

L2 Lead Examiner Report 2002

January 2020

L2 Qualification in Travel & Tourism

Unit 7: Travel and Tourism Business Environments

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A grade boundary is where we set the level of achievement required to obtain a certain grade for the externally assessed unit. We set grade boundaries for each grade, at Distinction, Merit and Pass.

Setting grade boundaries

When we set grade boundaries, we look at the performance of every learner who took the external assessment. When we can see the full picture of performance, our experts are then able to decide where best to place the grade boundaries – this means that they decide what the lowest possible mark is for a particular grade.

When our experts set the grade boundaries, they make sure that learners receive grades which reflect their ability. Awarding grade boundaries is conducted to ensure learners achieve the grade they deserve to achieve, irrespective of variation in the external assessment.

Variations in external assessments

Each external assessment we set asks different questions and may assess different parts of the unit content outlined in the specification. It would be unfair to learners if we set the same grade boundaries for each assessment, because then it would not take accessibility into account.

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Unit 7: Travel and Tourism Business Environments

Grade	Unclassified	Level 1 Pass	Level 2		
			Pass	Merit	Distinction
Boundary Mark	0	11	21	31	41

Introduction

This report has been written by the Lead Examiner for the BTEC unit 7 – Travel and Tourism Business Environments. It is designed to help you understand how learners performed overall in the exam. For each question there is a brief analysis of learner responses. We hope this will help you to prepare your learners for future examination series

Introduction to the Overall Performance of the Unit

This qualification is now well established and it was pleasing to see continued improvements overall and evidence of centres accessing past papers, mark schemes and previous reports to help their learners prepare for the examination. Reports from past series have reinforced the need for learners to have an in depth knowledge of the entire unit content terms as detailed in the specification.

Across the paper there is evidence of learners showing familiarity with the language, key terms and concepts of the unit specification. This was evident in Q2 learners as learners were able to provide advantages of public limited companies and also disadvantages of a hierarchal staffing structure. Although there were some areas of the specification where learner's knowledge and understanding of key terms and concepts was more limited. In Q1 learners did not seem to be able to identify a function of the product development department and also two cultural trends.

It was pleasing to see that where there are two marks available on the multiple response questions learners followed instructions well and chose two in both Q1d and Q4c . Although in Q1d quite often they did not choose the correct second response and this may be due to a lack of knowledge of cultural trends

There were still instances of learners either misreading the questions or wrongly anticipating a different question. This was most evident in Q2 some learners struggled to provide advantages of external services and provided advantages of market research as this was given as an example of an external service in the question stem. In Q5 some learners' responses suggested that the two different markets would be travelling or holidaying together. In Q6a some learners appeared to anticipate a question about mergers and acquisitions from previous series and therefore failed to correctly apply responses to the scenario in this paper. Learners are reminded that when a scenario is given, they need to ensure that this is used in their responses.

As seen in previous series on the questions requiring an explanation many learners do not expand their responses sufficiently to provide an explanation of a valid point made and frequently only gained one of the possible two marks or two of the possible four marks available.

Examiners are looking for context and relevance to the given situation so marks are not awarded where learners provide generic, vague responses. Overall most learners engaged well with the questions this was particularly evident in the last question (8). It is worth a reminder that in assisting with preparing learners for the examinations one of the most fundamental requirements for teaching and learning is familiarity and competence with regards the terms, concepts and the language of the unit specification. The content of question papers is driven by the specification.

Learners are reminded of the need to read all questions with great care and to check that the response given answers the actual question. Overall many learners wrote confident responses and fewer blank responses were seen this series as the majority of learners attempted all of the questions.

Learners need to be familiar with all possible command words used in the last question. This series the command was 'evaluate' and it was apparent that the requirements were quite well understood and many learners attempted to provide advantages and disadvantages as well as a conclusion. There were few blank responses or very short responses and it was clear that they were engaging with different aspects of the scenario.

Individual Sub Tasks/Questions

Q1(a) This multiple choice question (MCQ) was answered quite well scoring one mark for identifying 'terrorist attacks' as the correct type of event.

Q1(b) This multiple choice question (MCQ) was answered quite well by learners scoring one mark for identifying 'customer service' as the correct department.

Q1(c) This short answer question was not answered particularly well by many learners as they failed to provide a function of a product development department. Quite a number of learners provided a response that was a repeat of the question stem. Such as 'developing products'.

The following response scored one mark for correctly identifying a function of a product development department.

(c) State **one** function of a product development department.

(1)

LOOK for new destinations

Total – 1 Mark

Q1 (d) This multiple response question (MRQ) was answered reasonably well as many learners were able to provide at least one correct response. With 'increase in dark tourism' being the most popular correct response. However, fewer learners were able to provide the second cultural trend 'rise in stag/hen parties taken abroad'.

Q2 (a) (i) This multiple choice question (MCQ) was answered well by the majority of learners as they were able to provide the correct response as 'franchise'.

Q2 (a) (ii) This was a popular question and was answered quite well by many learners as they were able to provide at least one advantage for Shireville Hotels being a public limited company (PLC). The most popular responses were 'limited liability' and 'can sell shares to raise money'.

Q2 (b) This short answer question was answered quite well as many learners were able to respond with 'Large business' as the correct response.

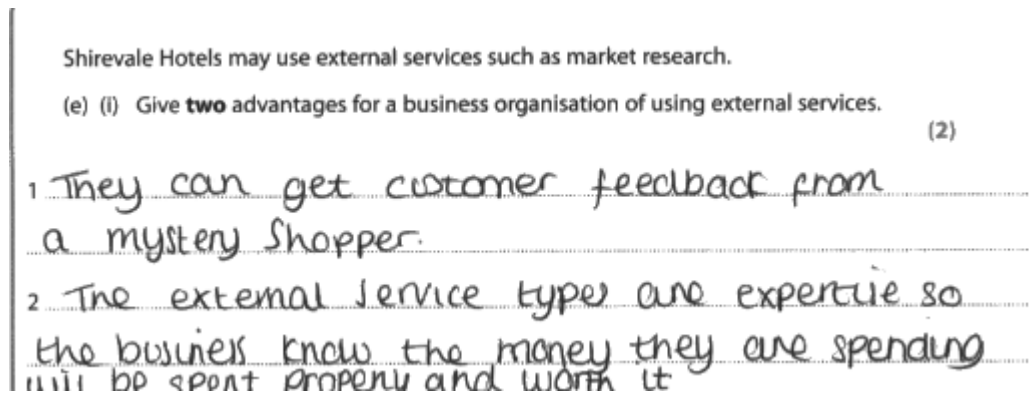
Q2 (c) This short answer question was answered well by the majority of learners as they were able to correctly identify , 'multi-national' or 'international' as the correct response.

Q2 (d) This was a popular question and was answered quite well by many learners as they were able to explain a disadvantage of hierarchal staffing structure. The most popular

response given was ' Lots of departments/management layers' which can 'cause communication breakdown/take longer to make decisions/changes'.

Q2 (e) (i) This question was not answered particularly well by many learners. Quite a few learners failed to provide two advantages of using an external service. Some learners used the example of 'market research' in the question scenario to base their answer and therefore gave an advantage of using market research.

This response scored one mark as within (2) a correct advantage of 'expertise ' was given. However the response in (1) was incorrect as it is a function of market research.



Total – 1 Mark

Q2 (e) (ii)

This question was answered reasonably well by many learners as they were able to state a correct function of a market research service.

The majority of learners used the information in the table very well to provide correct responses to answer Q3 (a) (b) (c).

Q3 (a) and (b) These two multiple choice questions (MCQs) were answered very well and the majority of learners were able to provide the correct responses of Q3 (a) 'Mediterranean' and

Q3 (b) This multiple choice question (MCQ) was answered well and the majority of learners were able to give the correct response of 'Atlantic islands'.

Q3 (c) This short answer question was answered very well by the majority of learners. The majority of learners provided the correct 'number of passengers to the Caribbean in 2016' .

Q3 (d) This was a popular question and was answered quite well by many learners as they were able to give at least one other correct 'way' that the cruise industry has developed products and service in response to changing trends. However, some learners did not read the question stem thoroughly as they provided responses that were related to 'themed cruises'. Popular responses included responses related to 'more facilities' such as 'wifi' or 'activities for children/young people'.

Q4 (a) was a popular question and many learners were able to score at least two marks on this questions a they were able to correctly explain a way increased levels of disposable income can affect the type of holiday people choose. The most popular responses were 'more luxury holidays are sold. As customers more able/happy to pay extra. Or increased demand for exotic/niche destinations. Due to increased spending. Many learners were able to identify at least two 'ways' but were not always able to provide two different explanations to score the full range of marks available. Some learners' mis read the question as they provide ways that were not related to 'holiday types' people choose. They provided responses such as 'more holidays' which is related to frequency rather than holiday types. Or 'luxury accommodation' which is an option within a holiday rather than a particular holiday type.

The following response scored three marks in total. (1) two marks for 'expensive holidays' and correct expansion 'have more money to spend'. (2) one mark for correct identification of 'long haul'.

4 Changing levels of disposable income is an economic trend.

(a) Explain **two** ways increased levels of disposable income can affect the type of holiday people choose.

(4)

1 Increased levels of disposable income means they have more money to spend on leisure activities. So they may invest in a more expensive holiday.

2 They are more likely to travel long-haul and visit countries further away as they don't have to worry about job security.

Total - 3 Marks

The majority of learners used the information from the bar graph very well to correctly answer the questions 4(b) and (c)

Q4 (b) This short answered question was answered well by the majority of learners as they were able to provide the correct percentage of '12%'.

Q4 (c) This multiple response question was answered quite well , the majority of learners did provide two answers and many learners were able to provide the two correct statements using the information in the bar graph.

Q4 (d) This short answer question was not answered particularly well by many learners as they did not provide an 'economic' trend or repeated a trend already given in the question trend. Where learners did provide a correct response both 'currency exchange rate fluctuations' and 'spend per visitor' were seen as responses.

Q5 This question was not answered particularly well by many learners. It was clear that learners engaged with the scenario and understood it was about a UK tour operator specialising in European City breaks. However they failed to apply the scenario in their responses as they were not applied to entering a new market of cost conscious families. Some learners focused on cost conscious families but as a market were a UK tour operator would make low profits which is not a valid answer on the mark scheme as low cost does not always equal low profit. Or incorrectly explaining that the two markets would clash as they felt they would be holidaying or travelling together, this response may be as learners were incorrectly anticipating a question from a previous series. Many of the responses from the mark scheme were not supplied by the learners, the most frequent correct response was about 'increased costs' due to lack of 'expertise in the cost conscious family market'. Where learners were scoring marks in this question often learners were scoring one or two marks for correct disadvantages but not going onto provide the expansion to explain the disadvantage. The following response is an example where the learner scored one mark in (2) for correct identification of 'spend money into getting external services that specialise in the family market'. The expansion is a repeat of the question scenario so this did not score the second mark. The response given in (1) did not score a mark as the entering the cost conscious family market does not necessarily mean lower profits.

5 EuroCity is a UK tour operator that specialises in European city breaks for couples. It has noticed that there is an increased demand for breaks to European cities for the cost-conscious family market. Managers are considering developing city breaks to meet this demand.

Explain **two** disadvantages for EuroCity of developing European city breaks for the cost-conscious family market.

1 One disadvantage for Euro City of developing this would be that they could lose profits as city breaks for the cost-conscious family markets means they'll have to lower the city break price.

2 ~~One~~ Another disadvantage is that EuroCity only specialise in European city breaks for couples this could mean that they'll need to spend money into getting external services that specialise in family market.

(Total for Question 5 = 4 marks)

Total - 1 Mark

This response scored two marks as one disadvantage was given, 'have to research about the cost conscious family market'. The linked expansion is within the second point, 'as this can be expensive' .

5 EuroCity is a UK tour operator that specialises in European city breaks for couples. It has noticed that there is an increased demand for breaks to European cities for the cost-conscious family market. Managers are considering developing city breaks to meet this demand.

Explain **two** disadvantages for EuroCity of developing European city breaks for the cost-conscious family market.

1 they will have to ~~res~~ research about cost-conscious family market and try get to the customers are demanding leading to EuroCity get less customer

2 this can be expensive to do therefore they have to increase their prices leading to less customers

Total -2 Marks

Q6 (a) This question was not answered very well by many learners as often they did not score as they failed to provide a correct response by applying to the scenario given. Some learners gained one or two marks for identification of a disadvantages but they were often unable to provide correct expansion points. Where learners were able to provide correct disadvantages the most popular responses were 'risk/uncertainty to the Grand Rail Tours brand' and 'lack of experience in the budget/coach operation'.

The following response scored one mark as the learner identified a correct disadvantage 'might not have that experience to control it'. But they were unable to provide an expansion point or another disadvantage as (2) 'their customers might get confused between the two' was not clearly identifying 'the risk to the brand/reputation'.

(a) Explain **two** disadvantages for Grand Rail Tours of buying Way2Go.

(4)

- 1 Grand Rail is a luxury train while way2Go is a budget company so they might not have that experience to control it
- 2 Their customer might get confused between the two

Total- 1 Mark

The following response scored three marks as (1) 'cost a lot of money' was a correct disadvantage from the mark scheme and the expansion point 'take a long time to make the money back because it's a budget/cheap ticket bus company' was a valid expansion. 'People may confuse the brand' was a correct identification of a disadvantage risk/uncertainty for the reputation/brand from the mark scheme.

(a) Explain **two** disadvantages for Grand Rail Tours of buying Way2Go.

(4)

- 1 It will cost a lot of money and it will take a long time to make the money back because its a budget/cheap ticket bus company.
- 2 People may confuse the brand and not be sure on what to do.

Total- 3 Marks

Q6 (b) It was clear that learners engaged well with the scenario and many learners did attempt the question. Although many learners either failed to score a mark as they provided an answer that was a general comment on new technology or repeat of the question stem. Some learners did score one mark as they were able to provide a correct reason related to introducing technological innovations, but they were unable to provide a correct expansion point by applying the reason to shareholder benefits.

The following response scored one mark as 'to stay at a high level of competition with other companies' was a valid reason from the mark scheme. However, there was no expansion linked

to shareholder benefits.

(b) Explain **one** reason why introducing technological innovations might maximise shareholder benefits for Grand Rail Tours.

(2)

one reason is to stay at a high level of competition with other competitors using new technological innovations.

(Total for Question 6 = 6 marks)

Total - 1 Mark

The following response scored two marks as 'people will find it easier to travel as online services are fast and more people will like to travel on Grand Rail ' was a valid reason. 'Leading to higher profits which benefits shareholders' was a valid expansion point to score the other mark.

(b) Explain **one** reason why introducing technological innovations might maximise shareholder benefits for Grand Rail Tours.

(2)

People will find it easier to travel as Online services are fast and more and more people will like to travel on Grand Rail leading to higher Profit which benefits shareholders.

(Total for Question 6 = 6 marks)

Total -2 Marks

Q7 It was clear that learners engaged well with the scenario on this question as the majority of learners did attempt the question. There were few blanks responses and many learners attempted to provide 'two ways Ezee Africa's safari holidays can meet customers' ethical concerns'. However, some learners provided ways that were not appropriate for a commercial tour operator such as 'giving money to local people or wildlife' to score the mark from the mark scheme learners needed to identify that there was a scheme to donate part of profits' rather than just general charitable acts.

Some learners provided ways that were not appropriate for the type of lodge accommodation or holiday type safari, such as adding more litter bins. Often learners were able to provide correct ways that 'Ezee Africa can meet customers ethical concerns'. But were unable to provide linked expansion points. Or they were able to provide one way with a linked expansion but unable to provide two different ways so limiting the marks given. The most popular ways that did score a mark included 'ensure that local people are employed in the lodges' and 'only use lodges that support conservation projects/ donate part of profit'.

The following response scored one mark for correctly identifying a way 'could employe them'. But they did not go onto provide a linked expansion. The second response failed to score a mark is not an appropriate response to the scenario.

Example of safari holiday accommodation

Explain **two** ways Ezee Africa's safari holidays can meet customers' ethical concerns.

- 1 They could improve the life for local people as the accommodation could employee local people them. They could either clean or ~~para~~ ~~week~~ ~~weather~~ ~~day~~ one of the days have a festival and show the tourists their traditions and culture.
- 2 They could also use ^{reusable} ~~reusable~~ cups or have more bins around to improve the wildlife. This would be great as you would pollute less.

(Total for Question 7 = 4 marks)

Total -1 Mark

The following response scored one mark for the correct identification of a way 'could invest a percentage of the money people pay to the charity's that go to people and animals of Africa'. The second point scored one mark for the correct identification of a way 'the people could be employed in the business ...instead of having British workers out there' and one mark for a linked expansion 'to make a living.

Example of safari holiday accommodation

Explain **two** ways Ezee Africa's safari holidays can meet customers' ethical concerns.

- 1 They could invest a percentage of the money people pay to the charitys that go to the people and animals of Africa.
- 2 The people could be employed to work in the buisness to make a living insted of having british workers out there.

Total -3 Marks

Q8 It was clear that learners engaged well with the scenario and many learners provided quite extensive answers, there were few blank responses or limited answers. Also, many learners did attempt to provide an evaluation with both advantages and disadvantages. Often there were more disadvantages given than advantages. Within advantages the most popular was to 'attract different types of customers' and this was quite often repeated as an advantage with a range of different types of customers, therefore only one advantage was given.

Within disadvantages many learners gave a wider range from the mark scheme and the most popular included 'extra costs' of training/expertise' 'setting up costs'. 'business risks of accidents occur' 'seasonal business as weather dependent' existing B & B customers not liking noise levels'. Some learners only scored within mark band one (marks between 1 and 3) from the mark scheme as they did not provide advantages or disadvantages that were clearly linked to increasing UpHill Farm's profits. Their responses were focused on the customer and the customer potentially enjoying the activities.

Where they were able to show application to increasing UpHill farm's profits learners were able to provide an evaluation within mark band two on the mark scheme and score a range of marks between 4 and 6. A few learners were able to provide a balanced response considering disadvantages and advantages in some detail, with the majority of points relevant and a justified conclusion that was well applied to the question, i.e. Increased profitability for Uphill Farm and therefore they scored within mark band three of the mark scheme (7-8 marks).

The following response is an example where the learner focused on advantages and disadvantages from the customer point of view rather than application to increased profitability for UpHill Farm. There were both advantages and disadvantages and the learner did provide a limited conclusion so there was a clear attempt at evaluation. This response scored two marks in the middle of mark band one on the mark scheme.

Evaluate the advantages and disadvantages of providing outdoor activities and accommodation to increase profits for Uphill Farm.

(8)

The advantages and disadvantage of outdoor activities could be shown as unstable.

The advantages ~~are~~ more leisure tourist would come on this package holiday and the company could make a lot of profit. The people on this holiday could socialise with each other. Another advantage is that, you get a lot of exercise; so this is a healthy package holiday because

you get to go on bike trails, watersport and zipwire through the woods. More young adults would go on this holiday package because of all these fun activities

The disadvantages ~~is~~ are old people wouldn't go on this package holiday because it would be too much activities for them and they won't be able to keep up. ~~The~~ Another disadvantage would be, ~~that~~

~~You will get injured~~ high risk of getting injured during these activities and could ruin the whole holidays. Some people might not like this holiday package because it could be too challenging for them ~~and~~ and they would probably leave the activity.

In my opinion, this holiday would be good for me because I love to ~~exercise~~ exercise and this would be more fun for young adults.

Total- 2 Marks

The following response provided both advantages, although the advantages repeated 'new types of customers, which is one advantage on the mark scheme. There are also disadvantages and there was some limited application to increased profits, so this response scored 4 marks at the lower end of mark band two on the mark scheme.

Evaluate the advantages and disadvantages of providing outdoor activities and accommodation to increase profits for Uphill Farm.

(8)

One advantage of uphill farm of introducing outdoor activities is they will attract more ~~adva~~ adventurous family who would want to enjoy a break with the family which is fun and relaxing. The children and adults can enjoy the outdoor activities which will influence more famit families to visit.

One ~~dis~~ disadvantage of uphill farm of introducing outdoor activities is it destroys the ~~purp~~ purpose of a B&B as they are for relaxing ~~and~~ This might push some ~~loyal~~ loyal customers away as they might not like the new noisey environment.

Another advantage of uphill farm of introducing outdoor activities is they are opening up to a new market of people who would want to have fun with their family.

In conclusion, I think the outdoor activities will ~~highly~~ ~~positize~~ bring lots of profit for the uphill farm as many families would enjoy the water sports and mountain bike trails.

Total - 4 Marks

This response was an evaluation with both advantages and disadvantages, although more disadvantages that were applied to the scenario of increased profits for Uphill Farm. There was also a conclusion although this had limited justification. So this response scored at the upper end of mark band two from the mark scheme.

(8)

An advantage of providing outdoor activities is that the customers who stay at the B&B might get bored, therefore ~~at~~ they are likely to try ~~at~~ the outdoor activities. This is very beneficial to the B&B as they have more money coming into their company. Also another advantage is that the customers might ~~recommened~~ recommend the B&B to their friends & family if

the outdoor activities are successful, this means that it will attract more customers, again meaning more money for the company.

A disadvantage is that it would be very expensive to set the whole thing up. If people do not try out the activities, it is not very profitable for the company as they aren't making any money from it.

Also some customers may be on a holiday for a leisure holiday, where they want to relax and enjoy themselves, but they won't be able to because it will be rainy outside and they may write a bad review on the company's website. This will make the company look bad on social media and people may be put off on booking a room in there.

In ~~for~~ conclusion, I think that expanding their B&B is a great idea because they are a successful B&B, this means ~~may~~ they get many customers already and with the outdoor activities they are likely to get more. This means, more money for

In ~~concl~~ conclusion, I think that expanding their BBB is a great idea because they are a successful BBB, this means ~~may~~ they get many customers already and with the outdoor activities they are likely to get more. This means, more money for the company.

(Total for Question 8 = 8 marks)

Total - 6 marks

Summary

Based on their performance of this paper, learners should:

- Study the specification to ensure all aspects that could be tested are known including cultural trends and functions of product development department. Also advantages and disadvantages of external services.
- Know the language and all the content terms within the unit specification and be prepared to be tested on them.
- Practice answering questions using past papers and mark schemes to gain familiarity with the style and structure of questions used and know what is required by the command words. Do not rely on mark scheme sample answers in the examination, question papers are carefully designed to vary each series.
- In the examination, read each question carefully, preferably twice.
- Observe the marks available and answer accordingly. For two marks such as 'explain one reason/way/advantage' the answer needs to contain two separate points – one point should identify or state the 'way', 'reason' or 'advantage' and the second point should contain a connecting statement that is a development of the first point and links the 'way' etc. to the scenario given.
- Re-read answers back and then check it answers what the question has actually asked.
- If a scenario is given use the information to answer the question to show application of understanding and knowledge.

- Be prepared for and plan the response to the last question which will require a number of different aspects to be addressed for higher marks to be awarded. Know what the different command words 'evaluate' and 'discuss' require.

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