



Mark Scheme (Results)

January 2021

Pearson BTEC Firsts

In Travel and Tourism (21474E)

Unit 1: The UK Travel and Tourism Sector

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Unit 1: The UK Travel and Tourism Sector

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)(i)	<p>One mark for either of the following:</p> <ul style="list-style-type: none"> • Visitors from overseas coming into the country • Tourists travelling from abroad into the UK <p>Accept any other appropriate answer.</p>	(1)

Question Number	Answer	Mark
1(a)(ii)	<p>B – A family from England visiting Norway</p> <p>C – A couple from Northern Ireland visiting France</p>	(2)

Question Number	Answer	Mark
1(b)(i)	<p>Any one from the following types of business travel:</p> <ul style="list-style-type: none"> • Meeting/meetings (1) • Incentive/incentives (1) • Conference/conferences (1) • Event/events (1) <p>Accept any other appropriate answer.</p>	(1)

Question Number	Answer	Mark
1(b)(ii)	<p>A Staycation</p> <p>C Holiday</p>	(2)

Question Number	Answer	Mark
1(b)(iii)	D Health	(1)

Question Number	Answer	Mark
1(b)(iv)	<p>Award one mark for each appropriate example of education travel, up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Visiting an art gallery/museum/exhibition/castle (1) • Travelling to the Alps to learn to ski (1) • Going to York to learn about history (1) • Travelling overseas to learn a foreign language/study/student exchange (1) <p style="text-align: right;">2x1</p> <p>Accept any other appropriate answer including destinations.</p>	(2)

Question Number	Answer	Mark
1(c)(i)	<p>Any two from the following advantages for organisations in a corporate group:</p> <ul style="list-style-type: none"> • Improved marketing/promotion (1) • Good customer care (1) • Economies of scale (1) • Shared resources/staff/equipment/costs (1) • Wider customer base/new customers (1) • Improved recognition/more well-known (1) • More ideas (1) <p style="text-align: right;">2x1</p> <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
1(c)(ii)	<p>One mark for correct term.</p> <ul style="list-style-type: none"> • Horizontal integration (1) • Horizontally integrated (1) 	(1)

Question Number	Answer	Mark
1(d)	<p>Any one from the following types of travel agent:</p> <ul style="list-style-type: none"> • Multiple/s • Independent • Online • Business <p>Accept any other appropriate answer.</p>	(1)

Total for Question 1 = 13 marks

Question Number	Answer	Mark
2(a)(i)	2014	(1)

Question Number	Answer	Mark
2(a)(ii)	<p>Hotel/motel</p> <p>Accept any other valid variation.</p>	(1)

Question Number	Answer	Mark
2(a)(iii)	<p>A The number of overnight trips in campsites/caravan parks decreased from 2014 to 2018</p> <p>E The number of overnight trips in second homes increased from 2014 to 2018</p>	(2)

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Question Number	Answer	Mark
2(b)	<p>Any two from the following products and/or services provided by youth hostels:</p> <ul style="list-style-type: none"> • Dormitory/family/large/shared rooms (1) • Private rooms (1) • Shared bathrooms/facilities (1) • Information/advice (1) • Communal/social/lounge areas/games room (1) • Meals/food (1) <p style="text-align: right;">2x1</p> <p>Accept any other appropriate answer.</p>	(2)

Question Number	Indicative content	Mark
2(c)	<p>Responses may include the following:</p> <ul style="list-style-type: none"> • Hotels/cruise ships introducing devices using less energy such as LED lights • Buildings/hotels designed to blend into their surroundings, more space for wildlife • Head office/high street travel agency/call centre workers encouraged to car share/cycle to work • All organisations do more recycling to reduce waste • More information/education such as in national parks/reserves so people understand how to look after the environment • Policies in accommodation sector to employ more local people and pay them fairly • Airlines reduced packaging to reduce waste • Transport sector - more fuel efficient vehicles/planes engines, with reduced CO₂ emissions • Attractions/hotels/tour operators train local people to have the skills to work and progress in the industry/teach them transferrable skills 	(6)
Level	Descriptor	

0/0marks	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. • Few of the points made will be relevant to the context of the question. • Limited discussion which contains generic assertions rather than considering different aspects and the relationship between them.
Level 2 3–4 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 discussion which considers some different aspects and some consideration of how they interrelate, but not always in a sustained way.
Level 3 5–6 marks	<ul style="list-style-type: none"> • Demonstrates mostly accurate and 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 discussion which clearly considers a range of different aspects and considers how they interrelate in a sustained way.

Total Question 2 = 12 marks

TOTAL FOR SECTION A = 25 MARKS

Question Number	Answer	Mark
3(a)(i)	<p>Any two from the following functions of voluntary sector organisations in travel and tourism:</p> <ul style="list-style-type: none"> • Provide a service (1) • Provide/sell products/merchandise (1) • Support members (1) • Promote a particular cause/protect culture/heritage/environment(1) • Raise money (1) • Educate/inform (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 of AITO:</p> <ul style="list-style-type: none"> • Sets own code of conduct/regulates members/Quality Charter (1) • Monitors standards (1) • Ensures tour operators offer good level of customer service (1) • Does surveys/gets feedback from customers (1) • Raises awareness of sustainable tourism (1) • Advises independent tour operators (1) • Represents interests of independent tour operators (1) <p style="text-align: right;">2x1</p> <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
3(b)(i)	<p>Award one mark for each correct identification of a way technology has improved guest experiences in hotels plus a further mark for each correct justification/elaboration.</p> <ul style="list-style-type: none"> • Smart locks on doors (1) do not need a key /improved security (1) • Mobile apps (1) check in/out/self-check in (1) • Tablets (1) can order room service/control temperature (1) • Movement sensors (1) to switch lights on/safer (1) • Key cards (1) less risk of losing a key/easier to carry/easier to open door/switches lights/TV off when leave room (1) <p>Accept any other appropriate answer.</p>	(4)

Question Number	Answer	Mark
3(b)(ii)	<p>Award one mark for correct identification of an advantage of e-tickets for The Cavendish Theatre and one mark for each correct justification/elaboration of that advantage.</p> <p>Must be advantage for theatre NOT customer -</p> <ul style="list-style-type: none"> • Reduces queues in theatre (1) as will be easier to check/scan (1) • Improved/targeted marketing and promotion (1) can send alerts when new show dates released (1) • Saves theatre money (1) on printing/posting tickets/tickets won't get lost (1) • Saves time (1) staff freed up from issuing tickets (1) • Meets expectations (1) people nowadays do not want paper tickets (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 one other valid way the owners of Pennington Hall could increase sales revenue and one mark for each correct justification/elaboration of the way.</p> <p>Do not credit increase prices/entry fees - given</p> <ul style="list-style-type: none"> • Introduce membership scheme/discounted rates/special events/priority (1) to increase repeat business/attract families/groups (1) • Hire out to TV/film companies in the winter (1) as no income is being generated then (1) • Offer wedding/painting/nature breaks (1) to attract new markets (1) • Create a woodland trail/event/tours (1) for a small fee/charge (1) • Open a restaurant/shop (1) to gain more secondary spend (1) • Open all year round (1) more customers/ more opportunities for increased sales (1) <p>Accept any other appropriate answers.</p>	(4)

Question Number	Answer	Mark
4(b)	<p>Award one mark for identification of a reason the development will bring benefits of the multiplier effect and one mark for each correct justification/elaboration of the reason.</p> <ul style="list-style-type: none"> • Increased demand for local suppliers/laundry services/taxis/trades (1) creates indirect employment/people not employed in tourism may gain jobs (1) • creates opportunities for new/local businesses to start up/expand (1) as will need food/drink producers/designers/florist for the hotel (1) • By offering accommodation tourists can stay longer (1) which means there will be more money spent by tourists in the local area (1) 	(4)

	<ul style="list-style-type: none"> • Increased tourist spending will circulate more money through the local economy (1) so other businesses/sectors will see increased sales/revenue (1) • New/more job opportunities in the hotel for local/unemployed people (1) who will have wages/more money to spend in the local area/benefits the local economy (1) <p>Accept any other appropriate answers.</p>	
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Question Number	Answer	Mark
4(c)	<p>Award one mark for each correctly identified advantage or disadvantage of visiting theme parks for different types of customer 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.</p> <p>Candidates must address both advantages and disadvantages for full marks.</p> <p>Answers must relate to different customers.</p> <p>Advantages</p> <ul style="list-style-type: none"> • Something for everyone/different ages/all the family (1) so keeps everyone entertained/interested (1) • Provide many facilities in one place/secure boundaries (1) so can make the most of the time there/safer for school groups (1) • Enclosed/under cover/indoor activities (1) so safe environment for children/good if the weather is bad/wet/hot (1) • Range of ticket options families/school group tickets (1) so more affordable to large families and students (1) <p>Disadvantages</p>	(6)

	<ul style="list-style-type: none"> • Can be a quite expensive day out for less affluent/ big families (1) as drinks/food are not included/prices are higher as there are no other places to shop (1) • Can be a lot of standing around/queues/distance between rides (1) which may lead to bad tempers/time wasted/inaccessible for less mobile customers (1) • Height and other restrictions may prevent some members of the group/family taking part (1) leading to disappointment/bored children/and more waiting about for parents (1) <p>Accept any other appropriate answers.</p>	
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Total for Question 4 = 14 marks

Question Number	Indicative content	Mark
5	<p>Responses may include the following:</p> <p><u>Option 1 – Road and ferry</u></p> <p>Advantages</p> <ul style="list-style-type: none"> • Could be more comfortable/can walk about on ferry/arrive in Bruges refreshed • Can take their time when driving • Can take as much luggage as they want • Infant will be secured in the car • Ferry offers food and entertainment options <p>Disadvantages</p> <ul style="list-style-type: none"> • Traffic jams/accidents/bad weather may delay so they miss ferry • May not be used to driving abroad, may get lost • Stress of finding parking spaces in Bruges • Will be two nights on-board and may not have the time so may only get a day in Bruges 	(9)

	<p><u>Option 2 – Air</u></p> <p>Advantages</p> <ul style="list-style-type: none"> • Shortest route, allows more time in Bruges • Few changes • Can relax on flight • Easily store pushchair • May get priority boarding/assistance <p>Disadvantages</p> <ul style="list-style-type: none"> • Heathrow has had a lot of disruption • Risk of snow/bad weather in January • Any delay has potential to spoil a short break • Their son may not enjoy the flight/cry and upset other passengers • Will need to allow time to check in making the journey longer • Flight isn't direct so may be increased risk of disruption <p><u>Option 3 – Rail and Eurostar</u></p> <p>Advantages</p> <ul style="list-style-type: none"> • Relatively quick journey for the distance • Could travel first class for more room and comfort • Can arrange assistance for their son and pushchair • Likely to be able to access WiFi to keep entertained • Will be able to buy refreshments on the train <p>Disadvantages</p> <ul style="list-style-type: none"> • Will take longer as will need to allow time for the change of trains in Brussels • Need to change station in London • Could be hard work with pushchair and son • Any delays in the train from Leeds could lead to missing the Eurostar connection from St Pancras 	
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	<ul style="list-style-type: none"> There have been delays and cancellations on trains and Eurostar in winter if it is very cold <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. 	
Level 3 7–9 marks	<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. 	

Total Question 5 = 9 marks

TOTAL FOR SECTION B = 35 MARKS

TOTAL FOR PAPER = 60 MARKS



Llywodraeth Cymru
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