



# Examiners' Report Lead Examiner Feedback

January 2021

Pearson BTEC Firsts  
In Travel and Tourism (21627E)  
Unit 7: Travel and Tourism Business  
Environments

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## 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 Q1 as learners were able to provide advantages of partnerships and a range of different types of business ownership. It was also evident in question 2 as learners gave valid functions of external services and valid types of staffing structure.

Although there were some areas of the specification where learner's knowledge and understanding of key terms and concepts was more limited. Examples were seen in Q2 as many candidates failed to explain advantages of external services and explain the term 'merger'. Also evident in Q3c as many candidates failed to provide a valid response for a travel and tourism business dealing with 'decreasing average spend'. However, 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 Q2b and Q3aii. Also the majority of candidates correctly followed instructions on Q1 and Q3 when they had to use the data provided.

Learners are reminded that when a scenario is given, they need to ensure that this is used in their response, but that they also need to read the question and apply their response accordingly. This was most evident in Q4 where some learners provided responses related to the town of Windsor or royal weddings from the scenario, but did not apply their response to travel and tourism business in the question. This was also seen in the extended response question,

Q7 where again many candidates failed to discuss responses related to travel and tourism businesses.

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 such as a reason or a way. So they 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 as many candidates attempted all the questions. 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 to 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. Learners need to be familiar with all possible command verbs used. In the last question this series the command verb was 'discuss' and it was apparent that some learners did not provide a range of valid points, so providing a discussion. So limited their marks as they identified a few key points or one point described.

## Individual Questions

Q1(a) This multiple choice question (MCQ) was answered quite well scoring one mark for selecting micro enterprise as the correct size of the business.

Q1(b) This multiple choice question (MCQ) was answered quite well scoring one mark for selecting local for the correct size of the business.

Q1(c) This multiple choice question (MCQ) was answered quite well scoring one mark for selecting online as the correct type of external service.

Q1(d) This short answer question was a popular question and answered quite well, as many learners were able to identify other types of business ownership. A good range of types of business ownership were seen from the mark scheme. Only a few learners incorrectly repeated partnerships which was given in the question scenario.

Q1(e) This short answer question was a popular question and answered quite well. Many learners were able to give one or two correct advantages of a partnership. So were able to score one or two marks.

The following response scored two marks as they gave a correct advantage 'multiple sources of funds' and a second correct advantage 'shared responsibility' from the mark scheme.

(e) State **two** advantages of a partnership. (2)

1 Easier to get started as you have multiple sources of income and more people to give money to get started.

2 If the business fails you are not 100% responsible as your partner would also have to take blame. If you go into debt it needs to be paid of equally.

Total- 2 marks

Q1(f)(i) This short answer question was popular and answered very well. The majority of learners were able to correctly identify 'the percentage of tourists who agreed they like to stay connected whilst on holiday'.

Q1(f)(ii) This multiple choice question (MCQ) was answered well and many learners were able to score one mark for identifying the correct percentage.

Q1(f) (iii) This short answer question was answered very well and the majority of learners were able to correctly identify 'smart phones' to score one mark.

Q2(a) This short answer question was popular and answered well as many learners were able to provide a correct 'other' type of staffing structure. Very few learners repeated 'hierarchal' which was given in the question scenario.

Q2(b) This multiple response question (MRQ) was answered reasonably well as many learners were able to select one or two correct functions of a product development department.

Q2(c)(i) This short answer question was answered quite well. Many learners were able to state a function of an external advertising and promotion service. Some learners did incorrectly provide a type of advertising and promotion so failed to score a mark.

Q2(c)(ii) This question was not answered particularly well by many learners. Quite a few learners were able to score a mark for correctly explaining why 'expertise' is an advantage of an external service. But fewer learners were able to explain why impartiality and in particular resources were advantages. Many learners repeated the advantage given within their explanation and failed to score a mark as they were just repeating the question stem, without showing any further understanding of an advantage.

The following response failed to score any marks as they did not provide any valid explanations if the given advantages.

Impartiality, expertise and resources are three advantages of using an external service.

(ii) Why is each of these an advantage of using an external service for JadeJet?

(3)

**Impartiality** is an advantage because

more people will use it.

**Expertise** is an advantage because

people will already know about it

**Resources** are an advantage because

shows what they have onboarded with them.

Total - 0 marks

The following response scored two marks, for a correct explanation of impartiality and expertise. But failed to score a mark for resources.

Impartiality, expertise and resources are three advantages of using an external service.

(ii) Why is each of these an advantage of using an external service for JadeJet?

(3)

**Impartiality** is an advantage because

un biased outside of the box

**Expertise** is an advantage because

to make sure a job is done properly with the correct expertise

**Resources** are an advantage because

there is more in place for you to use to your advantage

Total- 2 marks

Q2(d) This question was popular and answered reasonably well. However, some learners failed to score a mark as they simply repeated 'merge' or 'merger' in their response and failed to show any further understanding of what a merger is.

The following response scored one mark for a correct explanation of a merger.

(d) What is a merger? (1)

A merger is when two or more companies join together to become one company

Total - 1 mark

The following response failed to score a mark as they repeated 'merging' from the question stem and failed to show a further understanding of the term merger.

(d) What is a merger? (1)

A / two companies merging together

Total - 0 marks.

Q3(a)(i) This multiple choice question (MCQ) was answered very well with most learners scoring one mark for stating the correct number of visitors.

Q3(a)(ii) This multiple response question (MRQ) was answered well as many learners were able to select the correct statements about the data in the table. The majority of learners did select two responses as instructed within the question.

Q3(b) This was a popular question and answered quite well. Many learners were able to score one or two marks for correctly giving one or two product or service ideas applied to the scenario. Tour and gift shops were the popular responses. Most learners did provide two different ideas so there were very few repeat answers.

The following response scored two marks, for correct identification of two products or services applied to the scenario, 'a tour' and 'a café'.



(b) Give **two** products or services that could be developed at heritage visitor attractions made popular by television and films.

(2)

- 1 a tour of where the TV or films were set
- 2 a cafe in the theme of what the TV shows or film was

Total - 2 marks

The following response failed to score a mark as they did not give any valid product or service ideas.

(b) Give **two** products or services that could be developed at heritage visitor attractions made popular by television and films.

(2)

- 1 Activities involving the attractions
- 2 Promote the attraction so more television and film programs can be made

Total- 0 marks.

Q3(c) This question was not answered particularly well. Many learners failed to score a mark as they provided responses relating to increasing visitor numbers rather than 'decrease in average visitor spend' responses. Many candidates provided general responses such as increasing or decreasing prices without showing understanding of what a business/visitor attraction would do when facing decreasing average visitor spend. Some learners failed to score a mark as they gave responses that would increase costs for visitor attraction such as adding new attractions. Where learners were able to identify a correct 'way', only a few went on to explain the 'way'. Therefore, scored one or two marks for identification of either one or two correct ways.

The following response scored a mark for providing a valid 'way' 'market research' but no valid expansion. But the second way given did not score a mark for 'advertising more'..

(c) Explain **two** ways a visitor attraction may respond to a decrease in average spend per visitor. (4)

- 1 They could Find out why this is happening AND Listen to the CUSTOMERS opinions AND try to Fix the Problem.
- 2 They could advertise the Attraction more, AND change the way they advertise it.

Total - 1 mark.

The following response failed to score a mark for 'advertise more' as a valid way. The second response given failed to score a mark as increasing or decreasing prices and 'more customers' was not a valid response to 'decreasing average visitor spend'.

(c) Explain **two** ways a visitor attraction may respond to a decrease in average spend per visitor. (4)

- 1 advertise. advertise events and new things going on to drag the visitors in to spend more money.
- 2 increase or decrease prices doing this will effect numbers. low cost more customers more money. higher prices less customers but will turn over depend on visitor numbers

Total - 0 marks

Q4 This was a popular question and the majority of learners did provide a response to this question with an attempt to provide one or two reasons. Often where candidates failed to score a mark is where they did not relate their response to travel and tourism businesses but gave a response related to the town of Windsor. Or they gave a response that was related to the royal wedding and therefore did not answer the question. It was pleasing to see that some candidates could provide valid threats, so showed an understanding of large increases in visitor numbers can be a negative as well as a positive to a business. Responses about not enough accommodation etc. and poor visitor experience were popular. Fewer learners gave responses about infrastructure or staffing issues. Again many learners did not expand their reason with a suitable explanation and therefore only scored one or two marks for the identification of a reason.

The following response scored two marks for a correct reason 'hotels will be booked up/busy' and a valid expansion, so visitors will have to stay elsewhere. They also scored two marks for the second response 'can't get into an attraction due to it being full' and a valid expansion 'may leave a bad review.

Explain **two** reasons why large increases in visitor numbers may be a threat to travel and tourism businesses in Windsor.

1. The town may be quite small so having thousands of visitors may mean that hotels will be booked up/busy and visitors will have to stay elsewhere. The more visitors the more complaints & impact it will have on the business.
2. If visitors can't get into an attraction due to it being full they may leave a bad review or stop visiting all together which means the business lose customers and gain a bad reputation.

(Total for Question 4 = 4 marks)

Total- 4 marks

The following response failed to score a mark as the response given was not applied to travel and tourism businesses.

4 The two royal weddings in the town of Windsor in 2018 are examples of foreseen cultural events. One royal wedding attracted over 110,000 more visitors than normal to Windsor. Visitor numbers to Windsor have continued to increase.

Explain **two** reasons why large increases in visitor numbers may be a threat to travel and tourism businesses in Windsor.

1 one way a large increase in visitor number may be a threat to travel and tourism business is that loads of people mean people will have to wait to get stuff.

2 the second way a large increase in visitor number may be a threat to travel and tourism business is the shop owner's shop could get sold out then he is making profits.

(Total for Question 4 = 4 marks)

Total – 0 marks

Q5 This was a popular question and again many learners did attempt to provide one or two ways the museum could use an app. Many candidates were able to identify valid ways an app could be used to score one or two marks, fewer learners were able to go onto provide valid expansions. Some learners repeated the stem “visitor information and exhibits” or how it benefitted the customer not the museum and therefore failed to answer the question.

The following response scored two marks for the first response as a valid way 'm tickets' and a valid expansion applied to the museum. The second response also scored two marks for a valid way 'voiced over tour' and a valid expansion

**5** A science museum has developed a new mobile application (app).  
One way this new app will be used is to give visitors information about exhibits, opening times and prices.  
Explain **two other** ways the museum could use the app.

1 They could set up a option to buy tickets for museum via app (m-tickets). This would increase sales meaning more income for the museum.

2 They could have a voiced over tour guide by using headphones. This could help people who have learning difficulties such as dyslexia as everything is read out to them.

(Total for Question 5 = 4 marks)

Total- 4 marks

Q6(a) This question was not answered particularly well although many candidates did provide a response. Were candidates failed to score was by not providing a response that was related to Newzee Tours and providing a more general response related to extreme weather, or repeating the 'holiday cancellations' given in the scenario. Where learners were able to give valid ways responses about 'potential customers' and 'inaccessible destinations' were the most popular from the ark scheme. Only a few learners were able to score two marks by providing an identification of a valid way and an appropriate expansion.

The following response score a mark for a valid way, extreme weather could prevent resources being delivered' and one mark for a valid expansion, 'less prepared to give customers....the full package promised to them'.

**6** In 2019 extreme weather events caused flooding and forest fires in New Zealand.

NewZee Tours is a tour operator that specialises in touring holidays around New Zealand.

Holiday cancellations are one way extreme weather events could be a threat to NewZee Tours.

(a) Explain **one other** way extreme weather events could be a threat to NewZee Tours. (2)

Extreme Weather conditions could prevent resources being delivered meaning they are less prepared to give customers who haven't cancelled the full package they promised to them.

Total -2 marks.

The following failed to score a mark as the response did not answer the question.

(a) Explain **one other** way extreme weather events could be a threat to NewZee Tours. (2)

~~hurricanes~~ earthquakes hurricanes could be another extreme weather event

Total - 0 marks

Q6(b) This questions was not answered particularly well. Often learners failed to score a mark as were not able to understand the question scenario, that the promotional campaign was run by the government and gave answers that related to New Zee tours running a promotional campaign.

Some learners did score a mark for giving a correct reason related to the global campaign raising the profile of New Zealand and New Zee Tours could use it as an opportunity, but often were unable to go onto provide an appropriate expansion.

The following response scored two marks. The learner has provided a valid reason more potential customers for New Zee tours, and a valid expansion if they become 'eco responsible'. The second response is a repeat of the same way as the first response so did not score further marks.

The New Zealand government is funding a global promotional campaign about eco/responsible tourism resorts in New Zealand.

(b) Explain **two** reasons why this promotional campaign could be an opportunity for NewZee Tours.

(4)

1 A promotional campaign means more people coming in meaning more customers for NewZee tours if they become more eco friendly or eco responsible

2 If NewZee tours promotes themselves being eco friendly/responsible more customers are like to go to NewZee tours rather than other companies.

(Total for Question 6 = 6 marks)

Total - 2 marks

The following response failed to score a mark as the learner failed to answer the question with a valid response related to an opportunity to New Zee tours from the government campaign.

The New Zealand government is funding a global promotional campaign about eco/responsible tourism resorts in New Zealand.

(b) Explain **two** reasons why this promotional campaign could be an opportunity for NewZee Tours. (4)

1 It will encourage people to visit as they know by staying they will be doing good for the environment and helping the planet.

2 people will be interested to see what an eco/responsible resort is like and will want to check out and compare with other tourism resorts. It also will teach them how they can improve their own local environment

(Total for Question 6 = 6 marks)

Total – 0 marks

Q7 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. However, many candidates failed to score more marks in particular at the higher mark bands, as they could not provide responses relating to opportunities for travel and tourism businesses and responses related to the town were often given. Often learners who scored marks in mark band one, one to three marks gave promotion ideas or more general responses such as 'sell drinks on stalls' but did not go onto link the discussion to opportunities for travel and tourism businesses.

For those learners who did provide valid discussion points promotion ideas were the most popular type of response and some learners discussed several ideas such as sponsorship and leaflets etc. Only a few learners provided a range of valid opportunities for different types of travel and tourism businesses such as hotels and transport services.

The following response provided a discussion of several valid responses such as sponsorship, deals and discounts. There was also a link to specific travel and



tourism businesses B & B. However, the discussion did not link to a range of different travel and tourism businesses or responses that were not promotional ideas.

A popular tourist town is planning to hold a half marathon running event.

The event will take place in March to increase visitor numbers in a quieter time of year. The aims of the event are to increase tourism and help the town to be better known. Other activities planned include a street carnival and a music concert.

Discuss how travel and tourism businesses could respond to the opportunities offered by this half marathon running event.

Businesses could respond to the opportunities in many ways. They may feel it's a good way to get their business out there as it is an increasing popular sport. It is also a half marathon this one of the most popular events. This would be a good opportunity for a travel and tourism business to possibly sponsor the marathon as this would promote their business to customers. They

could partner with the marathon here. Spectators could possibly get deals off and this could possibly lead to more companies interested. People will also be travelling in for the race therefore B and B's could offer them slightly discounted stays as this would bring money into

the local economy for hotels, restaurants etc.

Total - 5 marks

The following response again discussed a range of valid responses largely related to promotional ideas. There was also some link to different travel and tourism business transport and travel agents.

Travel and tourism businesses could respond to the event by placing signs along the running path to promote their business which may attract some customers. They could offer discounts for the people who partake in the event which may encourage more participants. They could have some staff participate with some sort of advertisement like a shirt with the business' name on it to show that they take part in events / are proud willing to offer discounts to people who need transport to the area of accommodation.

to offer discounts to people who need transport to the area of accommodation.

Travel agents who are aware that the customer wants to view the event or take part in it

could give a discount. Tour operators could create a tour that travels along the path of the event to show the visitors what they'll be running before the event. People who are staying overnight could show proof that they are taking part in the event and the hotel/ accommodation could offer something like free breakfast to attract customers.

(Total for Question 7 = 8 marks)

**TOTAL FOR PAPER = 50 MARKS**

Mark band 2, Total- 6 marks

The following response focused on discussion points that were related to the town and gaining income/visitor for the town. There was some link to travel and tourism businesses but it focused on more income.

They will get alot more business coming to town ~~also~~ so they will be know and the visibors could spred the word and they will ~~have~~ more business.

~~more~~ the tourists coming to town will ~~want~~ want food and a

money the tourists coming to town  
will want food and a  
place to stay so the business  
will be earning more money

Mark Band 1, Total - 1 mark

The following response did provide a discussion related to travel and tourism businesses transport and a valid response promotion/offers. But as the discussion did not continue with identification of a range of points, the response scored at the top of mark band 1.

Firstly, travel services could provide transport to the event for people. ~~this reason~~ This will boost their business because they will attract new customers.

Secondly, they could find a way to promote their business during the event.

Also, some businesses could give out offers for ~~per~~ first time customers/~~per~~ customers who found them via the running event.

Mark band 1  
Total- 3 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 advantages of external services and economic factors such as 'decreasing average spend'.
- 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.
- 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.
- In the examination, read each question carefully, preferably twice. Ensure that both the scenario given and the question are used in the response.

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.



Llywodraeth Cymru  
Welsh Assembly Government

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