



Mark Scheme (Results)

January 2021

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

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Unit 7: Travel and Tourism Business Environments

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
1a	B: Micro-enterprise	1

Question Number	Answer	Mark
1b	D: Local	1

Question Number	Answer	Mark
1c	B: Online	1

Question Number	Answer	Mark
1d	<p>Award one mark for any of the following up to a maximum of three marks:</p> <ul style="list-style-type: none"> • Private limited company (1) • Public limited company (PLC) (1) • Franchise/franchisee (1) • Charitable organisation (1) • Sole trader (1) • Cooperative (1) • Consultancy (1) <p>Accept any misspellings.</p>	3

Question Number	Answer	Mark
1e	<p>Award one mark for each of the following, up to a maximum of two marks:</p> <ul style="list-style-type: none"> • Easy to establish (1) • Increased access to funds (1) • Wider/share range of knowledge and skills/ideas (1) • Limited liability (1) • Shared debt/responsibility/workload (1) <p>Accept any other appropriate answer.</p>	2

Question Number	Answer	Mark
1f i	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • 71% (1) • 71 (1) • seventy-one (1) • seventy-one per cent (1) <p>Accept any misspellings.</p>	1

Question Number	Answer	Mark
1f ii	C: 20%	1

Question Number	Answer	Mark
1f iii	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Smartphone (1) • Smartphone/mobile device (1) • Phone (1) • Mobile phone (1) • Mobile (1) • Cell phone (1) <p>Accept any other appropriate answers.</p>	1

Question Number	Answer	Mark
2a	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Flat (1) • Flattened/horizontal (1) • Matrix (1) <p>Accept any misspellings.</p>	1

Question Number	Answer	Mark
2b	<p>D: New destinations E: Pricing strategies</p>	2

Question Number	Answer	Mark
2c i	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Attract customers (1) • Discounting (1) • Dream selling (1) <p>Accept any misspellings.</p>	1

Question Number	Answer	Mark
2c ii	<p>Award one mark for each advantage, up to a maximum of three marks.</p> <ul style="list-style-type: none"> • Impartiality – may give a more objective view/unbiased opinion/independent perspective (1) • Expertise – specialist advice/knowledge/professionally trained/qualified (1) • Resources – saves time, provides staff/equipment (1) <p>Accept any other appropriate answer.</p>	3

Question Number	Answer	Mark
2d	<p>Award one mark for the following:</p> <ul style="list-style-type: none"> • Joining together of two or more separate companies to form one (1) • Combining different businesses/organisations into a single company <p>Accept any other appropriate answers.</p>	1

Question Number	Answer	Mark
3ai	<p>Award one mark for the following:</p> <ul style="list-style-type: none"> • 296,062 (1) • 296062 (1) • Two hundred and ninety-six thousand and sixty-two (1) <p>Accept any correct variations.</p>	1

Question Number	Answer	Mark
3aai	<p>Award one mark for each of the following:</p> <p>C In 2014 the Scottish Fisheries Museum received more visitors than in 2016</p> <p>E In 2016 Glasgow Cathedral received more visitors than the other attractions</p>	2

Question Number	Answer	Mark
3b	<p>Award one mark for any of the following, up to a maximum of two marks.:</p> <ul style="list-style-type: none"> • Ghost/educational tours (1) • Related merchandise/souvenirs (1) • Themed events – Halloween/battle re-enactments (1) • Escape rooms (1) • Offer accommodation/venue hire (1) <p>Accept any other appropriate answer.</p>	2

Question Number	Answer	Mark
3c	<p>Award one mark for the identification of a way and one additional mark for the appropriate expansion, up to a maximum of two marks each.</p> <ul style="list-style-type: none"> • Offer deals/discounts (1) to offer value for money (1) • Reduce opening times/workforce (1) to reduce costs/save money/ (1) • Fewer new projects/upgrades/changes (1) due to concerns of reduced annual income (1) • Reduce range of souvenirs (1) concern of being left with out-of-date items (1) <p>Accept any other appropriate answer.</p>	4

Question Number	Answer	Mark
4	<p>Award one mark for identification of a reason and one mark for linked explanation, up to maximum of two marks each.</p> <ul style="list-style-type: none"> • May not be enough transport/hotel rooms/seats in restaurants/cafes to meet increased demand (1) leading to poor experience/complaints in travel and tourism businesses (1) • New restaurants/cafes/hotels may be encouraged to open in the area (1) reducing the sales/profits for established providers (1) • Infrastructure such as roads and train stations may be overcrowded (1) difficult to get staff/supplies/tourists to businesses at peak times (1) • Difficult to keep/retain staff (1) motivation/moral of staff reduces due to increased demands/increased 	

	opportunities at other tourism businesses (1)	4
Accept any other appropriate answer.		

Question Number	Answer	Mark
5	<p>Award one mark for identification of a way and one mark for a linked explanation, up to a maximum of two marks each.</p> <ul style="list-style-type: none"> • Use as a promotional tool (1) with special offers available through app only (1) • Augmented/virtual reality app (1) to bring artefacts/objects to life/interactivity (1) • App could allow for fast track entry (1) by scanning a barcode/QR code (1) • Use as a platform for a membership/loyalty scheme (1) to offer behind the scenes tours/unique visitor experiences/exhibit openings (1) 	4
Accept any other appropriate answer.		

Question Number	Answer	Mark
6a	<p>Award one mark for identification of a way and one mark for a linked explanation.</p> <ul style="list-style-type: none"> • Some destinations in New Zealand may be inaccessible during the touring holidays (1) leads to dissatisfaction/cost to NewZee Tours of rebooking alternatives (1) • Concern these may be frequent extreme weather events (1) so potential customers/future business may prefer/choose alternative destinations that NewZee Tours cannot offer (1) 	2
Accept any other appropriate answer.		

Question Number	Answer	Mark
6b	<p>Award one mark for identification of a reason and one mark for explanation, up to maximum of two marks each.</p> <ul style="list-style-type: none"> • NewZee Tours develops a new product of eco/responsible touring holidays (1) as likely growth in interest in eco/responsible holidays (1) • The campaign raises awareness of New Zealand/stands out against other destinations (1) helps NewZee Tours compete as only offers this destination (1) • The campaign will reach a wider audience (1) more potential customers for holidays to New Zealand (1) <p>Accept any other appropriate answer.</p>	4

Question Number	Answer	Mark
7	<p>Responses may include the following:</p> <ul style="list-style-type: none"> • Travel and tourism businesses that have car parks could charge for participants/spectators to park on the day • Hotels offer packages/deals for participants/spectators making a weekend break • Snacks and drinks in hotels/cafes/food stalls and restaurants for participants and spectators • Travel agents offer to become booking agents for the event and charge commission/booking fee 	

	<ul style="list-style-type: none"> • Coach and taxi services from nearby towns and train stations provide transport for participants/spectators • Marketing/PR/sponsorship/sponsor prizes to raise profile/awareness of local travel and tourism businesses • Advertise on social media pages/website for the event to encourage participants/spectators to use businesses /return visits after the event • Visitor attractions in the area could offer discount vouchers/joint promotions/special events to encourage business from participants/spectators after the running event • Local airport could offer airport lounge passes for any international participants/VIPs to relax before flying home after the event • Event companies/local hotels/restaurants could assist with organising the other planned events. <p>Accept any other valid response.</p>	8
Level	Descriptor	
0/0marks	No rewardable material.	
Level 1 1–3 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 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 discussion which considers some different aspects and some consideration of how they interrelate, but not always in a sustained way. 	
Level 3 7–8 marks	<ul style="list-style-type: none"> • Demonstrates mostly accurate and detailed knowledge and understanding. 	

	<ul style="list-style-type: none">• 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.
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Llywodraeth Cynulliad Cymru
Welsh Assembly Government

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