



Mark Scheme (Results)

June 2019

BTEC Level 1/Level 2 Firsts in Travel
and Tourism

Unit 1: The UK Travel and Tourism
Sector

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Travel and Tourism Unit 1 1901 Stage 6

Question Number	Answer	Mark
1(a)	A – A group from Scotland visiting Norway C – A family from Northern Ireland visiting Egypt	2

Question Number	Answer	Mark
1(b)	D - Day trips E - Visiting friends	2

Question Number	Answer	Mark
1(c)	A – Events	1

Question Number	Answer	Mark
1(d)(i)	Award one mark for: <ul style="list-style-type: none"> • Travel to sights associated with death/disaster/suffering <p>Accept any other appropriate answer.</p>	1

Question Number	Answer	Mark
1(d)(ii)	Award one mark for any of the following: <ul style="list-style-type: none"> • Battlefields (1) • Ground Zero/Twin Towers (1) • D Day landing beaches (1) • Concentration camp (1) <p>Accept any other appropriate answer.</p>	1

Question Number	Answer	Mark
1(d)(iii)	Award one mark for any of the following: <ul style="list-style-type: none"> • Safari holiday (1) • Climbing/trekking/hiking a mountain (1) • Wilderness/wildlife/nature exploration (1) • Visiting rainforest (1) • Mountain biking/ Zip wiring (1) <p>Accept any other appropriate answer.</p>	1

Question Number	Answer	Mark
1(e)	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Health/medical (1) • Education (1) • Cultural heritage/historical (1) • Voluntary work/volunteering (1) • Conservation/environmental (1) • Eco-tourism (1) • Religious/faith (1) <p>Accept any other appropriate answer.</p>	2

Total for Question 1 = 10 marks

Question Number	Answer	Mark
2(a)	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Encourage visitors (1) • Increase tourism revenue/earnings (1) • Promote special events (1) • Market/promote the region/UK (1) • Provide information/advice/guidance (1) • Collect data/monitor/report on tourist numbers/tourism in the region (1) <p>Accept any other appropriate answer.</p>	2

Question Number	Answer	Mark
2(b)(i)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Clean/tidy hotel room/hotel/lobby (1) • Make the bed (1) • Change the bed linen/sheets (1) • Restock tea/coffee/mini bar (1) • Change the towels (1) <p>Accept any other appropriate answer.</p>	1

Question Number	Answer	Mark
2(b)(ii)	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Motel (1) • Guest house/bed breakfast/B&B (1) • Apartments/villa (1) • Youth hostels (1) • Caravan/motorhome • Tent/glamping (1) • Chalet/cabin/lodge (1) • Holiday cottage (1) • Holiday park (1) <p>Accept any other appropriate answer.</p>	2

Question Number	Answer	Mark
2(c)	<p>Award one mark for any of the following up to a maximum of four marks.</p> <ul style="list-style-type: none"> • Can work on the train (1) • Can relax/rest with book/paper (1) • Can stretch/walk around (1) • Access wi-fi/internet (1) • Can have breakfast/eat on the train (1) • Can use the facilities/toilets to freshen up (1) • Less stress traffic jams/ getting lost(1) • Convenient less need to worry about parking (1) • Less risk of accident/safer (1) • Train is quicker (1) <p>Accept any other appropriate answer.</p>	4

Total for Question 2 = 9 marks

Question Number	Answer	Mark
3(a)	B – Travel agent merging with a travel agent	1

Question Number	Answer	Mark
3(b)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Office of Rail Regulations/for Rail Regulation/Office Rail Regulation/Regulator • Office for Road and Rail/Office for Rail and Road <p>Accept variations and misspellings.</p>	1

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"> • Manage security risks (1) • Reduce CO2 emissions (1) • Ensure airlines comply with safety standards (1) • Run the ATOL holiday financial package (1) • Give permission to drone users to fly (1) • Regulate airline/industry (1) • Liaise/work with government (1) <p>Accept any other appropriate answer.</p>	2

Total for Question 3 = 4 marks

Question Number	Answer	Mark
4(a)	A – Post customer reviews	1

Question Number	Answer	Mark
4(b)	<p>Award one mark for identification of a way and one mark for an explanation up to a maximum of two marks each.</p> <ul style="list-style-type: none"> • Self-check in (1) so customers don't have to wait in a queue (1) • E-tickets/M-tickets (1) are more secure/ less likely to lose than paper ticket (1) • Scanners/x-rays (1) help reassure passengers that nothing gets onboard that shouldn't (1) • Free Wi-Fi (1) customers can work or watch what they want on flights (1) • Back of seat TV/Screens/tablets (1) can watch films/track route/order food/ order duty free (1) • Airline apps (1) check flight information/delays/departure gates (1) <p>Accept any other appropriate answer.</p>	4

Question Number	Answer	Mark
4(c)	<p>Award one mark for identification of a disadvantage and one mark for a linked explanation up to a maximum of two marks each.</p> <ul style="list-style-type: none"> • Competition/bigger hotels/lower prices (1) Crimi Hotels may have to cut its prices/risky (1) • CheapStay.com could make mistakes/lose control (1) so Crimi Hotels gets a bad image (1) • Bad/fake reviews on CheapStay.com about Crimi (1) would need monitoring/put customers off booking (1) • Crimi Hotels will have to pay fee/commission to CheapStay.com (1) would need to sell a lot to cover this extra cost/put their prices up (1) • Will need to sell a lot of rooms (1) if have to reduce prices to be competitive (1) • Reduced flexibility in rates charged (1) as CheapStay.com's rules may restrict Crimi Hotels from offering cheaper rates on its own website (1) <p>Accept any other appropriate answer.</p>	4

Total for Question 4 = 9 marks

Question Number	Answer	Mark
5	<p>Award one mark for the identification of a way to achieve sustainable tourism and one additional mark for a linked explanation, up to a maximum of two marks each.</p> <ul style="list-style-type: none"> • Install solar panels on the roof (1) to reduce energy consumption (1) • Build centre with locally sourced materials (1) to help protect the environment (1) • Offer permanent jobs (1) so locals can earn a wage throughout the year (1) • Offer guided tours/ educate/inform/advise visitors about Ambler castle (1) to promote/protect the local culture/ raise awareness/funds (1) <p>Accept any other appropriate answer.</p>	4

Total for Question 5= 4 marks

Question Number	Answer	Mark
6	<p>Award one mark for the identification of an advantage and one additional mark for the explanation up to a maximum of two marks each.</p> <ul style="list-style-type: none">• Increased marketing/budget/share customer details (1) so it can target GR world's 19 million customers/ wider customer base (1)• Greater exposure/brand awareness (1) may attract more business as trustworthy/ good reputation/image (1)• Shared resources (1) so it can access the expertise/professional services of GR World staffing (1)• More bargaining power (1) to negotiate deals/discounts with suppliers/reduce Venturer costs (1)• Access to GR World's research/data (1) to identify new trends and maintain competitive edge (1)• Benefit from airline/travel agency (1) so can offer price reductions on adventure holidays (1) <p>Accept any other appropriate answer.</p>	6

Total for Question 6 =6 marks

Question Number	Indicative content	Mark
7	<p>Responses may include the following viewpoints:</p> <ul style="list-style-type: none"> • The number of inbound visitors has increased every year and in 2017 brought £24.5 billion • Creates jobs across the UK – some direct but also indirect jobs in supply chain and support services • Some jobs created likely to be seasonal, although recent figures showing increased number of visits during January and February in 2017 will help create more permanent jobs • Many jobs will be low paid and unskilled • Boost to GDP, significant spending will help government and increase investment in tourism infrastructure • Multiplier effect, high volume of tourists and their spending will benefit across the wider economy including organisations that support the tourism sector such as car hire, events and catering. • Attracts more investment in tourism– other sectors benefit/new attractions built • High visitor numbers may be result of decreased value of the GB pound compared to other currencies; if GB pound strengthens may result in decrease in inbound tourists • As 53% tourist spend is in London, the economy of London benefits far more than the rest of the country • Reliance on key markets of France and Germany may be affected when UK leaves EU/already seeing a decline in 2017 • There is a reliance on tourists from North America who spent £3 billion in 2016 • Need to maintain a high number of repeat visitors, could target them with promotion of other areas in the UK to visit 	8
Level	Descriptor	
0 0 marks	No rewardable material	
1 1 - 3 marks	A few key points identified or one point discussed in some detail. The answer may be in the form of a list. Points made may be superficial/generic and not applied/directly linked to the situation in the question, i.e. effect of inbound tourism on the UK economy.	
2 4 - 6 marks	Some points identified or a few key points discussed. Consideration of more than one viewpoint but there will be more emphasis on one of them. Most points made will be relevant to the situation in the question, i.e. effect of inbound tourism on the UK economy.	
3 7 - 8 marks	Range of points discussed or a few key points discussed in depth with clear application. The majority of points made will be relevant to the scenario, i.e. effect of inbound tourism on the UK economy.	

Total Question 7 = 8 marks

Total for Question Paper = 50 marks

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