

Mark Scheme

Summer 2013

PL Travel and Tourism (TT201)
Unit 1: Journeys and Destinations in
Travel and Tourism

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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.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the 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 the 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 regarding the application of 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.

Question Number	Answer	Mark
1(a)	<p>6 marks available. Up to 3 marks for each developed explanation. Maximum of 2 marks for each identification or description only. No marks for identification of accommodation.</p> <p>Max. 3 marks in total available for answers connected to incorrect accommodation choice if developed explanation present.</p> <p>E.g.</p> <p>The Hoxton Hotel</p> <ul style="list-style-type: none"> • This hotel would suit because of its location (1) • The Hoxton is much closer to the O2 where the conference is (1) • The Hoxton suits because it says it offers free WiFi access(1) so they can keep in touch with office/families(1) • As the pair can book the accommodation in advance, the Hoxton may well offer the best value which they want,(1) as they start their prices lower than the other hotel which would be when they would be booking(1) and they want luxury which the hotel also offers(1) • The pair do not want breakfast so the Hoxton might suit(1) as instead of having to go to the dining room to eat(1) a light breakfast is sent to everyone's room which would mean they are not held up eating and can leave early(1) 	6

Question Number		Indicative Content
1(b)		<ul style="list-style-type: none"> • If they travel by coach it will be less tiring for Mr D'Souza • The cost of both of these options looks the same however more is included in the coach tour option like the tattoo tickets • If they take the coach tour the tour guide will be able to point out places of interest and may be able to speak some Spanish so they can all understand • If the family drive themselves they can stop when they want to which gives them more freedom to spend time where they like such as more time in York maybe and less in Edinburgh • The twins are quite young and may find the coach boring on such a long trip, especially if they do not understand the guide and they may misbehave • In terms of cost the coach tour looks like it may offer the best value as so much is included in the tour price such as Tattoo tickets and the services of the tour guide. However the convenience of having your own car means you can make all the decisions about where/when to stop and as the twins are young this freedom may suit them better • The coach tour would be better for the environment • There are lots of people travelling in the coach and this is better for the environment • Both options use petrol and the road but the coach is better environmentally this is because more people can travel on the coach at the same time which means each person is causing less omissions
Level	Marks	Descriptor
	0	No rewardable material
1	1-2	Lack of application, basic response only.
2	3-6	Some application with consideration of different factors. May only consider advantages or disadvantages. May focus on only cost or convenience. Some assessment evident.
3	7-8	Effective application. Consideration of both advantages and disadvantages. Clear assessment evidence.

Question Number	Answer	Mark
1(c)	<p>4 marks available for justification E.g</p> <ul style="list-style-type: none">• They could travel by train (1)• Some trains generate electricity when breaking(1) and therefore use less energy(1)• Most trains cause less pollution because they run on electricity(1)• There is a rail link between London and Edinburgh and they could stop at York on the way (1)and train travel causes less environmental damage than road travel(1) because more people can travel together on a train (1) which dramatically reduces the pollution generated per person travelling(1)	4

Question Number	Answer	Mark
2(a)	<p>Up to 2 marks available for naming items for each person</p> <p>Example answers include:</p> <p>Tom</p> <ul style="list-style-type: none"> • Golf • Tennis • Gym • Aerobics • Beach volleyball • Football • Salsa <p>Aziz</p> <ul style="list-style-type: none"> • WiFi in public areas • Swimming • Spa with relaxation zone • Meditation • Sauna and steam room • yoga <p>Emily</p> <ul style="list-style-type: none"> • swimming • non-motorised watersports • kayaks • canoes • windsurfing • water bikes • sunfish sailing • diving • water aerobics <p>Saskia</p> <ul style="list-style-type: none"> • salsa • Pilates • Belly-dancing • yoga • tai chi • aerobics 	8

Question Number	Answer	Mark
2(b)	Total price £2034 x 4 £8136	2

Question Number	Answer	Mark
2(c)	Award 1 mark for each correctly identified timing Train departs London Victoria 20.00 Train arrives London Gatwick 20.30	2

Question Number	Answer	Mark
3(a)(i)	Up to 4 marks available for explanation. Max 2 marks available for description only. Max 2 marks for explanation if not applied to Tallinn E.g <ul style="list-style-type: none"> • Tourism brings money to the people(1) • Tourism brings employment to the people (1) • Tourism brings employment to the people (1) which means they become wealthier (1) and then can spend more money bringing wealth to more people. Max 2 marks as not an applied answer. • Tallinn has experienced a great increase in the number of tourists coming to the city(1) and these tourists bring more money both to bars/restaurants and hotels/tourist attractions (1) plus the additional numbers mean tourist places need more staff leading to greater employment(1) • The transport system needs to be efficient to attract tourists(1) and with the amount of money tourists bring in Tallinn/Estonia can improve its roads and airports (1) and by increasing construction employment is created(1) which in turn improves the economy as spending/taxes increase(1) 	4

Question Number	Answer	Mark
3(a)(ii)	<p>Up to 4 marks available for explanation. Max 2 marks available for description only. Max 2 marks for explanation if not applied to Tallinn</p> <p>E.g</p> <ul style="list-style-type: none"> • Tourism can cause more litter(1) • Tourists can graffiti buildings (1) and cause damage to the environment(1) Max 2 as not an applied answer • Some tourists to Tallinn have caused social problems through their rowdy behaviour(1) this has caused problems for local people(1) who don't always feel safe to go out in their own city after dark(1) • The cheap flights encouraged stag and hen weekenders which brought rowdy behaviour(1) scaring locals and other tourists away(1) their drunken behaviour could lead to vandalism(1) and destruction of unique/historic buildings (1) 	4

Question Number	Answer	Mark
3(b)	<p>Up to 3 marks available for explanation. Max 2 marks for description only</p> <p>E.g</p> <ul style="list-style-type: none"> • More people will be coming to experience the culture/events(1) • The Capital of Culture brings lots of festivals and events(1) and more people will come to see these(1) • When Tallinn was designated the European Capital of Culture more people would have become aware of the city(1) and they learnt about its beautiful buildings and other cultural events(1) which will have shown people a different side to the rowdy image of Tallinn(1) 	3

Question Number	Answer	Mark
3(c)	<p>Up to 3 marks available for explanation. Max 1 mark for speculative answer</p> <p>E.g</p> <ul style="list-style-type: none"> • Being the Year of Culture tourist businesses may have put up prices (1) • Tallinn/Estonia has changed its currency to Euros (1) • When the Euro became the currency for the country this made Tallinn expensive(1) because the pound has a weak exchange rate against the Euro (1) and all products/services bought by British tourists needed extra pounds (£) to be converted to Euros (1) 	3

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Question Number	Answer	Mark
3(d)	<p>Up to 3 marks available for each explanation. Max 2 marks in total for description only. Max 1 mark for tourist attractions unless refer specifically to new ones.</p> <p>E.g</p> <ul style="list-style-type: none"> • Scarborough is a low cost resort(1) • Appeal to business tourists. Scarborough is developing its conference facilities(1) which means the town can offer a good product for the business market(1) • Low prices. Scarborough is growing in popularity due to an increase in domestic tourism(1). This may be because it is cheaper to travel within the country you live in (1) rather than to fly to another one which is more expensive(1). • Favourable exchange rates. Currently the pound has a weak exchange rate against other worldwide currencies(1) which means when Britons go abroad everything is very expensive for them(1) so many more are staying at home to holiday which benefits resorts like Scarborough(1) 	3

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