



Mark Scheme (Results)

June 2019 Series

BTEC Level 1/Level 2 First Certificate in
Travel and Tourism

Unit 7: Travel and Tourism Business
Environments

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Question Number	Answer	Mark
1(a)	D: Demographic	1

Question Number	Answer	Mark
1(b)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Media influences (1) • Themed holidays/attractions (1) • Dark tourism (1) • Health tourism (1) • Sport tourism (1) • Stag/hen parties abroad (1) • Ecotourism/responsible tourism (1) <p>Accept any other appropriate answer.</p>	1

Question Number	Answer	Mark
1(c)	B: Volcanic eruption	1

Question Number	Answer	Mark
1(d)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Terrorist attacks • Wars • Riots <p>Accept any other appropriate answer including examples.</p>	1

Total Question 1 = 4 marks

Question Number	Answer	Mark
2(a)(i)	D: 388,000	1

Question Number	Answer	Mark
2(a)(ii)	<p>Award one mark for:</p> <ul style="list-style-type: none"> • 2010 	1

Question Number	Answer	Mark
2(b)	<p>Award one mark for identification of a way and one additional mark for a linked explanation, up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Increased sales/employ more staff (1) as people take more holidays/day trips/short breaks/increased visitors (1) • Increased revenue (1) as people may take longer holidays/higher quality/upgrades/added extras (1) • New opportunities (1) to expand/new destinations (1) <p>Accept any other appropriate answer.</p>	2

Total Question 2 = 4 marks

Question Number	Answer	Mark
3(a)	B: Local	1

Question Number	Answer	Mark
3(b)	<p>Award one mark for identification of a disadvantage and one additional mark for a linked explanation up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Limited control over the company (1) so decisions/changes can be delayed until they get agreement (1) • Have to follow certain procedures/rules/admin (1) Can be expensive to set up/time consuming (1) • Cannot sell shares on stock market/general public (1) limited investment opportunity (1) <p>Accept any other appropriate answer.</p>	2

Question Number	Answer	Mark
3(c)	<p>Award one mark for identification of an advantage and one additional mark for a linked explanation up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Expertise of the external company (1) because Gerard may not have the skills to do the accounts properly/ reduce pressure for Gerard (1) • Saves Gerard time (1) because he can spend his time driving and earning money (1) <p>Accept any other appropriate answer.</p>	2

Total Question 3 = 5 marks

Question Number	Answer	Mark
4(a)(i)	<p>Award one mark for:</p> <ul style="list-style-type: none"> • 37,609,000 (1) • 37,609 (1) • 37,609 thousand (1) <p>Accept correct variations.</p>	1

Question Number	Answer	Mark
4(a)(ii)	<p>Award one mark for:</p> <ul style="list-style-type: none"> • Channel Tunnel • Train/Rail <p>Accept correct variations and misspellings.</p>	1

Question Number	Answer	Mark
4(a)(iii)	<p>Award one mark for identifying one reason, and one additional mark for expansion up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Holiday visitors have to pay to stay in hotels (1) so they spend more than VFR visitors because they will be able to stay for free with family (1) • VFR visitors didn't spend as much as those on holiday as their friends may cook their meals/drive them about (1) holiday visitors will have to pay to eat out or hire a car (1) • VFR visitors may not stay as long (1) because it may not be convenient for their friends/relatives (1) <p>Accept any other appropriate answer.</p>	2

Total Question 4 = 4 marks

Question Number	Answer	Mark
5(a)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Flat (1) • Matrix (1) • Hierarchical (1) <p>Accept misspellings</p>	1
Question Number	Answer	Mark
5(b)	<p>Award one mark for each</p> <ul style="list-style-type: none"> • B: Finance • E: Human resources 	2

Question Number	Answer	Mark
5(c)	<p>Award one mark for any of the following appropriate for UK tour operators up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Assist customers with different languages/time zones/cultures (1) • Crisis management (1) • Handling/resolving complaints (1) • Advice/support in the event of injury/theft while on holiday/using facilities/in transit (1) • Liaise with overseas authorities/support customers (1) • Advise/support customers needing assistance (1) <p>Accept any other appropriate answer.</p>	2

Question Number	Answer	Mark
5(d)	<p>Award one mark for each</p> <ul style="list-style-type: none"> • A: Cooperative • C: Partnership 	2

Question Number	Answer	Mark
5(e)	<p>Award one mark for the identification of an advantage and one mark for each extension/justification, up to a maximum of two marks each.</p> <ul style="list-style-type: none"> • Olga can benefit from Portman Vacations brand image (1) as this may help her attract more new customers as they know the name/feel she's trustworthy (1) • She may have freedom/flexibility to work hours to suit herself (1) so that she can fit work around her other responsibilities (1) • She can take time off during the quiet booking times (1) and work longer hours/earn more money during busy times (1) • She has access to an electronic booking system/equipment (1) she could not afford/invest in this technology/equipment on her own (1) <p>Accept any other appropriate answer.</p>	4
Question Number	Answer	Mark
5(f)	<p>Award one mark for the identification of a way and one mark for linked explanation up to a maximum of two marks.</p> <ul style="list-style-type: none"> • If government reduced VAT/APD holidays/travel would immediately become cheaper (1) encouraging people to book before rates increase (1) • If overseas governments relaxed entry/visa requirements (1) potential visitors would not have to wait for clearance/fill forms in/go to embassy (1) <p>Accept any other appropriate answer.</p>	2

Total Question 5 = 13 marks

Question Number	Answer	Mark
6(a)	<p>Award one mark for the identification of a reason and one additional mark for a linked explanation up to a maximum of two marks each.</p> <ul style="list-style-type: none"> • May lose existing customers (1) who will choose airline offering full services (1) • As reputation is for fully serviced/more expensive (1) may not attract people looking for low cost (1) • Damaged reputation (1) customers may complain about lack of free services/lose trust in airline (1) • Inexperienced in the low-cost market (1) may not have skills to promote/market low fares successfully (1) <p>Accept any other appropriate answer.</p>	4

Question Number	Answer	Mark
6(b)	<p>Award one mark for the identification of a reason and one additional mark for a linked explanation up to a maximum of two marks each.</p> <ul style="list-style-type: none"> • Travellers will seek alternative transport (1) so other UK transport providers/ferry/rail operators can increase prices (1) • Flights may be cancelled/delayed and passengers will need somewhere to stay (1) so airport hotels in the UK may gain more customers (1) • People will want to cancel flights/holidays (1) if UK tour operators/airlines offers refunds/rebookings promptly will improve image/reputation (1) • Prestige Air/UK airlines could gain competitive edge over rivals (1) by switching flights/routes/airports (1) <p>Accept any other appropriate answer.</p>	4

Total Question 6 = 8 marks

Question Number	Answer	Mark
7(a)	<p>Award one mark for the identification of new product and one mark for extension/justification, up to a maximum of two marks each.</p> <ul style="list-style-type: none"> • Offer longer holidays in destinations with warm winter climates (1) so over 50s that are retired/semi-retired can escape the bad weather (1) • Educational/hobby-based holidays/tours (1) will appeal as many people in this age group like to meet new people/learn new skills/be more active (1) • Offer upmarket/high end holidays/luxury/private transfers (1) over 50s likely to be semi-retired without dependent children/may be affluent empty nesters (1) • Offer round the world cruises/month long trips/extended tours (1) as the over 50s may be working less/retired/have the time to travel (1) • Offer off the beaten track/unusual destinations (1) over 50s may be well travelled and looking for new experiences/destinations (1) <p>Accept any other appropriate answer.</p>	4

Question Number	Indicative content	Mark
7 (b)	<p>Responses may include the following.</p> <ul style="list-style-type: none"> • Young@heart could do the same thing and become more web-based but this will cost money and then it may have to reduce prices to meet expectation of cheaper deals online • Young@heart could monitor its sales to see if there is a downturn and then decide what to do • Young@heart could do nothing as its target market may prefer hard copy brochures/paper based so they may in fact gain customers from GetSet • Young@heart could do some new promotion/advertising but again this has costs • It could merge with another tour operator offering different products/services • Introduce new loyalty scheme to keep customers • Young@heart could research new trends and expand its range of tours and holidays to upcoming destinations such as Costa Rica, Iran • Young@heart could widen its target market and provide holidays and tours for families but this may upset existing customers who may not want to share holiday experience with families. 	8
Level	Descriptor	
0 0 marks	No rewardable material.	
1 1–3 marks	A few key points identified, or 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 Young@heart could respond to the possible threat from GetSet and stay competitive.	
2 4–6 marks	Some points identified, or 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 Young@heart could respond to the possible threat from GetSet and stay competitive, but the link will not always be clear.	
3 7–8 marks	Range of points described, or 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 Young@heart could respond to the possible threat from GetSet and stay competitive.	

Total Question 7 = 12 marks

Question Paper Total = 50 marks

Ofqual



Llywodraeth Cynulliad Cymru
Welsh Assembly Government



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