



Mark Scheme (Results)

January 2019

BTEC Level 1/Level 2 Firsts in Travel
and Tourism

Unit 1: The UK Travel and Tourism
Sector

BTEC Qualifications from Pearson

BTEC qualifications from Pearson, the world's leading learning company. We provide a wide range of qualifications including academic, vocational, occupational and specific programmes for employers. For further information visit our qualifications websites at www.btec.co.uk for our BTEC qualifications.

Pearson: helping people progress, everywhere

Our aim is to help everyone progress in their lives through education. We believe in every kind of learning, for all kinds of people, wherever they are in the world. We've been involved in education for over 150 years, and by working across 70 countries, in 100 languages, we have built an international reputation for our commitment to high standards and raising achievement through innovation in education. Find out more about how we can help you and your students at: www.pearson.com/uk

January 2019

Publications Code 21474E_1901_MS

All the material in this publication is copyright

© Pearson Education Ltd 2019

Question Number	Answer	Mark
1(a)	B – dark tourism D - health	2

Question Number	Answer	Mark
1(b)(i)	B – a student from Spain visiting London C - a group from China visiting Northern Ireland	2

Question Number	Answer	Mark
1(b)(ii)	Award one mark for: <ul style="list-style-type: none"> • Travelling within your own country • Taking holidays in your own country <p>Accept any other appropriate answer.</p>	1

Question Number	Answer	Mark
1(c)	Award one mark for any of the following: <ul style="list-style-type: none"> • Meeting (1) • Conference (1) • Event (1) • Incentive (1) <p>Accept any other appropriate answer.</p>	1

Question Number	Answer	Mark
1(d)	Award one mark for any of the following: <ul style="list-style-type: none"> • Natural (1) • Heritage/historical/cultural (1) • Purpose-built/human made/manmade/built (1) <p>Accept any other appropriate answer.</p>	1

Total for Question 1 = 7 marks

Question Number	Answer	Mark
2(a)	Award one mark for: <ul style="list-style-type: none"> 71.17m /71.17 million/7117/71.17 (1) Accept variations.	1

Question Number	Answer	Mark
2(b)	Award one mark for: <ul style="list-style-type: none"> Holidays of 1 to 3 nights (1) Accept variations and misspellings.	1

Question Number	Answer	Mark
2(c)	Award one mark for: <ul style="list-style-type: none"> Guest house/B&B (1) Guest house (1) B&B (1) Accept variations and misspellings.	1

Question Number	Answer	Mark
2(d)	Award one mark for: <ul style="list-style-type: none"> 36.91 million/36.91m/3691/36.91 (1) Accept variations.	1

Total for Question 2 = 4 marks

Question Number	Answer	Mark
3(a)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Regulation(1) • Protection (1) • Liaison with government (1) • Represents members (1) • Handle complaints/arbitrate (1) • Sets standards/code of conduct (1) <p>Accept any other appropriate answer.</p>	1

Question Number	Answer	Mark
3(b)	<p>Award one mark for the following:</p> <ul style="list-style-type: none"> • Independent <p>Accept variations/misspellings.</p>	1

Question Number	Answer	Mark
3(c)	<p>Award one mark for any of the following advantages of having travel insurance:</p> <ul style="list-style-type: none"> • Claim costs of lost/stolen goods (1) • Financial protection (1) • Claim costs of meals/flights/accommodation if flights delayed (1) • Pay medical bills/hospital treatment (1) <p>Accept any other appropriate answer.</p>	1

Question Number	Answer	Mark
3(d)	A - Private	1

Total for Question 3 = 4 marks

Question Number	Answer	Mark
4(a)	<p>Award one mark for any of the following up to a maximum of four marks.</p> <ul style="list-style-type: none"> • CCTV (1) • Seat belts (1) • Breaks/Limited driver hours/two drivers (1) • Emergency exits/doors/window (1) • Safety information/announcement/notice (1) • Qualified drivers (1) • Regular maintenance/checks on vehicles (1) • Stick to speed limit (1) • Limited passenger numbers (1) • Fire extinguishers (1) • first aid kit (1) • Safe storage of luggage/compartment (1) • hammer to break glass (1) <p>Accept any other appropriate answer.</p>	4

Question Number	Answer	Mark
4(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"> • Price includes everything (1) so helps if on a budget/no extra costs (1) • Transport included (1) means they can still see the sights even if they cannot drive (1) • Travelling in a group (1) so single people will have the chance to meet others (1) • More convenient/don't have to worry (1) about parking/driving/making all arrangements/picked up locally (1) • Reassurance/standards (1) as StyleTravel will have used trusted accommodation/transport (1) <p>Accept any other appropriate answer.</p>	4

Question Number	Answer	Mark
4(c)	<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"> • Widen the customer base (1) may attract new types of customer interested in history (1) • Can offer year round holidays/more options/variety (1) people won't want to go 	4

	<p>to the seaside in winter but may go on a cultural break (1)</p> <ul style="list-style-type: none"> • Shared resources/customer database (1) saves StyleTravel advertising costs/expenses (1) • Improved reputation/awareness (1) as can be promoted on the National Heritage website/brochure (1) <p>Accept any other appropriate answer.</p>	
--	---	--

Total for Question 4 = 12 marks

Question Number	Answer	Mark
5(a)	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Give information/advice/directions (1) • Make recommendations (1) • Help with bookings (1) • Help guests with luggage (1) • Meet and greet/open doors (1) • Organise transport/taxis (1) <p>Accept any other appropriate answer.</p>	2

Question Number	Answer	Mark
5(b)(i)	D – Touchscreen display	1

Question Number	Answer	Mark
5(b)(ii)	<p>Award one mark for any of the following advantage for a hotel up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Guests can book 24/7 / anytime, anywhere (1) • Collect customer details for promotions (1) • Can reduce prices/offer special deals quickly (1) • Customers expect this service/everyone uses the internet (1) • Less staff may be needed (1) • Can help maintain competitive edge (1) <p>Accept any other appropriate answer.</p>	2

Question Number	Answer	Mark
-----------------	--------	------

5(b)(iii)	<p>Award one mark for identification of a disadvantage for the hotel and one mark for an explanation up to a maximum of two marks each.</p> <ul style="list-style-type: none"> • Virtual tour does not reflect all/current/new/updated/refurbished facilities (1) so customers may be disappointed (1) • Virtual tour cannot be easily updated in-house (1) so expensive/difficult to keep updated (1) • Does not accurately reflect the hotel facilities (1) leading to misrepresentation/false information/legal challenge/refunds (1) <p>Accept any other appropriate answer.</p>	4
-----------	---	---

Total for Question 5 = 9 marks

Question Number	Answer	Mark
6	<p>Award one mark for the identification of an impact and one additional mark for the explanation up to a maximum of two marks each.</p> <ul style="list-style-type: none"> • Creates more sustainable economy (1) as visitors coming all year round/future visitors (1) • Attracts repeat business (1) because people visiting an event may go back in future/holiday there (1) • Creates employment opportunities/reduces seasonal unemployment (1) with more visitors to look after/increased visitors (1) • Creates economic multiplier effect (1) as money is kept within the local economy (1) • Farmers gain an extra form of income (1) to help support the farming activities (1) • Raises awareness of destination (1) so this will attract more visitors in future (1) <p>Accept any other appropriate answer.</p>	6

Total for Question 6 = 6 marks

Question Number	Indicative content	Mark
7	<p>Responses <u>MAY</u> include the following:</p> <p>Travel agency</p> <p><u>Advantages</u></p> <ul style="list-style-type: none"> • Reassurance that the couple are protected financially – likely to be expensive • Travel agency will make all the arrangements so more convenient, less likely to make mistakes – complex booking/less stressful • If anything goes wrong travel agency can help/professional/expertise • Travel agency will use specialist tour operator who are experts at making such arrangements • Travel agency can quickly access the most suitable flights • Travel agency can offer extra services such as transport to the departure airport/transfers <p><u>Disadvantages</u></p> <ul style="list-style-type: none"> • May not feel as personal as 'packaged' • May cost more • May have less choice <p>Independent Booking</p> <p><u>Advantages</u></p> <ul style="list-style-type: none"> • Can choose exactly what they want • May save money as no commission to agency • Friends and relatives can make their own arrangements • Access to customer reviews <p><u>Disadvantages</u></p> <ul style="list-style-type: none"> • Time-consuming searching online • May make mistakes or forget something • Need to research what they need to get married • May not be as well protected if something goes wrong – airline, delays, natural disaster 	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 the couple/wedding/honeymoon. 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 both options but likely to be more emphasis on one option/advantages/disadvantages than the other. Most points made will be relevant to the situation in the question, i.e. suitability for the couple/wedding/honeymoon. 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 the couple/wedding/honeymoon.	

Total Question 7 = 8 marks

For more information on Edexcel qualifications, please visit our website
www.edexcel.com

Pearson Education Limited. Registered company number 872828
with its registered office at Edinburgh Gate, Harlow, Essex CM20 2JE

Ofqual



Llywodraeth Cynulliad Cymru
Welsh Assembly Government

