



Mark Scheme January 2016

BTEC Level 1/Level 2 Firsts in Travel
and Tourism

Unit 1: The UK Travel and Tourism
Sector (21474E)

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Question Number	Answer	Mark
1(a)	B Natural	(1)

Question Number	Answer	Mark
1(b)	A Insurance	(1)

Question Number	Answer	Mark
1(c)	Award one mark for: Civil Aviation Authority Accept misspellings	(1)

Question Number	Answer	Mark
1(d)	Award one mark for any of the following up to a maximum of two marks: <ul style="list-style-type: none"> • Special events • Festivals <p>Accept any other appropriate answer, including named examples.</p>	(2)

Question Number	Answer	Mark
1(e)	<p>Award one mark for any of the following up to a maximum of two marks:</p> <ul style="list-style-type: none"> • Information/Directions • Recommendations/advice • Booking taxi/cab/theatre tickets • Carrying luggage/guide to room <p>Accept any other appropriate answer.</p>	(2)

Question Number	Answer	Mark
1(f)	<p>Award one mark for any of the following up to a maximum of two marks:</p> <ul style="list-style-type: none"> • Day Trips • VFR/Visiting friends and relatives • Staycations <p>Accept any other appropriate answer, including named examples.</p>	(2)

Question 1 = 9 marks

Question Number	Answer	Mark
2(a)	£17,677 million £17,677 17,677 17,677,000 17677 m/million	(1)

Question Number	Answer	Mark
2(b)	C 2012	(1)

Question Number	Answer	Mark
2(c)	D 2014	(1)

Question 2 = marks

Question Number	Answer	Mark
3(a)	<p>Award one mark for any of the following up to a maximum of two marks:</p> <ul style="list-style-type: none"> • Adventure • Health • Education • Voluntary work • Conservation <p>Accept any other appropriate answer, including named examples.</p>	(2)

Question Number	Answer	Mark
3(b)(i)	<p>Award one mark for:</p> <ul style="list-style-type: none"> • Travel to sights associated with death/disaster/suffering <p>Accept any other appropriate answer.</p>	(1)

Question Number	Answer	Mark
3(b)(ii)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none"> • Battlefields • Ground Zero/Twin Towers • D Day landing beaches • Concentration camp <p>Accept any other appropriate answer</p>	(1)

Total Question 3 = 4 marks

Question Number	Answer	Mark
4 (a)	B Private	(1)

Question Number	Answer	Mark
4 (b)	A Airline merging with another airline	(1)

Question 4 = 2 marks

Question Number	Answer	Mark
5	<p>Award one mark for identifying the advantage and an additional mark for the explanation to a maximum of two marks each:</p> <ul style="list-style-type: none"> • Saves money on staffing (1) as audio/visual presentations informs visitors instead (1) • Attracts new target markets (1) as multi-media interpretation appeals to the younger generation (1) • More repeat business (1) as customers are encouraged to return to see new technology/innovation(1) <p>Accept any other appropriate answer.</p>	(4)

Question 5 = 4 marks

Question Number	Answer	Mark
6 (a)	<p>Award one mark for any of the following up to a maximum of two marks:</p> <ul style="list-style-type: none"> • Convenience - can quickly/easily find travel options to suit them (1) • Availability - can book it from the comfort of your own home/it is available 24:7 (1) • More control/information – allows customer to browse/review and research independently (1) <p>Accept any other appropriate answer</p>	(2)

Question Number	Answer	Mark
6 (b)	<p>Award one mark for identification of each disadvantage to Luxury Selections and one additional mark for explanation up to a maximum of two marks each:</p> <ul style="list-style-type: none"> • Target market/over 55s may not book holidays online/use bookatrip.com (1) because of security concerns/lack of personal service (1) • Will be competition from bigger tour operators offering lower prices (1) this is risky as it means Luxury Selections may have to cut their prices to increase bookings (1) • Using third party/Bookatrip.com could lead to mistakes/lose control (1) and this means Luxury Selections gets a bad image/cancelled holidays (1) • Luxury Selections will have to pay a commission to Bookatrip.com (1) and they would need to sell a lot to cover this extra cost/put their prices up (1) 	(4)

Question 6 = 6 marks

Question Number	Answer	Mark
7	<p>Award one mark for the identification of a way airlines keep passengers safe and one additional mark for the explanation up to two marks each.</p> <ul style="list-style-type: none"> • Passenger checks before boarding (1) to ensure all are authorised to fly (1) • Safety equipment (1) to treat passengers/fight fires (1) X-ray/Scanners (1) to make sure potentially dangerous items are not taken onboard (1) • Trained cabin crew/safety demonstrations (1) so that they can evacuate passengers safely in emergencies/deal with difficult passengers (1) <p>Accept any other appropriate answer</p>	(4)

Total Question 7 = 4 marks

Question Number	Answer	Mark
8	<p>Award one mark for the identification of disadvantage and one additional mark for the explanation up to a maximum of two marks each.</p> <ul style="list-style-type: none"> • Not all travellers are confident with the technology (1) some people may get confused/feel discriminated against • Email technology/systems can be unreliable/poor signal/not instant/spam (junk)(1) this means some people will still not be able to make alternative arrangements in time(1) • Some travellers may not receive the email alert due to: no access to email/no power/no device/no email account (1) leading to inconvenience/ overcrowding/ late arrivals/misconnections/unexpected costs (1) <p>Accept any other appropriate answer</p>	(4)

Total Question 8 = 4 marks

Question Number	Answer	Mark
9(a)	<p>Award one mark for the identification of way and one additional mark for the appropriate explanation up to a maximum of two marks each.</p> <ul style="list-style-type: none"> • Talks / presentations from VB representatives who have detailed knowledge of the UK tour operators/ attractions/destinations (1) so can give first-hand information /recommend tours/operators that would appeal to the Chinese market (1) • Could have a prize draw competition and collect customer details (1) to build up a list of customers to target (1) • Networking opportunities to make contact/raise awareness with other exhibitors such as airlines/online travel agents (1) to establish a China based partnership with inbound tour operator (1) <p>Accept any other appropriate answer.</p>	(4)

Question Number	Answer	Mark
9(b)	<p>Award one mark for the identification of way and one mark for the appropriate explanation:</p> <ul style="list-style-type: none"> • Have a two day centenary festival (1) as people would come and stay and spend money on accommodation/hotels/ restaurants (1) • Produce souvenirs/merchandise for the anniversary (1) these will be unique and encourage more spending in shops/information centres across the region (1) 	(2)

	Accept any other appropriate answer.	
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Total Question 9 = 6 marks

Question Number	Indicative content	Mark
10	<p>Responses may include the following viewpoints:</p> <ul style="list-style-type: none"> • Creates jobs in city – direct/indirect – parking/baggage/food/accommodation • Jobs created likely to be seasonal • Low paid jobs/poor conditions on ships • Boost to local economy, increased taxes for council • Multiplier effect • Attracts investment to the city – other sectors benefit/new attractions built • Reliance on cruise industry, vulnerable accident/virus/bad publicity cruise demand may fall • Cost of building/debt still need to be paid • Area beyond the city will be visited by tourists/day visits – spend/tourism growth • Cost, requires a lot of money could be better spent elsewhere 	(8)
Level	Descriptor	
0 0 marks	No rewardable material	
1 1-3 marks	A few points identified or one point discussed in some detail. The answer may be in the form of a list. Points made may be superficial/generic and not applied/directly linked to the situation in the question i.e. contribution to Liverpool's economy of building a permanent cruise terminal.	
2 4-6 marks	Some points identified or a few points discussed. Consideration of more than one viewpoint but there may be more emphasis on one of them. Most points made will be applied and relevant to the situation in the question, i.e. contribution to Liverpool's economy of building a permanent cruise terminal.	
3 7-8 marks	Range of points discussed or a few points discussed in depth with clear application. The majority of points made will be relevant to the scenario, i.e. contribution to Liverpool's economy of building a permanent cruise terminal.	

Total Question 10 = 8 marks

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