



Examiners' Report Lead Examiner Feedback

January 2021

Pearson BTEC Nationals
In Travel and Tourism (20207K)
Unit 1: The World of Travel and Tourism

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Introduction

This report will outline performance of each question in turn and add sample answers where appropriate to support these comments.

This was the first sitting of this examination for Unit 1: The World of Travel and Tourism for the Level 3 BTEC qualification in Travel and Tourism.

Introduction to the Overall Performance of the Unit

The responses seen showed understanding of the specification content. Less well understood was the understanding of command words, especially in the extended response questions 1d) 1e) 2d) 2e) 3c) and 3d). Individual question comments will address this.

Most learners did attempt most questions, though some blank and short responses were seen. It was good to see some very well-structured responses. Some learners used extra paper. It is good practice to put 'continued on extra paper' on the answer book to signpost this. Some learners who used extra sheets did not have enough time to finish the paper, so time management was an issue for them.

Some of the learner writing was extremely difficult to read, and occasionally illegible. When examiners cannot read an answer, although every effort is made to do this, marks could be lost. Sometimes, this was due to a pale colour ink used. Learners should complete their answers in black.

Individual Questions

Question 1 a)

This question asked learners to give two **other** types of **self-catered accommodation** on **UK holiday parks**. Log cabins were the example given in the stem, so could not be credited. However, some learners misread the question and did not see 'self-catered' or 'holiday parks in UK'. Therefore, types of accommodation such as hotels, villas, cottages and youth hostels were given – these would not be acceptable responses.

The most popular correct answers were caravans and camping/tents. Apartments were credited as some holiday parks such as Butlins do have chalets and apartments on their sites. A response that was awarded both marks is shown here.

A log cabin is one type of self-catered accommodation.

1 (a) Give **two other** types of self-catered accommodation that may be found in holiday parks in the UK. (2)

1 A caravan is a type of self-catered accommodation.

2 camping in a tent is another type.

Question 1b)

Two possible aims of a private sector organisation was the focus of this question. The most popular correct response was *'To make a profit'*. Learners found the second one more difficult, but *'to improve image/reputation'* were other common acceptable answers. *'To make money/more money'* was not accepted as it is too vague. Learners should have stated *'to increase turnover'* which is better. It is good practice (as in B1 of the specification) to prefix aims of organisations with To... e.g. *'To increase market share'*.

This response has three correct aims – profit, increased product range and increase market share and this response was awarded 2 marks.

(b) Give **two** possible aims of private sector organisations.

(2)

1. make a profit and increase product range and services.
2. Increase market share

Question 1c)

This question followed a case study with a description of the features offered by a log cabin on a UK holiday park. Many learners simply repeated these features from the case study in their answers – the question was asking for **reasons** - not features/facilities provided. A good example of this is cots/highchairs - which are features/facilities not a reason.

An incorrect response would therefore be *'cots and highchairs available (0 mark)* *'so that the baby has somewhere to sleep'* (0 mark – too obvious)

A correct response *'convenience of having items to hire'* would be the reason for 1 mark, the explanation may then be linked as in *'these are large items, and they may not be able to fit them in their car'*. for the additional mark.

This is an example of a response that would not have been awarded any marks for the first reason, this response was awarded 1 mark for the explanation of the second reason – *'to keep toddler entertained'*.

(c) Explain **two** reasons why the log cabins at SunnSky may be suitable for a family with a baby and a toddler.

1 the log cabins are good for babies because they have cots and high chairs available for hire (4)

2 the log cabins also have a tv with the premium channels which will be good for the toddlers to keep them entertained

Question 1d)

This response was well answered. Learners were asked to **discuss** the adaptations to log cabins for specific mobility needs. There were many references to ramps, level floors, rails, lowered kitchen surfaces – knowledge of possible adaptations was good. Occasionally walk-in shower was suggested – not credited as the cabins already have this.

More able candidates were able to link the adaptations to the mobility needs and not just consider those in wheelchairs – for example elderly visitors more unsteady on their feet – may need a seat in the shower. As the question was related to mobility needs, the minority of learners who listed adaptations for sight and hearing needs could not be credited.

The command word discuss does not need a conclusion. It does however require candidates to consider different aspects and how they interrelate, so in this question simply listing new features and adaptations was not a discussion. Learners would be credited for their knowledge but responses would gain up to 3 marks.

Learners who linked the adaptations to different specific mobility needs were able to access higher marks, such as the one shown below which was awarded 6 marks.

(d) Discuss the ways that the log cabins could be adapted for specific mobility needs.

(8)

Sunnysky could adapt their cabins by having ramps for those people who use a wheelchair or a mobility scooter so that they can actually get into the cabin with ease, making it more accessible for them. Sunnysky could also make their bathrooms more accessible for people who have mobility needs by, for example, making them larger so that the person with the mobility needs can use the bathroom with an assist if one is needed as this would make going to the toilet much easier and also more accessible for the person as well as their assistant. Furthermore they could also make the actual bedrooms bigger so the person with mobility issues could have more space for sleeping and relaxing as well as putting their wheel chair in the room if one is needed.

Question 1e)

Recession not well understood, although some realised it was linked to available disposable income. Recession is a key term in D2 of the specification as it is a n economic factor which affects travel and tourism organisations.

Many learners answered with relation to customers/tourist types , organisations in general, or non- travel organisations. Responses needed to be linked to travel and tourism organisations as per question, with reference to travel organisations such as hotels, transport providers, travel agents, tour operators, attractions etc. Other learners focused on tourism types, inbound, outbound and domestic only, which were correct and relevant, but these were given in the stem of the question.

Assumptions were made without assessment – for example ‘recession means *‘people have no money to spend on holidays’* – which may be true of some people, but for others it may mean *‘less money – so they may choose to stay in a self-catering accommodation rather than a five star hotel’*.

Answers which linked the recession caused by the pandemic to travel and tourism organisations were credited. This first response does not name any

travel and tourism organisations and answers the question in a very generalised way. This response was awarded 3 marks.

(e) Assess the effects of a recession on travel and tourism organisations in the UK.

(10)

When a recession happens people start to lose money and go out of business and it has a lot of long term effects for organisations.

One effect of a recession on a travel and tourism organisation is that they start to lose customers. Because of all sorts of businesses losing money, members of the public may lose their jobs and start to spend less money on things elsewhere. It is a ripple effect. Businesses lose money, so they fire their employees, people stop spending money, other companies lose money. Things like recessions particularly affect travel and tourism organisations because when people have little money to spend, holidays and days out are the first things to go because they are not as important as things like food and shelter. Therefore, travel and tourism organisations quickly lose money and may end up going out of business.

This second response is applied to the travel and tourism industry as required by the question but does not have a lot of detail or show depth of understanding. However, no conclusion is present – this is expected from the command word **ASSESS** to be awarded higher marks.

This response was awarded 5 marks.

(e) Assess the effects of a recession on travel and tourism organisations in the UK.

(10)

~~Recession~~ Recession can be devastating to travel and tourism in the UK. Recession would cause a huge decrease in domestic tourism as the residents of a country in recession may be very careful and sparing with how they spend their money, because ~~jobs~~ companies might have to make many employees redundant due to a low profit or possible deprofit. This will mean the visitor attraction sector will lose money because of the lack of ~~more~~ customers, along with the transport hubs and gateways sector because ~~are~~ less people will be going on holiday or travelling because they'll be saving money.

Question 2a)

Both the introduction to Unit 1 and B2 of the specification state that learners should be able to **name examples of key organisations in all sectors**. From the responses seen in this question it was clear that many learners did not know the difference between a ferry and a cruise. There were many answers that were guesses for example 'Dover Ferries' or cruise companies 'Cunard' or examples from other sectors such as tour operators e.g. Tui and airlines e.g. Virgin.

The most common correct response was **P&O** which operates both ferries and cruises but was an acceptable answer. **Brittany Ferries** was also a popular choice, though this was often spelled incorrectly as Britannia Ferries.

Question 2b)

A well answered question. Many learners were awarded all four marks for two reasons with explanation. The most popular reason was cost – and this was explained as ‘cheaper than car hire/plane tickets/public transport’. Other creditworthy reasons included convenience/comfort, luggage space and flexibility of itinerary. Where learners were not awarded full marks it was sometimes when the same reason was repeated e.g. ‘cheaper as you don’t have to pay to hire a car in France’ and ‘will save them money as it would be more expensive on public transport/taxi’ is the same reason (cost).

This example gave repeated reason (freedom/flexibility) and was awarded 2 marks.

Many tourists from the UK travel by ferry to France for a holiday.

(b) Explain **two** reasons why tourists may take their **own vehicle** when travelling on holiday to France.

(4)

- 1 Travelling with their own vehicle can take them to many different places in their own speed. Allowing them to stay in a place for as long as they want. They might have a few stopovers in between for as long as they like
- 2 Tourists may prefer exploring or getting around alone than being ~~led~~ guided. This gives them more freedom as they might have had plans on how to get around on their own.

Question 2ci)

There were some learners who knew the term multiplier effect and were able to gain both marks for this knowledge. However, there were responses that repeated stem of question for example ‘it’s money that goes to the UK economy’ for which no mark could be awarded. Non tourism and theoretical descriptions were both credited. This is a key term in C4 of the specification. Answers should relate to tourist spending.

This response was awarded both marks (last word is groceries).

The multiplier effect is one way that the transport sector contributes to the UK economy.

(c) (i) Describe the **multiplier effect**. (2)

The multiplier effect is direct spending by tourists circulated throughout the economy on indirect products and services. for example a tourist pays for a hotel and the hotel staff spend their money on groceries

This second response is too vague and does not show understanding of the term, so no mark awarded.

UK economy.

(c) (i) Describe the **multiplier effect**. (2)

The multiplier effect is an effect that has a knock on effect to another effects leading onto another ect.

Question 2cii)

Section C2 of the specification is about employment in travel and tourism, and indirect employment is a subsection of this. The support organisations listed in this part of the specification (or named examples of these) were the answers this question was looking for. There were very many learners who simply put the name of a transport organisation e.g. *British Airways*, or another travel and tourism organisation such as *Tui* or *Hotels*. Other acceptable responses were support organisations from B2 of the specification – trade associations, government departments or regulatory bodies but only those which are linked with the transport industry for example *CAA*, or *IATA*.

Question 2d)

This question proved problematic for very many learners. The word 'implications' was not well understood, so most learners gave reasons for the growth and decline of rail travel instead. Many focused solely on the last year's data and the pandemic.

Implications – these are the **effects/impacts** of the **data** on both trains and other transport organisations.

Very many learners focused on trains only and made no mention of other parts of the transport sector at all. To achieve higher marks, learners will have considered pre-pandemic growth, maybe facilities provided for different customers, and implications on other transport sectors etc....

This is a typical response, which did not discuss the trends, focused mainly on lost profit, and only briefly mentioned other more reliable forms of transport – so was awarded 3 marks as it had limited discussion. To be awarded more, needed to focus on all the data, effects other than lost money/profit, and refer to implications for other transport methods.....

(d) Discuss the implications of these trends for the UK transport sector.

(8)

^{11.4%}
An \downarrow decrease in customers using rail transport will lead to much less profit being made through ~~rail~~ trains ~~tickets~~ as a form of travel, which means ^{this form of transport} ~~they~~ will be contributing much less money to the UK transport sector.

If the percentage $\&$ carries on decreasing, trains will not be seen as an effective or popular mode of travel, and will most likely start to be replaced by something newer and more popular.

The decrease in travelling ~~back~~ by train may be occurring due to the lack of trains arriving on time. ~~from~~ Passengers do not want to be waiting for a late train and may become frustrated especially if it makes them late and will eventually begin to look for faster, more reliable ways to travel instead. This again will lead to a drop in profits, taking ~~no~~ needed money away from the travel sector.

Question 2e)

Many learners considered all three parts to the plan. However most did NOT consider the disadvantages of the plan, which should have been included as the command word was '**Evaluate**'.

Some learners had incorrectly considered the disadvantages to the customer – e.g. *'they may not know how to ride a bike'* Or alternatively considered the advantages of cycling e.g. *'better for the environment'* , *'good for fitness'*....

To achieve higher marks learners needed to evaluate the plan in relation to specific customer types- by age, family, groups etc not just general 'more customers' -as they are aiming to attract a **wider range** of customers not just 'more customers.' The command word Evaluate also requires a conclusion; this was missing in most responses seen.

This response was a good attempt to evaluate the plan with a short conclusion and was awarded 5 marks. A more detailed conclusion would have gained it higher marks.

(e) Evaluate Wheel Cycle's plan to attract a wider range of customers.

(8)

Wheel Cycle's plan to attract a wider range of customers is good:

Having segway tours in UK cities might attract younger customers as it is more fun than normal cycling. Also, as it is in UK cities, it might attract university students:

Having cycling holidays in European destination might attract a wider range of customers as some people might not want to go cycling in the UK as the weather is very unreliable, and so they would probably rather go cycling in Europe as the weather is a lot more likely to actually be nice.

Having electric bike tours around the Welsh National Parks might attract older customers as having an electric bike might be better

for them as they won't get as tired. Also, they can look at the Welsh scenery which might appeal to them.

In conclusion, I think that Wheel Cycle's plan to attract a wider range of customers is good:

This typed response does not answer the question. It does not evaluate the plan and suggests other options instead. One mark was awarded for 'family cycle trips'.

2e. Wheel cycle should offer more things to attract a wider range of customers. They should consider offering family cycle trips that would earn them a bulk off money in one and would target a big audience. A beginner's cycle trip for people who want to get healthy but their stamina cant necessarily take hours off cycling. They should offer loyalty points for people who use their bike tours in different parts of the world as people are more likely to come back. Allow people too hire out the bikes and give them maps and great routes to cycle so they can go at their own pace but still enjoy the experience. Introduce lockdown safety measures so they are able to go out for daily exercise on bikes so it's fun.

The third response below has all the element of the plan, with positive and negative points, different customer types and a substantiated conclusion, so was awarded 7 marks.

(e) Evaluate Wheel Cycle's plan to attract a wider range of customers.

(8)

Wheel Cycle are trying to appeal to a wider range of customers by offering several different experiences in many locations. This is good because it is good and easily accessible for everyone in the UK & Europe. However, in order to achieve a plan of such a significant scale it requires a vast amount of time & is incredibly expensive. Wheel Cycle would have to assess whether the demand is great enough to warrant this plan. By attempting to attract a wider target market, Wheel Cycle would need to consider who they are trying to appeal to and what their customers' needs are. For example, when appealing to families they may want to consider smaller bikes or trikes as well as something like a fun route or trail to do. When appealing to people in European countries they will need to think about things such as language barriers & cultural differences. Wheel Cycle also

are talking about having segway tours in UK cities. A segway is a modern piece of equipment so this may appeal to younger people such as teenagers and young adults.

Overall, I think that Wheel Cycles' plan to attract a wider range of customers is a good idea as it is trying to remain modern whilst appealing to a wide target market. Despite all

(Total for Question 2 = 25 marks)

the effort required, I feel that this plan will help them to expand their business and eventually make them more successful.

Question 3ai)

Tailor made holidays are a product/service of travel agents/tour operators. The term was well understood by many learners who understood that it was 'customised', 'put together to meet specific needs' 'unique to that customer' or similar. Just 'A holiday to meet your needs' would not be awarded the mark as this would apply to all holidays not just tailor made.

The example below mentions 'specific requirements' and 'what they like and dislike' so was awarded one mark.

Wood Holidays is a small tour operator that specialises in tailor-made holidays.

3 (a) (i) What is a **tailor-made holiday**? (1)

holidays which are made for specific people based off of their specific requirements and what they like and dislike

Question 3aii)

'Independent' are a type of travel agent in B2 of the specification. There were some learners who confused this with independent holidays 'travelling alone' or 'when you plan it yourself'. The stem of the question was clear that a type of travel agency was what was required.

Some answers were quite vague – e.g. 'don't work with anyone else' (0) 'do everything themselves' (0) and similar. These are not technically correct as independent agents would still make bookings with airlines, accommodation providers etc

Other correct responses may have referred to agencies that are 'not vertically or horizontally integrated' or 'owned by a sole trader/have only one branch'.

A good answer which was awarded one mark is shown below.

These tailor-made holidays are sold through an independent travel agency.

(ii) What is an **independent travel agency**? (1)

A travel agency that ~~is~~ it is not part of a big chain like TUI. They are private or on their own.

Question 3b)

Many learners seemed to forget that the focus of this question was on the advantages to WOOD Holidays of working with WeRail. Many gave theoretical advantages, which could apply to any company, others gave advantages to customers, e.g. 'no queuing to book tickets as they can book them in advance' and others to WeRail or generic 'they will both get more customers'.

Responses with 'more customers for Wood Holidays' were awarded no marks. For marks to be awarded learners needed to say 'increased range of products/destinations/services/different types of customer' or similar.

Many responses saying 'they will make more money' again no mark was awarded for this as it is too vague and not applied to Wood Holidays.

This response has a poorly explained first advantage, this is not clearly an advantage to Wood Holidays. The second part is implying wider range of destinations so was awarded one mark only.

Wood Holidays works with different travel and tourism organisations. One of these organisations is WeRAIL. WeRAIL provides an advance booking service for train tickets in many different countries.

(b) Explain **two** advantages for Wood Holidays of working with WeRAIL.

(4)

1. ~~It gives customers~~ It has access to advance booking services for train tickets which is great for their customers and will make them happy.
2. They can sell more tailor-made holidays to different destinations because WeRail ~~has given them~~ provides train tickets to many different countries.

Question 3c)

Many learners missed the part in the question saying **manage the media coverage**, and instead saying what Wood should do – transfer flights, give discounts etc.... There were many generic answers referring to ATOL, refunds, discounts....

There were many responses referring to media in general not naming any specific types e.g. 'they should tell the media what they are doing to help'.

For higher marks, answer needed to focus on both ways of helping the customers and media management and what types could be used to communicate with customers. The future impact of good media management on their business – for example image and reputation- was often included in better responses.

This response includes different types of media and the ways they could be used – social media, support line, live chat and emails all mentioned here. The answer is well linked to reputation too and was awarded 5 marks.

(c) Discuss the ways that Wood Holidays could manage the media coverage of its situation.

(6)

What they should do is contact the Civil Aviation Authority, so that they can repatriate their customers. They should then contact all 900 customers to offer some sort of discount, such as 50% for two nights, to encourage the customers to not cancel their placement. On social media they should offer their condolences and a support line or live chat to those customers who are stressed or confused on what's happening. To the customers overseas, they should offer food + drink or a full paid stay at the local hotel, in order to help calm nerves. They should also be in contact with all 1,100 customers each time there is a new alert, either through their social media, email, text or airport intercom. All of this should help their reputation, as well as gaining their customers happiness + trust back.

Question 3d)

Time was an issue for this last question. There were some blanks and some where only a paragraph or less had been written, indicating that the learner had run out of time.

The focus of the question was how customers are protected financially if a business fails. Some learners interpreted this as 'fails to provide good service'. Business failure is clearly stated in both the question and the stem preceding question 3.

Many responses were descriptive rather than evaluative, and simply identified and described the different ways that customers could be protected financially – the most common was ATOL but many did not really show understanding of their role.

There were many generic responses, such as *'insurance companies/the government/the company will give you your money back/compensation if things go wrong'*.

Another interesting interpretation of financial failure was linked to Data Protection Act – referring to safety of your information/money in case of a scam or company going bust.

The role of ATOL in financial failures was quite well understood by some. However, the roles of insurance companies, ABTA and FCO were less well known.

This response considers and shows accurate knowledge of ABTA, ATOL and additionally travel insurance applied to a business failure.

There is balance, as both sides of the protection are considered, and a conclusion is present, so 8 marks were awarded.

To achieve higher marks there needed to be more detail of the protection schemes and evaluation of these, and a more substantiated conclusion.

(d) Evaluate the different ways customers are protected financially if there are travel and tourism business failures.

(12)

Customers are ABTA protected, which provides a code of conduct for travel agents and tour operators, so if they don't follow it then they also have an arbitration service provided. This is in case a customer has any issues with a travel agent or tour operator, and this can be taken to court.

They are also protected by the FCO, who will cover financial costs of repatriation if tourists are stranded abroad. This is good because customers won't have to pay huge costs in order to return home, and they will be given a place/room to stay if the flight isn't immediate, so customers won't have money concerns.

Customers are financially protected by ATOL if they used a travel organisation that was approved by the Civil Aviation Authority. Their ATOL certificate will allow them to get a flight home if their flight company had issues or become bankrupt. ATOL also offers financial protection against losing money if a business can no longer provide their products due to system failures or bankruptcy, so customers are at ease and protected if anything did occur.

On the other hand, if the organisation wasn't ABTA or ATOL protected then the customer would only

be able to rely on their travel insurance and money they can spend on return flights and any extra costs such as overnight stays and transport. Also, their insurance may not cover repatriation or being financially covered from travel business failures.

To conclude, customers have many different ways of staying financially protected such as ABTA, ATOL and insurance. They still could be at risk of losing money or time from their holiday, however they would get some financial protection overall.

Summary

General advice to learners

1. It is important to manage time well. The paper has 75 marks to be completed in 90 minutes. There are six extended response questions on the paper with marks ranging from 6 to 12 marks. In total these are worth 52 marks in total, so the most time, at least one hour, needs to be spent on these questions.
2. An understanding of what is expected for each of the command words in the paper is important. A conclusion is required if the command word is Assess or Evaluate, and both aspects of the scenario or issue need to be considered for higher marks. A list of command words that can be used in the external examination can be seen in the specification content section of Unit 1.
3. Read the question and stem carefully. On this paper, for example 'managing media coverage' was missed in 3c) by many learners, who simply described how the customers could be helped. Similarly, 'self-catering' in question 1a) – leading to easy marks being lost by learners who put 'hotels'....
4. Learn the meaning of key terms from specification as understanding of any of these may be tested in either short answer questions or within an extended response question – for example multiplier effect and recession and apply these terms to travel and tourism -e.g. tourism multiplier.
5. Be able to give examples of key named organisations from the different sectors of the travel industry and make sure that knowledge of these is up to date, for example Thomas Cook no longer have a high street travel agency presence.
6. Make sure to apply all answers to travel and tourism organisations – do not give generic answers that could apply to any business – e.g. 'going bust' 'losing jobs' – say what sector, and why....
7. This is a Level 3 paper, so responses such as '*more money*' or '*more customers*' are very vague and non-specific. Learners need to refer to '*increased income/turnover*' and '*wider range of named customer types*' and why proposed actions may lead to these outcomes....



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