



Mark Scheme (Results) January 2020

BTEC Level 1/Level 2 Firsts in Travel
and Tourism

Unit 1: The UK Travel and Tourism
Sector (21474E)

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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.
- 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 judgement 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 Travel and Tourism Level 2 Unit 1 - Mark Scheme

Question Number	Answer	Mark
1(a)(i)	A – A family from Sweden visiting England	(1)

Question Number	Answer	Mark
1(a)(ii)	<p>Any three from the following reasons for specialist travel:</p> <ul style="list-style-type: none"> • Health (1) • Education (1) • Adventure (1) • Cultural heritage (1) • Nature/Conservation (1) • Dark tourism (1) • Eco-tourism (1) <p>Accept any other appropriate answer.</p> <p style="text-align: right;">3x1</p>	(3)

Question Number	Answer	Mark
1(a)(iii)	<p>B Leisure travel</p> <p>C Domestic tourism</p>	(2)

Question Number	Answer	Mark
1(b)(i)	<p>Any one from the following:</p> <ul style="list-style-type: none"> • Road (1) • Rail (1) • Sea (1) • Regional (1) • National (1) • Global (1) 	(1)

Question Number	Answer	Mark
1(b)(ii)	<p>Any one from the following passenger transport operators:</p> <ul style="list-style-type: none"> • FlyBe (1) • Hull trains (1) • Cross Country (1) • P&O Ferries (1) • DFDS seaways (1) • Eurostar (1) • National Express (1) • Megabus (1) <p>Accept any other appropriate answer.</p>	(1)

Question Number	Answer	Mark
1(c)	<p>Any two from the following types of literature:</p> <ul style="list-style-type: none"> • Maps (1) • Brochures (1) • Timetables (1) • Guides (1) • Books (1) • Leaflets (1) <p>Accept any other appropriate answer.</p>	<p style="text-align: right;">2x1</p> <p>(2)</p>

Question Number	Answer	Mark
1(d)	<p>Any one from the following sources of funding:</p> <ul style="list-style-type: none"> • Membership fees (1) • Donations/legacies/inheritance (1) • Grants/lottery (1) • Sales of products/services/gifts (1) • Fundraiser/events (1) • Sponsorship (1) <p>Accept any other appropriate answer.</p>	(1)

Question Number	Answer	Mark
1(e)	C – Tour operator purchases a travel agency	(1)

Question Number	Answer	Mark
1(f)	C – Self-service check-in	(1)

Total for Question 1 = 13 marks

Question Number	Answer	Mark
2(a)(i)	B - Average length of stay decreased in 2017	(1)

Question Number	Answer	Mark
2(a)(ii)	£24.51 billion / £24.51 / 24.51 billion / £24, 510, 000 000 /24, 510, 000 000 / 24, 510 million/ 24.51B Accept any other valid variation.	(1)

Question Number	Answer	Mark
2(a)(iii)	2.70% / 2.7 / 2.70 / 2.70 per cent Accept any other valid variation.	(1)

Question Number	Answer	Mark
2(b)	Gross Domestic Product/GDP Accept any misspellings.	(1)

Question Number	Answer	Mark
2(c)	A – Taxi driver D – Food producer	(2)

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Question Number	Indicative content	Mark
2(d)	<p>Responses may include the following:</p> <ul style="list-style-type: none"> • In 2017 over £62 billion was spent by GB residents during a total of 1,793 million day visits to England, Scotland and Wales. • England received the highest number of visits with 84% of the total, only 8% of visits were taken in Scotland and 6% to Wales. • London received the greatest share of visits amongst the English regions and the total expenditure of day visits during 2017 was around £12.6 billion. This is probably due to the ease of access to London from across Great Britain and also because it is the capital of England with lots of attractions, events, shows and historical buildings. • The English region with the lowest volume and value of visits was the North East. Perhaps some people have negative perceptions of the North East so do not visit. Also this is probably as the area is less well known and the weather may deter some visitors. Also there are fewer significant attractions of national importance to attract tourists. • The South West region benefited significantly from domestic tourism in 2017 and received similar numbers of visits as Scotland and more than Wales. This could be because there are a lot of popular seaside resorts and the South West is known for its warmer weather, lovely beaches and is a very popular summer holiday destination. • Scotland and Wales also did not receive many visits compared to London. Accessibility issues may deter people from visiting Wales/Scotland. • Economic benefits of tourism such as the multiplier effect and employment may not be present in some of the less visited areas. • Overall the total expenditure will boost the country's GDP and may fund investment in tourism infrastructure to the less accessible areas. 	(6)
Level	Descriptor	
0/0 marks	No rewardable material.	
Level 1 1-2 marks	<ul style="list-style-type: none"> • Demonstrates isolated knowledge and understanding, there may be major gaps or omissions. • Breaks the situation down into component parts and some of the points made will be relevant to the context of the question. • Limited analysis which contains generic assertions rather than interrelationships or linkages. 	

<p>Level 2 3-4 marks</p>	<ul style="list-style-type: none"> • Demonstrates some accurate knowledge and understanding, with few minor omissions/any gaps or omissions are minor. • Breaks the situation down into component parts and some of the points made will be relevant to the context of the question. • Displays a partially developed analysis which considers some interrelationships or linkages but not always sustained.
<p>Level 3 5-6 marks</p>	<ul style="list-style-type: none"> • Demonstrates mostly accurate and thorough/detailed knowledge and understanding. • Breaks the situation down into component parts and most of the points made will be relevant to the context of the question. • Displays a well-developed and logical analysis which clearly considers interrelationships or linkages in a sustained manner.

Total Question 2 = 12 marks

TOTAL FOR SECTION A = 25 MARKS

Question Number	Answer	Mark
3(a)(i)	<p>Any two from the following trade and professional bodies:</p> <ul style="list-style-type: none"> • CAA/Civil Aviation Authority (1) • ORR/Office of Rail Regulations – now Office of Rail and Road (1) • ABTA/The Association of British Travel Agents/The Travel Association (1) • AITO/Association of Independent Tour Operators – now The Specialist Travel Association(1) <p style="text-align: right;">2x1</p> <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
3(a)(ii)	<p>Any two from the following roles:</p> <ul style="list-style-type: none"> • Support/represent members/interests of the UK's inbound tourism sector (1) • Provide members with marketing opportunities (1) • Monitor inbound visitor numbers (1) • Lobby government on behalf of members/ key issues (1) • Report on trends (1) • Raise the profile of inbound tourism/highlight importance to the UK economy (1) <p style="text-align: right;">2x1</p> <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
3(b)	<p>Award one mark for each correct identification of a role of the tourism agency plus a further mark for each correct justification/elaboration:</p> <ul style="list-style-type: none"> • To increase tourism revenue (1) to help boost the economy of the area (1) • To promote/market special events/offers (1) to raise the profile/awareness of the area (1) • To provide information/advice/guidance about the area (1) to help potential visitors planning holidays/make arrangements (1) <p style="text-align: right;">(4)</p> <p>Accept any other appropriate answer.</p>	(4)

Question Number	Answer	Mark
3(c)	<p>Award one mark for correct identification of a reason why people will pay for access to the lounge and one mark for each correct justification/elaboration of that reason:</p> <ul style="list-style-type: none"> • Calmer/quieter than main terminal areas (1) means people can rest/relax/sleep/work before their flight (1) • Can eat for free before flights (1) as some airlines charge inflated prices for food (1) • Opportunity for last minute make-up/massage (1) so feel and look their best on arrival at destination (1) • Children are not allowed (1) children can be easily bored/run around and distract/disturb others (1) <p>Accept any other appropriate answer.</p>	(4)

Total for Question 3 = 12 marks

Question Number	Answer	Mark
4(a)	<p>Award one mark for identification of a correct way to achieve sustainable tourism at BGFest and one mark for each correct justification/elaboration of the way:</p> <ul style="list-style-type: none"> • Use recyclable cups/plates or encourage festival-goers to bring own reusable cups / provide recycling bins (1) to reduce plastic waste / landfill waste (1) • Use solar/wind power (1) to reduce use of fossil fuels (1) • Encourage car share/public transport (1) to reduce carbon emissions (1) • Use composting toilets (1) to reduce amount of chemicals going into waste water (1) • Offer refund on parking for festival-goers who take tent/rubbish home (1) to reduce waste and encourage reuse of tent (1) <p>Accept any other appropriate answers.</p>	(4)

Question Number	Answer	Mark
4(b)	<p>Award one mark for each correctly identified advantage for the hotel of being part of the corporate group and one mark for each correct justification/elaboration of that advantage:</p> <ul style="list-style-type: none"> • Hotel can access the group's customer database (1) so it can offer promotions/marketing (1) • BGFest/the group's attractions will promote hotel to its customers (1) so hotel may widen/increase its customer base/increase sales (1) • Hotel can share/access group's resources/staff/expertise (1) so this will save money/ may be better than what it could afford (1) • Hotel can benefit from economies of scale (1) by bulk ordering goods needed at the visitor attractions (1) • Group can offer financial support/funding (1) to improve hotel services/standards/facilities (1) <p>Accept any other appropriate answers.</p>	(4)

Question Number	Answer	Mark
4(c)	<p>Award one mark for each correctly identified advantage or disadvantage of mobile applications for organisations and one mark for each correct justification/elaboration.</p> <p>Candidates may provide 1 advantage + 2 disadvantages OR 2 disadvantages + 1 advantage for full marks. Candidates must address both advantages and disadvantages for full marks.</p> <p>Answers must relate to organisations.</p> <p>Advantages</p> <ul style="list-style-type: none"> • Meet customer expectations (1) as they want everything on their phone/do not want paper tickets (1) • Saves organisations money (1) as mobile tickets will need fewer staff/less paperwork (1) • Can quickly update/change (1) so if organisations need to reduce price/s can be communicated instantly to customers (1) <p>Disadvantages</p> <ul style="list-style-type: none"> • Vulnerable to technical problems (1) customers' mobile tickets may not be able to be produced if connections are broken (1) • Need expert staff to set up/maintain (1) this will cost money (1) • Extra/new software needed/with programmes to protect customer data (1) will cost money/fines if do not ensure compliance with legislation (1) <p>Accept any other appropriate answers.</p>	(6)

Total for Question 4 = 14 marks

Question Number	Indicative content	Mark
5	<p>Responses may include the following:</p> <p><u>Option 1</u></p> <p>Advantages</p> <ul style="list-style-type: none"> • Breakfast is cooked for them • May feel safer all in one room • No cleaning as beds and room will be cleaned and made up each day • Cheapest option • Very convenient for beach • Free parking will save a lot of money and convenient in busy seaside town. <p>Disadvantages</p> <ul style="list-style-type: none"> • If weather is bad they may end up paying for indoor entertainment as may not be allowed to go to B&B room in the day • Room may be too small to spend much time in • Could cost a lot more as all other meals will have to be bought • Stress of keeping kids entertained, no mention of WiFi • Formal dining at breakfast may be difficult with the youngest child. <p><u>Option 2</u></p> <p>Advantages</p> <ul style="list-style-type: none"> • Separate room for the children • Can cook own food, handy if children are fussy eaters • If weather is bad can stay in apartment and keep children entertained • More casual, children will not disturb other guests • Convenient location. <p>Disadvantages</p> <ul style="list-style-type: none"> • Have to make own meals – not very relaxing • If decide to eat out will spend a lot of money • Will have to clean apartment before leaving • Will need to take food/ingredients with them • On third floor may be difficult if there is no lift • Extra charge to park but does not say how close the car park is to the apartment; means they may have to walk some distance before they can get in the car • Town centre may be some distance from 	(9)

	<p>attractions and the beach, if they have a lot of things to carry it could be hard work or they may have to use their car and that will cost even more.</p> <p><u>Option 3</u> Advantages</p> <ul style="list-style-type: none"> • Lots to keep the children entertained – games room and pool • Can stay on-site will keep costs down • Children can run around outside • Own self-contained unit • Convenient - able to park the car next to the caravan easy to load up • More exciting- most children enjoy the novelty of staying in a caravan • Children can meet other children/ families can socialise in café/bar <p>Disadvantages</p> <ul style="list-style-type: none"> • A long way from the beach and town – means they will either have to drive and then find somewhere to park, which will cost and could be quite stressful. They could get taxis but that would be very expensive • Children entertained on the park but may not be much for the parents other than a bar • Most expensive option but could be cramped in a caravan especially if the weather is bad. <p>Candidates do not have to address all these points, credit for valid points made.</p>	
Level	Descriptor	
0/0marks	No rewardable material	
Level 1 1-3 marks	<ul style="list-style-type: none"> • Demonstrates isolated elements of knowledge and understanding, there will be major gaps or omissions. • Few of the points made will be relevant to the context in the question. • Limited evaluation which contains generic assertions leading to a conclusion that is superficial or unsubstantiated. 	
Level 2 4-6 marks	<ul style="list-style-type: none"> • Demonstrates some accurate knowledge and understanding with only minor gaps or omissions. • Some of the points made will be relevant to the context in the question, but the link will not always be clear. • Displays a partially developed evaluation which considers some different competing points, although not always in detail, leading to a conclusion that is partly supported. 	

<p>Level 3 7-9 marks</p>	<ul style="list-style-type: none"> • Demonstrates mostly accurate and thorough/detailed knowledge and understanding. • Most of the points made will be relevant to the context in the question, and there will be clear links. • Displays a well-developed and logical evaluation which clearly considers different aspects and competing points in detail, leading to a conclusion that is fully supported.
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Total Question 5 = 9 marks

Total for Section B = 35 marks

Total for Question Paper = 60 marks

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