptor</b>	
0 0 marks	No rewardable material	
1 1-3 marks	A few key points identified, <b>or</b> 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 effects on travel and tourism businesses in seaside resorts from the investment in infrastructure.	
2 4-6 marks	Few key points discussed. Consideration of more than one viewpoint but there will be more emphasis on one of them. The answer may be unbalanced. Most points made will be relevant to effects on travel and tourism businesses in seaside resorts from the investment in infrastructure, but the link will not always be clear.	
3 7-8 marks	Range of points discussed. The answer is well-balanced, giving weight to all viewpoints. The majority of points made will be relevant and there will be a clear link to effects on travel and tourism businesses in seaside resorts from the investment in infrastructure.	

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Ofqual  




Llywodraeth Cynulliad Cymru  
Welsh Assembly Government

