



Mark Scheme Post-Standardisation June 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)	C A couple from Switzerland visiting Scotland E A student from Singapore visiting Wales	(2)

Question Number	Answer	Mark
1(b)	A Visiting friends D Short break	(2)

Question Number	Answer	Mark
1(c)	One mark for either of the following: <ul style="list-style-type: none"> • The value of a country's economy (1) • A measure of all goods and services over a specific time (1) 	(1)

Question Number	Answer	Mark
2(a)	Award one mark for any of the following up to a maximum three marks. <ul style="list-style-type: none"> • Information/health advice • Foreign exchange • Arranging transfers/ground transport • Excursions • Insurance • Ancillary services 	(3)

Question Number	Answer	Mark
2(b)	Award one mark for any of the following up to a maximum of two marks. <p>Information/interpretation (1)</p> <p>Exhibits/displays (1)</p> <p>Rides (1)</p> <p>Events/special events (1)</p> <p>Talks/tours/guides (1)</p> <p>Souvenirs/gifts (1)</p> <p>Hospitality/catering (1)</p>	(2)

	Accept any other appropriate answers.	
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Question Number	Answer	Mark
2(c)	<p>Award one mark for any of the following:</p> <ul style="list-style-type: none">• To encourage visitors• To promote/marketing• Increase tourism revenue <p>Accept any other appropriate answer.</p> <p>Do not accept 'information/advice/guidance' as an answer.</p>	(1)

Question Number	Answer	Mark
3(a)(i)	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • 24/7 booking available (1) • Can use email marketing (1) • Reduces cost of employing people (1) • Wide audience (1) • Can alter prices quickly/add discounts (1) <p>Accept any other appropriate answers.</p>	(2)

Question Number	Answer	Mark
3(a)(ii)	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Self-service check-in/ luggage check in (1) • X-ray machines/body scanners (1) • Improved passport technologies (1) • Passport technologies/E-passport (1) <p>Accept any other appropriate answers.</p>	(2)

Question Number	Answer	Mark
3(b)	<p>Award one mark for the identification of a disadvantage and one additional mark for the explanation, up to a maximum of two marks each.</p> <ul style="list-style-type: none"> • Complicated arrangements/multiple bookings involving different websites (1) this means it will be time consuming finding the best deals (1) • They may not know the best deals/offers/suitable accommodation and when to book (1) this means it is likely to cost them more money (1) • Must be booked instantly/dynamic pricing mechanism (1) difficult to get agreement/confirmation from friends (1) • Easy to make errors online (1) costly to resolve (1) 	(4)

Question Number	Answer	Mark
4	<p>Award one mark for any of the following up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Funded by membership • Funded by donations/products and services • Independent ownership <p>Accept any other appropriate answers.</p>	(2)

Question Number	Answer	Mark
5(a)	Award one mark for: Office of/for Rail Regulation/Office Rail Regulation/Regulator (1) Accept misspellings	(1)

Question Number	Answer	Mark
5(b)	Award one mark for any of the following up to a maximum of two marks. <ul style="list-style-type: none"> • Represents members (1) • Lobbies government (1) • Raises profile of tourism (1) • Support for members - events/training/publish data (1) <p>Accept any other appropriate answers.</p>	(2)

Question Number	Answer	Mark
6(a)	Award one mark for the identification of each way and one mark for the appropriate explanation, up to a maximum of two marks each. <ul style="list-style-type: none"> • Introduce bike hire (1) to reduce traffic congestion/so that there are fewer cars on the road (1) • Introduce park and ride scheme (1) to reduce traffic emissions (1) • Create footpaths (1) to protect habitat/prevent erosion (1) • Guided walks/leaflets/guides (1) to educate visitors on ways to protect/behaviours (1) <p>Accept any other appropriate answers.</p>	(4)

Question	Answer	Mark
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Number		
6(b)	<p>Award one mark for the identification of a way and one additional mark for an appropriate explanation, up to a maximum of two marks.</p> <ul style="list-style-type: none"> • Using/selling local produce in the hotels/visitor centres (1) means more demand for local food suppliers (1) • Promote local traditions/crafts (1) by selling authentic, locally made souvenirs produced by local artists/craftspeople (1) <p>Accept any other appropriate answers.</p>	(2)

Question Number	Answer	Mark
7	<p>Award one mark for the identification of an advantage to Tarn Hotels and one additional mark for the explanation, up to a maximum of two marks each.</p> <ul style="list-style-type: none"> • Advertising/marketing/publicity (1) as the hotel will be on Country Escape's website/literature/cottages (1) • Increased sales/income (1) as guests from the cottages will visit the hotel and may spend money in the bar, or decide to stay in future (1) • Share customer details (1) so can send out offers/deals to cottage guests (1) <p>Accept any other appropriate answers.</p>	(4)

Question Number	Answer	Mark
8	<p data-bbox="448 338 1166 443">Award one mark for the identification of effect and one additional mark for the explanation, up to a maximum of two marks each.</p> <ul data-bbox="496 483 1166 763" style="list-style-type: none"> <li data-bbox="496 483 1155 551">• Creates market confidence (1) and helps supports/ develops businesses (1) <li data-bbox="496 551 1155 618">• More money from taxes (1) for investing in other services (1) <li data-bbox="496 618 1166 763">• Contributes to the UK economic multiplier effect (1) so that more money is circulating in the UK economy benefiting non-travel and tourism organisations (1) <p data-bbox="448 801 1091 835">Accept any other appropriate answers.</p>	(4)

Question Number	Answer	Mark
9	<p>Award one mark for the identification of each disadvantage and one mark for the appropriate explanation, up to a maximum of two marks each.</p> <ul style="list-style-type: none"> • May lose distinct identity/all cruises seem the same/too branded by IC and customers perceive lack of choice (1) so business may start to decline (1) • Large overseas/US call centres can mean reduced ability to contact customers directly (1) this means customer care/personal touch suffers, so reputation/ image damaged/RRC's loyal customers may not rebook (1) • IC and RRC within the same corporate group may reduce flexibility /responsiveness and therefore not work together effectively (1) and therefore miss opportunities for integration that could grow their business/increase profitability (1) <p>Credit idea of language/cultural barriers/problems, e.g. UK business with an American parent company.</p> <p>Accept any other appropriate answers.</p>	(4)

Question Number	Indicative content	Mark
10	<p>Responses may include the following:</p> <p>Air</p> <p><u>Advantages</u></p> <ul style="list-style-type: none"> • Quick travel time so can make most of their time there. • Direct so less chance of travel delays/disruption, also safer travelling with a group <p><u>Disadvantages</u></p> <ul style="list-style-type: none"> • Costs may be variable depending on time of year and booking, likely to be on a budget, so will need to book early. • Some students may be scared of flying • Extra cost for baggage and seats together • Travel will need to be arranged to and from the airports. <p>Rail</p> <p><u>Advantages</u></p> <ul style="list-style-type: none"> • Reasonably priced • Will offer chance to see scenery as travel and gain experience of changing trains/rail journeys some may not have had before so learning opportunity • Should be able to book seats together so safer <p><u>Disadvantages</u></p> <ul style="list-style-type: none"> • A number of changes could be difficult to organise with luggage, risk of students getting lost • More chance of disruptions and delays with changes • Disruption at Eurotunnel/strikes/weather <p>Road and sea</p> <p><u>Advantages</u></p> <ul style="list-style-type: none"> • No changes so less chance of disruption/delays • Can share cabins so good chance for social interaction/keep together so safe • Likely to be the cheapest option so will suit school budgets, will save money on accommodation. • Lots on offer to keep students occupied • Secure once onboard <p><u>Disadvantages</u></p> <ul style="list-style-type: none"> • Two nights spent onboard ferry so less time at destination 	(8)

	<ul style="list-style-type: none"> • Some students may get sea sick/travel sickness • May be disruptive to other passengers and need constant supervision by teachers • Traffic and road disruptions 	
Level	Descriptor	
0 0 marks	No rewardable material	
1 1-3 marks	Basic response. The answer may be in the form of a list. Points made will be superficial/generic/descriptive and may not be applied/directly linked to the situation in the question, i.e. suitability for the school and/or students. No conclusion produced or the conclusion a consequence of only one side of the argument being considered.	
2 4-6 marks	Response may include advantages and disadvantages for different options but likely to be more emphasis on one side than the other. Most points made will be relevant to the situation in the question, i.e. suitability for the school and/or students. A conclusion may be present, but is likely to be implicit.	
3 7-8 marks	Balanced response considering disadvantages and advantages of the options in some detail. The majority of points made will be relevant. A justified conclusion is produced that is well applied to the suitability for both the school and the students.	

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