



# Mark Scheme (Results)

January 2019

BTEC Level 1/Level 2 Firsts in  
Travel and Tourism

Unit 7: Travel and Tourism Business  
Environments

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Question Number	Answer	Mark
1a	A: Local	1

Question Number	Answer	Mark
1b	<p>Award <b>one</b> mark for any of the following:</p> <ul style="list-style-type: none"> <li>• Small and medium enterprise/SME/Small and Medium/Small and Medium business</li> <li>• Large business/Large enterprise/Large</li> </ul> <p><b>Accept misspellings and variations.</b>  <b>Do not accept micro enterprise (0).</b>  <b>Do not accept 'small'</b>  <b>Do not accept 'medium'</b></p>	1

Question Number	Answer	Mark
1c	C: Matrix E: Hierarchical	2

Question Number	Answer	Mark
1d	<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>• Communication is quicker (1)</li> <li>• Senior management are more informed/aware (1)</li> <li>• Quick to respond/make changes (1)</li> <li>• Increased flexibility (1)</li> <li>• Fewer layers/levels (1)</li> </ul> <p><b>Accept any other appropriate answers.</b></p>	2

Question Number	Answer	Mark
1e	<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>• Limited liability (1)</li> <li>• Money available from shareholders (1)</li> <li>• More control over who owns/sells shares (1)</li> <li>• Can set up with only two shareholders (1)</li> </ul> <p><b>Accept any other appropriate answers.</b></p>	2

Question Number	Answer	Mark
1f	B: Franchise	1

**Total for Question 1 = 9 marks**

<b>Question Number</b>	<b>Answer</b>	<b>Mark</b>
2a	<p>Award <b>one</b> mark for each example up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"><li>• Advertising/promotion (1)</li><li>• Accounting (1)</li><li>• Administration (1)</li><li>• Online services (1)</li></ul> <p><b>Accept any other appropriate answer. Do not accept market research or consultancy services (0).</b></p>	2

<b>Question Number</b>	<b>Answer</b>	<b>Mark</b>
2b	<p>Award <b>one</b> mark for any of the following:</p> <ul style="list-style-type: none"><li>• Brand development (1)</li><li>• Public relations (1)</li><li>• Help improve performance/achieve goals (1)</li><li>• Offer solutions (1)</li></ul> <p><b>Accept any other appropriate answer.</b></p>	1

<b>Question Number</b>	<b>Answer</b>	<b>Mark</b>
2c	<p>Award <b>one</b> mark for any of the following:</p> <ul style="list-style-type: none"><li>• Impartial/impartiality(1)</li><li>• Expertise/knowledge (1)</li></ul> <p><b>Accept any other appropriate answer.</b></p>	1

**Total for Question 2 = 4 marks**

Question Number	Answer	Mark
3ai	C: 2015	1

Question Number	Answer	Mark
3aii	B: 1.2	1

Question Number	Answer	Mark
3b	<p>Award <b>one</b> mark for identification of impact and <b>one</b> additional mark for a linked explanation.</p> <ul style="list-style-type: none"> <li>• Inbound tourism increases (1) as UK is a more affordable destination (1)</li> <li>• Domestic tourism increases/outbound tourism decreases (1) as other destinations become more expensive/less affordable (1)</li> </ul> <p><b>Accept any other appropriate answer.</b></p>	2

Question Number	Answer	Mark
3c	<p>Award <b>one</b> mark for any of the following:</p> <ul style="list-style-type: none"> <li>• Employment rates/changing levels of employment/unemployment (1)</li> <li>• Disposable income (1)</li> <li>• Spend per visitor/visitor spend (1)</li> </ul> <p><b>Accept any other appropriate answer. Do not accept currency exchange rate fluctuation (0).</b></p>	1

**Total for Question 3 = 5 marks**

Question Number	Answer	Mark
4a	<p>Award <b>one</b> mark for any of the following:</p> <ul style="list-style-type: none"> <li>• When one business purchases another business (1)</li> <li>• When one business gains control over another business (1)</li> <li>• Acquiring a majority/controlling interest in a business (1)</li> <li>• Purchasing shares to gain control of a business (1)</li> </ul> <p><b>Accept any other appropriate answer. Do not accept 'takeover' in the definition.</b></p>	1

Question Number	Answer	Mark
4b	<p>Award a maximum of <b>one</b> mark for any of the following:</p> <ul style="list-style-type: none"> <li>• Create/new subsidiary company (1)</li> <li>• Mergers (1)</li> <li>• Vertical/horizontal/integration (1)</li> <li>• New/change department (1)</li> <li>• Staff redundancies (staffing structure) (1)</li> </ul> <p><b>Accept any other appropriate answer. Do not accept takeover (0).</b></p>	1

Question Number	Answer	Mark
4c	<p>Award <b>one</b> mark for identifying the reason, and <b>one</b> additional mark for expansion.</p> <ul style="list-style-type: none"> <li>• Fewer products/holidays/nights sold (1) will lead to decrease in profits (1)</li> <li>• Reduced demand for product/holidays/nights (1) may need to reduce prices to sell/break even (1)</li> <li>• May need to rebrand/review/add new product/service (1) this will cost money (1)</li> </ul> <p><b>Accept any other appropriate answers.</b></p>	2

**Total Question 4 = 4 marks**

Question Number	Answer	Mark
5a	<p>Award <b>one</b> mark for any of the following:</p> <ul style="list-style-type: none"> <li>• A holiday put together to suit a customer's requirements/needs (1)</li> <li>• A holiday specially designed for one particular person (1)</li> <li>• Bespoke holiday (1)</li> </ul> <p><b>Accept any other appropriate answer.</b></p>	1

Question Number	Answer	Mark
5b	<p>Award <b>one</b> mark for the identification of a reason and <b>one</b> additional mark for a linked explanation.</p> <ul style="list-style-type: none"> <li>• They will want luxury/exclusive (1) as anniversary is only once a year (1)</li> <li>• Special occasion/celebration willing to spend more money (1) as it's only two nights makes it more affordable (1)</li> <li>• Likely to offer more intimate/personal experience (1) so they will feel special (1)</li> </ul> <p><b>Accept any other appropriate answers.</b></p>	2

Question Number	Answer	Mark
5c	<p>Award <b>one</b> mark for the identification of a way and <b>one</b> additional mark for a linked explanation.</p> <ul style="list-style-type: none"> <li>• More secure (1) as less likely to lose compared to paper tickets (1)</li> <li>• More convenient (1) as people have their smartphones with them all the time (1)</li> <li>• Meets expectations (1) as more people use technology (1)</li> </ul> <p><b>Accept any other appropriate answers.</b></p>	2

**Total for Question 5 = 5 marks**

Question Number	Answer	Mark
6a	A: British Museum	1

Question Number	Answer	Mark
6b	<p>Award <b>one</b> mark for the identification of a way and <b>one</b> additional mark for the appropriate explanation to a maximum of <b>four</b> marks.</p> <ul style="list-style-type: none"> <li>• Use mystery shoppers to investigate quality of products/services (1) to identify any staff training needs to enhance customer experience (1)</li> <li>• Carry out customer surveys/questionnaires to find out customer likes/dislikes (1) they can change/make improvements (1)</li> <li>• Analyse visitor data so they can identify current target market/develop visitor profile (1) to inform future promotional/marketing campaigns (1)</li> <li>• Monitor/research competitor activity (1) to help develop new products/inform decision making/identify new trends (1)</li> <li>• Gather customer contact details (1) to keep visitors informed of special events/new exhibits (1)</li> </ul> <p><b>Accept any other appropriate answer. DO NOT accept 'do a survey' without purpose</b></p>	4

Question Number	Answer	Mark
6c	<p>Award <b>one</b> mark for the identification of a way and <b>one</b> additional mark for the appropriate explanation up to a maximum of <b>two</b> marks each.</p> <ul style="list-style-type: none"> <li>• Employ more casual staff/temporary contracts in the summer (1) as they will not have enough permanent staff to help if they are busy (1)</li> <li>• Extend opening hours in summer (1) so that high volume of visitors more managed/make more money (1)</li> <li>• Introduce special events/indoor activities during the off peak/low season/winter months (1) to encourage more visits/give new reason to visit (1)</li> <li>• Offer school/group discounts for the half term holidays (1) to encourage more visits/bookings (1)</li> </ul>	4



	<ul style="list-style-type: none"> <li>• Reduce opening hours/staffing in winter (1) so that do not waste money/resources (1)</li> </ul> <p><b>Accept any other appropriate answer.</b></p>	
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**Total for Question 6 = 9 marks**

<b>Question Number</b>	<b>Answer</b>	<b>Mark</b>
7	<p>Award <b>one</b> mark for the identification of a way and <b>one</b> additional mark for a linked explanation.</p> <ul style="list-style-type: none"> <li>• Creates an increased interest in an area (1) which leads to development of guided tours/coach trips/events (1)</li> <li>• Increases demand for local merchandise (1) so gift shops/restaurants develop products/menus linked to the show/series (1)</li> <li>• Raises awareness of less well-known locations (1) leading to development of holiday packages/short breaks/new businesses (1)</li> <li>• Connections with the characters/actors (1) can lead to featured properties being available as holiday lets (1)</li> </ul> <p><b>Accept any other appropriate answer.</b></p>	2

**Total for Question 7 = 2 marks**



Question Number	Answer	Mark
8	<p>Award <b>one</b> mark for the identification of a way and <b>one</b> additional mark for a linked explanation to a maximum of <b>two</b> marks each.</p> <ul style="list-style-type: none"> <li>• Use energy efficient lighting/key cards/appliances (1) to reduce energy consumption (1)</li> <li>• Not washing towels daily (1) to reduce detergents getting into the water system (1)</li> <li>• Source food locally for meals within the hotel (1) reduce air/transport fuel pollution/carbon footprint (1)</li> <li>• Ban on controversial products/ingredients/use natural/organic (1) to influence change (1)</li> <li>• Change to sustainable energy sources (1) to reduce use of fossil fuels (1)</li> <li>• Reduce reliance on single-use plastics/find alternatives (1) to stop ocean pollution/landfill waste (1)</li> <li>• Use a pool cover (1) save energy and water evaporation (1)</li> <li>• Cook food to order/offer smaller portions (1) to use less cooking fuels/energy/reduce emissions/better use of food supplies (1)</li> </ul> <p><b>Accept any other appropriate answer.</b></p>	4

**Total for Question 8 = 4 marks**

Question Number	Indicative content	Mark
9	<p>Responses may include the following.</p> <ul style="list-style-type: none"> <li>• Visitor attractions/hotels can work with the visitor centre to increase awareness of the local area</li> <li>• Transport providers/tour operators offer short breaks/tours for special interest groups/schools/colleges</li> <li>• Opportunity for re-enactment festivals</li> <li>• Local businesses can do nothing and wait to see what happens</li> <li>• Form partnerships – art galleries with local artists</li> <li>• Joint promotions with hotels</li> <li>• Develop own merchandise based on the Lost King theme</li> <li>• Hold concerts/plays in the outdoor space</li> <li>• Local B&amp;B's special offers/packages</li> <li>• Local tour guides offer guided walks/tours</li> <li>• Expansion at the visitor centre such as café</li> <li>• Create museum with artefacts/information on the Lost King project</li> <li>• Business could become involved in the programme of special events, i.e. mobile catering outlets</li> </ul>	8
Level	Descriptor	
0 0 marks	No rewardable material	
1 1-3 marks	A few key points identified, <b>or</b> one point described 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 how travel and tourism businesses can respond to the Lost King opportunity.	
2 4-6 marks	Some points identified, <b>or</b> a few key points described. Consideration of more than one viewpoint but there will be more emphasis on one of them. The answer is unbalanced. Most points made will be relevant to how businesses can respond to the opportunities offered by the Lost King Project, but the link will not always be clear.	

3 7-8 marks	Range of points described, <b>or</b> a few key points explained in depth. All sides of the case are considered, and 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 how businesses can respond to the opportunities offered by the Lost King Project.
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**Total for Question 9 = 8 marks**

Ofqual



Llywodraeth Cynulliad Cymru  
Welsh Assembly Government



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