



# Mark Scheme (Results)

January 2020

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

Unit 7: Travel and Tourism Business  
Environments

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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.

Question Number	Answer	Mark
1(a)	D: Terrorist attacks	1

Question Number	Answer	Mark
1(b)	A: Customer services	1

Question Number	Answer	Mark
1(c)	<p>Award <b>one</b> mark for any of the following:</p> <ul style="list-style-type: none"> <li>• Pricing strategies (1)</li> <li>• New destinations (1)</li> <li>• New attractions (1)</li> <li>• Seasonal offerings (1)</li> <li>• Tangible and intangible (1)</li> </ul> <p><b>Accept any other answer.</b></p>	1

Question Number	Answer	Mark
1 (d)	<p>A: Increase in dark tourism</p> <p>C: Rise in stag/hen parties taken abroad</p>	2

Question Number	Answer	Mark
2 (a) (i)	D: Franchise	1

Question Number	Answer	Mark
2 (a) (ii)	<p>Award <b>two</b> marks for any of the following:</p> <ul style="list-style-type: none"> <li>• Limited liability/spreads the risk of company ownership as wide range of investors (1)</li> <li>• Can sell shares to raise money (1)</li> <li>• Reputation/image (1)</li> </ul> <p><b>Accept any other correct answer.</b></p>	(2)

Question Number	Answer	Mark
2 (b )	<p>Large business/large/ large enterprise</p> <p><b>Accept any misspellings.</b></p>	1

Question Number	Answer	Mark
2 (c )	<p>Multinational company/international/ multinational/ multi-national</p> <p><b>Accept any misspellings.</b></p>	1

Question Number	Answer	Mark
2 (d)	<p>Award <b>one</b> mark for identification of a disadvantage and <b>one</b> additional mark for appropriate expansion.</p> <ul style="list-style-type: none"> <li>• Top down management (1) so staff may become demotivated (1)</li> <li>• Senior managers removed from operations (1) so they are less effective (1)</li> <li>• Staff are focused on one area (1) so do not get a broad understanding of the business (1)</li> <li>• Lots of departments/management layers (1) can cause communication breakdown/take longer to make decisions/changes (1)</li> </ul> <p><b>Accept any other correct answer.</b></p>	2

Question Number	Answer	Mark
2 (e) (i)	<p>Award <b>two</b> marks for any of the following:</p> <ul style="list-style-type: none"> <li>• Expertise/specific skills (1)</li> <li>• Save costs/better resources (time, equipment, staff) (1)</li> <li>• Impartiality/objectiveness (1)</li> <li>• May be able to complete job quicker (1)</li> <li>• Use on temporary projects (1)</li> </ul> <p><b>Accept any other correct answer.</b></p>	2

Question Number	Answer	Mark
2 (e) (ii)	<p>Award <b>one</b> mark for any of the following:</p> <ul style="list-style-type: none"> <li>• Customer satisfaction survey (1)</li> <li>• Mystery shopper (1)</li> <li>• Questionnaire (1)</li> <li>• Focus groups (1)</li> </ul> <p><b>Accept any other correct answer.</b></p>	1

Question Number	Answer	Mark
3 (a)	A: Mediterranean	1

Question Number	Answer	Mark
3 (b)	C: Atlantic islands	1

Question Number	Answer	Mark
3 (c)	255,000/255 thousand/two hundred and fifty five thousand	1

Question Number	Answer	Mark
3 (d)	<p>Award <b>two</b> marks for any of the following:</p> <ul style="list-style-type: none"> <li>• Bigger ships (1)</li> <li>• More facilities (1)</li> <li>• More ports/access (1)</li> <li>• Activities for children/young people (1)</li> <li>• New destinations (1)</li> </ul> <p><b>Accept any other correct answer.</b></p>	2

Question Number	Answer	Mark
4 (a)	<p>Award <b>one</b> mark for the identification of a way and <b>one</b> additional mark for the appropriate expansion, up to a maximum of <b>two</b> marks each.</p> <ul style="list-style-type: none"> <li>• More overseas holidays are sold (1) as most holidaymakers feel overseas holidays cost more than domestic (1)</li> <li>• More luxury holidays are sold (1) as customers more able/happy to pay extra (1)</li> <li>• Increased demand for exotic/niche destinations (1) due to increased spending (1)</li> <li>• Demand for domestic/budget holidays decreases (1) customer switch to overseas/luxury (1)</li> </ul> <p><b>Accept any other correct answer.</b></p>	4

Question Number	Answer	Mark
4 (b)	12%/12 per cent/12 /twelve/twelve per cent	1

Question Number	Answer	Mark
4 (c)	B - Air transport employed fewer people aged 15-24 than accommodation  C -Travel agency/tour operator employed more people aged 25-34 than accommodation	2

Question Number	Answer	Mark
4 (d)	Award <b>one</b> mark for any of the following: <ul style="list-style-type: none"> <li>• Spend per visitor/visitor spend (1)</li> <li>• Currency exchange rate fluctuations (1)</li> </ul> <p><b>Accept any other correct answer.</b></p>	1

Question Number	Answer	Mark
5	Award <b>one</b> mark for the identification of a disadvantage and <b>one</b> additional mark for the appropriate expansion, up to a maximum of <b>two</b> marks each. <ul style="list-style-type: none"> <li>• Finding suitable hotels with large rooms (1) so families can be accommodated (1)</li> <li>• Some cities in Europe are very expensive (1) so may not be suitable (1)</li> <li>• Need to find daytime flights (1) they could be too expensive (1)</li> <li>• Increased costs of training sales staff/market research (1) due to lack of expertise (1)</li> </ul> <p><b>Accept any other correct answer.</b></p>	4

Question Number	Answer	Mark
6 (a)	<p>Award <b>one</b> mark for the identification of a disadvantage and <b>one</b> additional mark for the appropriate expansion, up to a maximum of <b>two</b> marks each.</p> <ul style="list-style-type: none"> <li>• Risk/uncertainty to the reputation/brand of Grand Rail Tours (GRT) (1) because of the association with a budget brand/Way2Go (W2G) (1)</li> <li>• GRT has no experience in the budget/coach operations (1) so may not know how to manage it effectively (1)</li> <li>• Customer expectation will be high (1) which may be difficult to achieve with budget coach facilities (1)</li> <li>• GRT and W2G have different operations/culture/management (1) may reduce customer satisfaction (1)</li> <li>• Cost of buying W2G (1) could be a business risk due to lack of experience (1)</li> </ul> <p><b>Accept any other correct answer.</b></p>	4

Question Number	Answer	Mark
6 (b)	<p>Award <b>one</b> mark for the identification of a reason and <b>one</b> additional mark for the appropriate expansion, up to a maximum of <b>two</b> marks.</p> <ul style="list-style-type: none"> <li>• GRT shareholders will continue to invest/ will not sell shares (1) as mobile ticketing/apps/e-marketing are viewed as up to date/competitive with other companies (1)</li> <li>• GRT might gain new shareholders (1) as they see the business as responsive to opportunities/or like new technology (1)</li> <li>• Mobile ticketing/apps/e-marketing can reduce GRT costs (1) increases profitability to pass on to shareholders (1)</li> </ul> <p><b>Accept any other correct answer.</b></p>	2



Question Number	Answer	Mark
7	<p>Award <b>one</b> mark for the identification of a way and <b>one</b> additional mark for the appropriate expansion, up to a maximum of <b>two</b> marks each.</p> <ul style="list-style-type: none"> <li>• Ensure that local people are employed in the lodges (1) so that they benefit from wages/employment (1)</li> <li>• Offer local food and drink (1) to ensure that money goes into the local community/local goods are promoted to tourists (1)</li> <li>• Only use lodges that support conservation projects/ donate part of profit (1) so more money is raised to monitor/protect wildlife (1)</li> <li>• Encourage customers to buy souvenirs from local people (1) to ensure that local businesses benefit from increased earnings (1)</li> <li>• Ensure the safari lodges are owned/ managed by local people (1) keeps earnings within the local economy (1)</li> </ul> <p><b>Accept any other valid response.</b></p>	frica

Question Number	Indicative content	Mark
8	<p><b>Responses may include the following</b></p> <p>Advantages</p> <ul style="list-style-type: none"> <li>• Attract different types of customer (thrill seekers/active families/education groups) bringing in extra income</li> <li>• Appeal to existing customers of Uphill Farm who will spend more money on the new activities/accommodation</li> <li>• New market for day visitors who come and spend money for activities only</li> <li>• Income from developing new types of outdoor accommodation, e.g. camping, glamping, yurts, shepherd huts</li> <li>• Keeping ahead of the competitor bed and breakfasts as offering new products/avoiding decline in income</li> </ul> <p>Disadvantages</p>	8

	<ul style="list-style-type: none"> <li>• Extra costs of training and expertise, e.g. instructors for activities</li> <li>• Health and safety regulations/insurance</li> <li>• Additional costs of setting up/buying equipment/maintaining new accommodation and activities</li> <li>• Business risk if accidents occur could damage reputation and lower existing customer numbers to the bed and breakfast/lowering income</li> <li>• Seasonal business as weather dependent so only gain extra income when the weather is good</li> <li>• Loyal customers to the B n b might be unhappy due to noise levels.</li> </ul>	
<b>Level</b>	<b>Descriptor</b>	
0 0 marks	No rewardable material.	
1 1-3 marks	Basic response. The answer may be in the form of a list. Points made will be superficial/generic/descriptive and may not be applied/directly linked to the situation in the question, i.e increased profitability for Uphill farm. No conclusion produced or the conclusion a consequence of only one side of the argument being considered.	
2 4-6 marks	Response may include advantages and disadvantages but likely to be more emphasis on advantages or disadvantages. Most points made will be relevant to the situation in the question i.e. increased profitability for Uphill farm. A conclusion may be present, but is likely to be implicit.	
3 7-8 marks	Balanced response considering disadvantages and advantages in some detail. The majority of points made will be relevant. A justified conclusion is produced that is well applied to the question, i.e. increased profitability for Uphill farm.	

Ofqual



Llywodraeth Cymru  
Welsh Assembly Government



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